

CONSTRUCTION FINANCIAL  
MANAGEMENT ASSOCIATION

---

# CFMA

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

# 2020

MEDIA PLANNER

---

[WWW.CFMA.ORG](http://WWW.CFMA.ORG)

FOR MORE INFORMATION CONTACT:

Doug Smith  
Media Director  
(352) 333-6015  
[dougsmith@naylor.com](mailto:dougsmith@naylor.com)



# CFMA SPONSORSHIP & ADVERTISING OPPORTUNITIES **At-A-Glance**



## **Building Profits**

[www.cfma.org/building-profits](http://www.cfma.org/building-profits)

**CFMA Building Profits, CFMA BP Online, & Sponsored Targeted E-mails**

As CFMA's award-winning and most valued member benefit, *CFMA Building Profits* covers construction financial management from the ground up. *CFMA Building Profits*, CFMA BP Online (the digital replica), and our sponsored targeted e-mails connect you with the leaders of the construction finance industry.

## **www.cfma.org**

Advertising on [cfma.org](http://cfma.org) is a great way for your company to connect with users who have daily access to highly valued content, industry news, and professional development tools.



## **Bottom Lines E-Newsletter**

CFMA's monthly *Bottom Lines* e-newsletter delivers industry news and information to all CFMA members.



## **Online MarketBASE**

[cfma.onlinemarketbase.org](http://cfma.onlinemarketbase.org)

CFMA Online MarketBASE is a content rich, interactive, and user-friendly directory that brings suppliers and construction finance professionals together, making it easy for members to locate products and services.



## **Webinars & Online Courses**

[www.cfma.org/webinars](http://www.cfma.org/webinars)

CFMA Webinars are timely, relevant, and easily accessible to draw a large audience of CFOs, CPAs, and other top-level decision-makers.



## **CFMA's Annual Conference & Exhibition**

[www.conference.cfma.org](http://www.conference.cfma.org)

The only conference focused exclusively on the specialized education needs of construction financial professionals and executives. Don't miss this unique opportunity to reach the key market for your products and services.



# Membership At-A-Glance



## More than 8,600 members and 98 U.S. and Canadian chapters

CFMA is the only organization dedicated to bringing together construction financial professionals and those partners serving their unique needs.

## Membership Retention Rate

# 84.7%

As of October 2019



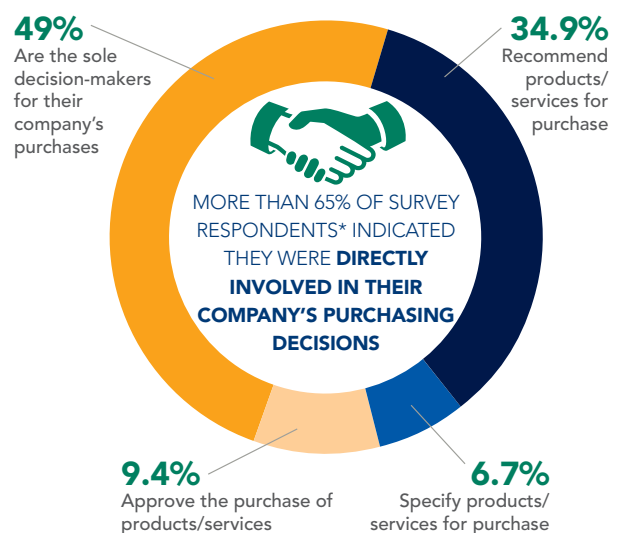
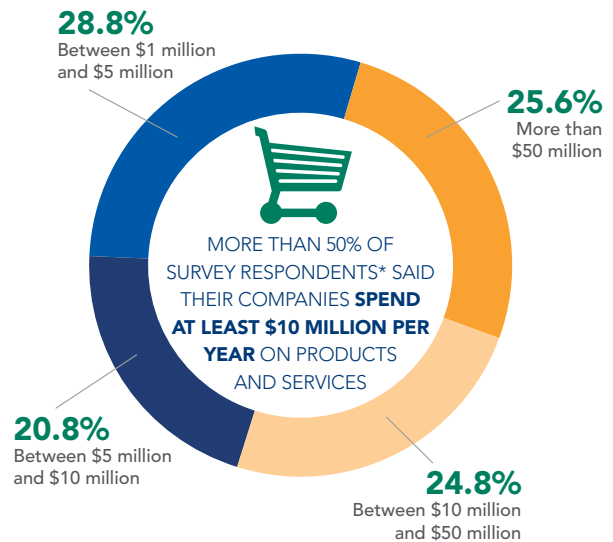
## CFMA General Members Include:

- ◆ Accounting/Financial Managers
- ◆ Business Managers
- ◆ CFOs
- ◆ Controllers
- ◆ CPAs
- ◆ Directors
- ◆ Owners
- ◆ Presidents
- ◆ Treasurers
- ◆ Vice Presidents



## CFMA General Members Work for:

- ◆ Architects & Engineers
- ◆ Construction Managers
- ◆ Developers
- ◆ General Contractors
- ◆ Material Contractors & Suppliers
- ◆ Heavy/Highway Contractors
- ◆ Specialty Trade Contractors



\*CFMA Building Profits Member Readership Survey

# Membership At-A-Glance

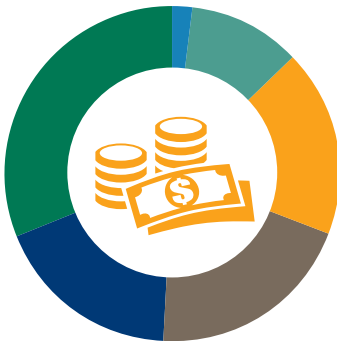


## General Member Companies

- General Contractor **44%**
- Specialty Trade Contractor **36%**
- Heavy/Highway Contractor **10%**
- Construction Management & Other **10%**

**3,124 (35%)**  
ASSOCIATE  
MEMBERS

**5,766 (65%)**  
GENERAL  
MEMBERS



## Company Revenue

- Less than \$1,000,000 **2%**
- \$1,000,001 to \$10,000,000 **11%**
- \$10,000,001 to \$25,000,000 **18%**
- \$25,000,001 to \$50,000,000 **20%**
- \$50,000,001 to \$100,000,000 **18%**
- \$100,000,001 and above **31%**

**35%**  
WOMEN

**65%**  
MEN



## Associate Member Companies

- Public Accounting Firm **42%**
- Insurance Agency/Carrier **15%**
- Other Industry Classification **14%**
- Surety Firm **11%**
- Software/Hardware **7%**
- Banking Firm **6%**
- Law Practice **5%**

**8.3 YEARS**  
AVERAGE  
MEMBER TENURE

**42.1 YEARS**  
MEDIAN AGE OF  
NEW GENERAL  
MEMBERS  
JOINING IN  
CALENDAR  
YEAR 2018

# CFMA Building Profits

Absolutely the best construction industry publication! I receive several others and none of them are of the high quality that is *CFMA Building Profits*. This magazine is worth the price of membership itself.

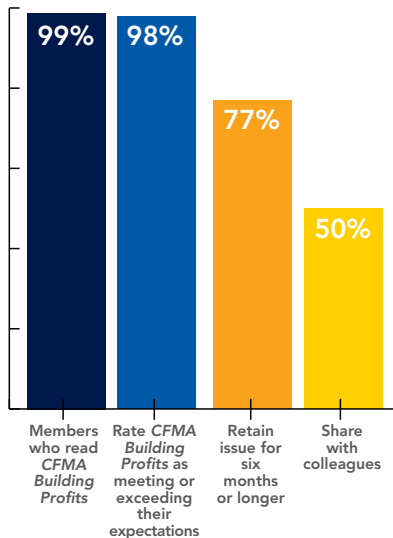
It is the perfect companion to the education and conference offerings.

**Marj Weber, CCIFP**  
Irontree Construction, Inc.

## 8,600+

Bimonthly print distribution  
plus bonus distribution at select  
industry conferences

### About CFMA Building Profits Readers:



*CFMA Building Profits* is the premier source of information on all aspects of financial management unique to the construction industry:

- Accounting & Reporting
- Benchmarking
- Cash Management
- Information Technology
- Job Costing
- Leadership & Human Resources
- Legal & Legislative Issues
- Risk Management
- Safety & Loss Prevention
- Surety & Bonding
- Taxation

CFMA is regarded worldwide as the source for construction financial excellence. *CFMA Building Profits* enjoys that same kind of trust and respect – that's why, year after year, it's the first place CFMA members look for the last word in construction financial management.



#### AWARDS FOR PUBLICATION EXCELLENCE

RECOGNIZING EXCELLENCE IN PUBLICATIONS WORK BY PROFESSIONAL COMMUNICATORS

2001-11; 2013-14; 2016-19

**WINNER**



#### THE COMMUNICATOR AWARD

(COMBINED AWARDS OF DISTINCTION AND EXCELLENCE)

2002-06; 2009-15; 2017-19

**WINNER**



#### TABPI TABBIE AWARDS

2017 FRAUD DETECTION & PREVENTION: BIG DATA CAN HELP PROTECT ASSETS  
(NOVEMBER/DECEMBER 2016)

#### TOP 25 FEATURED ARTICLE

2018 THERE WILL BE NO CASSEROLES TONIGHT: FOOD FOR THOUGHT ON ADDRESSING MENTAL ILLNESS & SUICIDE (MARCH/APRIL 2017)

**HONORABLE MENTION**

# Building<sup>CFMA</sup>Profits Testimonials

"CFMA Building Profits is the definitive source for in-depth information on issues facing the construction industry. The contributors are subject matter experts whose breadth of information never ceases to amaze me. I strongly recommend that CFMA Building Profits be read by all the members of your senior management teams."

**Bud LaRosa** | Keith Construction Inc.

"CFMA Building Profits provides current, relevant information to help any construction professional deal with the tough issues facing the industry."

**Scott Rooney** | Marsh & McLennan Agency, LLC

"Very relevant, practical, and up-to-date. CFMA Building Profits is the best trade or industry magazine that I have ever read."

**Bill Hutcherson** | Achilles Air Conditioning Systems

"Even though I have been in the construction industry for over 14 years, I am still learning. I find that CFMA Building Profits is a nicely compacted tool and source of valuable information. It has a nice variety of information that will help you in any role you have in your company. It is nice to read confirmation in areas you identify as risks. The articles provide valuable knowledge to address and share concerns within your own organization."

**Mary Webber** | Global Mechanical Services, Inc.

"CFMA Building Profits is the best focused publication to keep me abreast of the information that can affect the growth and long-term financial health of our company, as a contractor. The articles are from the thought leaders of the industry with special knowledge within their selected discipline (finance, tax, accounting, legal, insurance, etc.). CFMA Building Profits is an essential publication for anyone with financial responsibilities in the construction industry and useful for anyone who works in the industry in any role."

**Kevin J. Foley** | Madison Concrete Construction

"It is an outstanding publication in terms of the quality of the articles and the breadth of coverage it has for the construction industry."

**George Maguire** | The Systems Group

"The best, and only, publication that speaks directly to construction financial professionals. It is relevant, timely, and informative."

**Tasha Gardner** | Sargent Corporation

# CFMA BuildingProfits Content Calendar

## REACH YOUR TARGET AUDIENCE IN EACH ISSUE

ISSUE	EDITORIAL THEME / TENTATIVE ARTICLE TOPICS	BONUS DISTRIBUTION
<b>JANUARY/ FEBRUARY</b> AD SPACE CONFIRMATION DECEMBER 9, 2019 AD MATERIAL RECEIPT DECEMBER 16, 2019	<b>Leadership</b>	CONEXPO-CON/AGG
<b>MARCH/APRIL</b> AD SPACE CONFIRMATION FEBRUARY 24, 2020 AD MATERIAL RECEIPT MARCH 2, 2020	<b>Managing Today's Workforce</b>	CFMA's Annual Conference & Exhibition SAGE Summit U.S. NASBP Annual Meeting Expo TUG National Users Conference
<b>MAY/JUNE</b> AD SPACE CONFIRMATION APRIL 14, 2020 AD MATERIAL RECEIPT APRIL 19, 2020	<b>Modular Construction</b>	CICPAC Conference
<b>JULY/AUGUST</b> AD SPACE CONFIRMATION JUNE 8, 2020 AD MATERIAL RECEIPT JUNE 14, 2020	<b>IT Solutions</b>	Procore Construction Technology Conference Viewpoint User Conference NECA Convention & Trade Show CMiC Annual User Conference Jonas Construction Software Conference
<b>SEPTEMBER/ OCTOBER</b> AD SPACE CONFIRMATION JULY 31, 2020 AD MATERIAL RECEIPT AUGUST 7, 2020	<b>Risk Management</b>	AGC/CFMA Construction Financial Management Conference AICPA Construction Industry Conference IRMI Construction Risk Conference
<b>NOVEMBER/ DECEMBER</b> AD SPACE CONFIRMATION SEPTEMBER 30, 2020 AD MATERIAL RECEIPT OCTOBER 6, 2020	<b>Industry Trends</b>	

In addition to each issue's editorial theme, article topics covered in *CFMA Building Profits* typically include:\*

- ◆ Accounting
- ◆ Construction Technology
- ◆ Economic Trends & Updates
- ◆ Risk Management, Insurance, & Bonding
- ◆ Tax & Legislative News

\* Visit [www.cfma.org/building-profits](http://www.cfma.org/building-profits) for more information.

### CLOSING DATES

Insertion orders must arrive by the published space confirmation date or advertising will not be published in that issue. Verbal confirmations are not acceptable. Previous ads will be repeated if new artwork is not received by the material receipt dates shown above.

Theme, confirmation, material receipt dates, and bonus distribution are subject to change.



# Building<sup>CFMA</sup>Profits

## Rates & Specs

Net Advertising Rates	1x	3x	6x
Center Spread	\$6,760	\$6,160	\$5,870
Double-Page Spread	\$5,960	\$5,360	\$5,070
1/2-Page Spread	\$3,910	\$3,520	\$3,320
Outside Back Cover	\$4,160	\$3,820	\$3,640
Inside Front Cover	\$3,980	\$3,640	\$3,460
Opposite Table of Contents	\$3,850	\$3,510	\$3,330
First Right Ad or Inside Back Cover	\$3,980	\$3,640	\$3,460
Full Page	\$3,410	\$3,070	\$2,890
1/2-Page	\$2,190	\$1,970	\$1,860
1/3-Page	\$1,450	\$1,310	\$1,230

### Print Ad Specifications

#### MECHANICAL REQUIREMENTS

Trim Size: 8.375" x 10.875"

Bleed Size: 8.875" x 11.375"

Live Image Area: 7.625" x 10.125"

All ads containing bleed should have a document size equal to the bleed/trim size. Bleed should be extended 0.25" from the trim on all sides. **Crop marks** (registration centered) should appear on the ad. **Gutter safety:** Keep important illustrations or type within a 7.375" x 9.75" live image area. Live copy must not be less than 0.375" from trim size.



#### FULL PAGE

Ad Size:

**BLEED**

8.875" x 11.375"

**NON-BLEED**

7.625" x 10.125"



#### DOUBLE-PAGE SPREAD

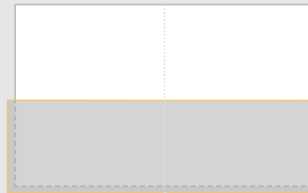
Ad Size:

**BLEED**

17.25" x 11.375"

**NON-BLEED**

16.00" x 10.125"



#### 1/2-PAGE SPREAD

Ad Size:

**BLEED**

17.25" x 5.4375"

**NON-BLEED**

16.00" x 4.625"



#### 1/2-PAGE

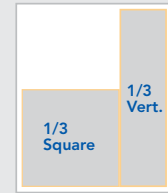
Ad Size:

**VERTICAL**

3.75" x 9.5"

**HORIZONTAL**

7.25" x 4.625"



#### 1/3-PAGE

Ad Size:

**SQUARE**

4.5" x 4.5"

**VERTICAL**

2.25" x 9.5"

### Publisher's Protective Clause

The publisher reserves the right to reject ad copy, images, and/or content deemed inappropriate according to CFMA's advertising policies and standards. All advertising should have a design different from *CFMA Building Profits* articles, at least in typeface and layout. CFMA's decisions on advertising will be final. Advertisers and agencies assume liability for all content of advertisements and for any claims arising thereof against the publisher.

### Artwork Requirements

CFMA *Building Profits* prints four-color process (CMYK) on a sheetfed offset press.

CFMA is not responsible for ads that do not print correctly due to improper or non-standard file creation, or that are not submitted per the following requirements:

All files must be submitted as high-resolution, press-ready PDFs with all fonts and images embedded. All text must be within at least 0.25" inside the trim edge.

### Extra Charges

A \$75 per hour charge will be assessed to correct materials that do not meet the digital file requirements.

### Terms & Conditions

Advertiser indemnifies Naylor, LLC and CFMA against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the ad space confirmation deadline. All premium positions (outside back cover, inside front cover, opposite table of contents) are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# CFMA BP Online Sponsored Targeted E-mails

## ENJOY THE BENEFITS OF A TARGETED E-MAIL

- Your ad is delivered directly to the inbox of financial decision-makers in the construction industry
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Exclusive ad space

## 6 targeted e-mails distributed to CFMA's 8,600+ members:

Issue (months)	Price	Leaderboard specifications:
Jan/Feb	\$2,210	<ul style="list-style-type: none"> <li>◆ 700 x 90 pixels</li> <li>◆ JPEG only; no animation</li> <li>◆ Max file size: 100 kb</li> </ul>
Mar/Apr	\$2,210	
May/Jun	\$2,210	
Jul/Aug	\$2,210	
Sep/Oct	\$2,210	
Nov/Dec	\$2,210	

**All 6 issues: \$10,580**

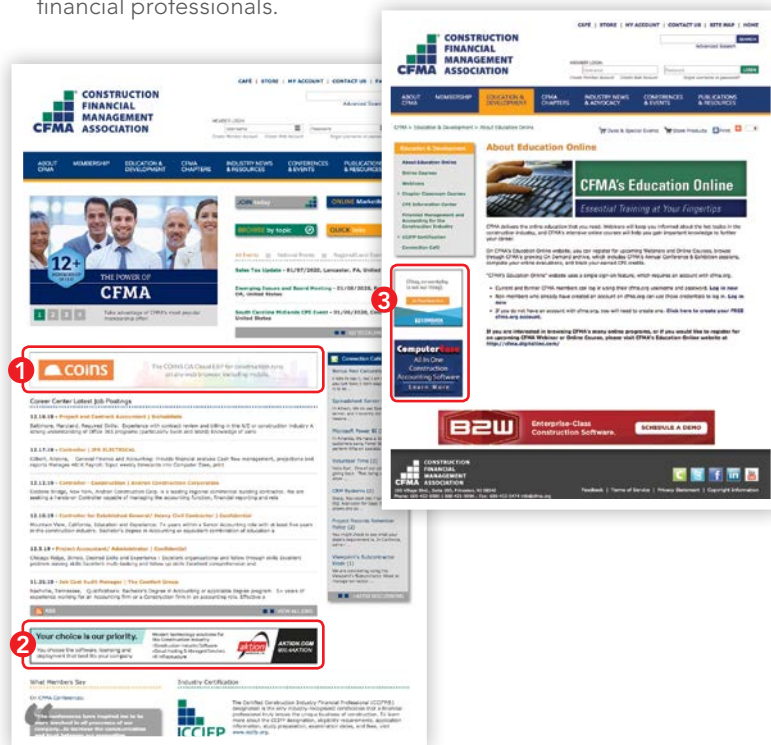


*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

# Website Advertising

## REACH CFMA MEMBERS ONLINE

Promote your company on [www.cfma.org](http://www.cfma.org), where users have daily access to highly valued content, industry news, education and development opportunities, and tools and resources tailored specifically for construction financial professionals.



## WEBSITE ADVERTISING RATES

Position	Months	Price
<b>1 TOP LEADERBOARD</b> Exclusive Position	12 Months	\$11,150
<b>2 LEADERBOARD</b> Run of Site (five rotations)	12 Months	\$5,675
<b>3 RECTANGLE</b> Sub Pages Only (two positions, four rotations each)	12 Months	\$4,200

Visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs) for complete online ad specifications.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# CFMA Bottom Lines E-Newsletter

[www.cfma.org/resources/newsletterArchive.cfm](http://www.cfma.org/resources/newsletterArchive.cfm)

CFMA's monthly *Bottom Lines* e-newsletter delivers industry news and information to all CFMA members.

## E-NEWSLETTER ADVERTISING RATES

Position & Specs	Months	Price
<b>1 SPONSORED CONTENT</b> 240 x 230 pixels image/logo, header text, body copy, call to action, link	1 Month 2 Months 3 Months	\$2,100 \$3,150 \$4,730
<b>2 RECTANGLE BANNER</b> 700 x 150 pixels	12 Months	\$8,400

Visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs) for complete online ad specifications.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



THE POWER OF  
**CFMA**  
Bringing CFMs  
TOGETHER

**Bottom Lines**

**CONTRACT**

This Contract Clause Could Save You Money  
Companies have more opportunities to save tax dollars and produce greater cash flow by taking advantage of recent tax law changes. Learn how language already found in subcontracts can work in your favor.

[Read More](#)

What is the Financial Benchmarker and Why Should Your Company Be Using It?  
Whether you, your boss, your banker, or your surety needs to know how your company compares, the power of the Construction Financial Benchmarker can help evaluate your company's performance. Learn more about this year's results.

[Read More](#)

**10 JOB COSTING HEADACHES**  
WorkMaxx

Got Any of These 10 Job Costing Headaches?  
Getting timely accurate job costs can be a challenge if you have a mobile workforce. Check out WorkMaxx to solve these 10 Job Costing Headaches for labor and asset tracking. LEARN MORE: <https://videotrend.typeform.com/advertisement>

**What's Happening in October**

**2 Working Through the Tough Stuff**  
Your daily partner in the trenches  
[www.crsdaily.com](http://www.crsdaily.com)

**Announcements**

**CONFINDEX**  
September's CONFINDEX has climbed four points to 115. Read more about what your peers think about the state of the economy [here](#).

**2019 Financial Benchmarker**  
How does your company stack up to others? Find out in the newly released **2019 Financial Benchmarker**. The Construction Financial Benchmarker is an online tool that lets users compare their financial data against CFMA's compiled and aggregated industry financial data. CFMA offers three ways in which you can view the financial benchmarker data: Click, File, Peer Group Comparison Reports, and a Subscription.

**Super CPE Days**  
Don't miss your chance to top off your CPE credit count before the end of the year with CFMA's Super CPE Days December 11 and 12. Make sure your professional license requirements are up to date and earn 9 CPE credits.

**October is Careers in Construction Month**  
Did you know October is Careers in Construction Month (CICM)? CCM has created guides for planning, organizing, and celebrating CICM. They have materials from suggested activities to sample press releases to social media graphics. [Click here](#) for more information.

# Connection Café

## CFMA EXCLUSIVE ONLINE COMMUNITY

[www.cafe.cfma.org](http://www.cafe.cfma.org)

CFMA members log in to CFMA's *Connection Café* to build relationships, network with others, ask questions, and share information. Members can find solutions to their day-to-day issues in the discussion libraries.

### 2018-19



**5,086**  
Connection Café  
messages posted  
across...



**1,122**  
discussion  
threads in  
General Inquiries

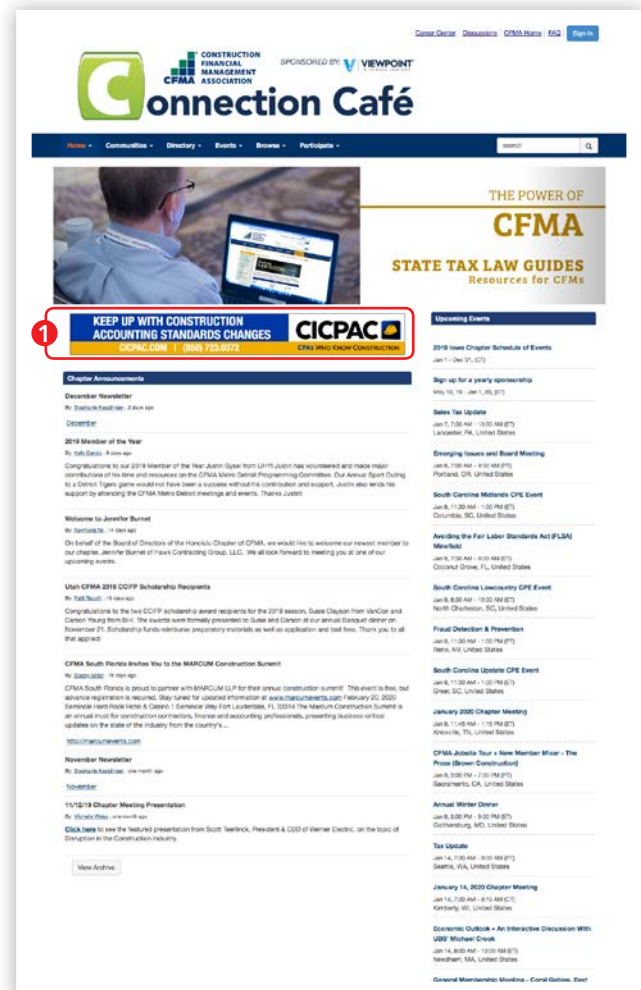
Source: January 1, 2018 - November 4, 2019

## WEBSITE ADVERTISING RATES

Position	Months	Price
<b>1 LEADERBOARD</b> Only 4 rotations available	12 Months	\$3,100 per rotation

Visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs) for complete online ad specifications.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# Online Ad Specifications

Visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs) for complete online ad specifications.

## Website Positions:

- ◆ Leaderboard 728 x 90 pixels | JPEG or GIF accepted | Max file size: 100 kb
- ◆ Rectangle 180 x 150 pixels | JPEG or GIF accepted | Max file size: 100 kb

## Sponsored Targeted E-mail Leaderboard:

- ◆ 700 x 90 pixels | JPEG only; no animation | Max file size: 100 kb

## ADVERTISING POLICIES

- CFMA reserves the right to reject, discontinue, or omit any advertisement or part thereof at any time for any reason.
- CFMA reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from website content.
- Products and/or services advertised by external organizations on CFMA websites are in no way endorsed by CFMA.
- All advertisements that are accepted and incorporated into CFMA's websites are inserted on the representation that the advertiser is properly authorized to publish the entire contents and subject matter thereof. The advertiser indemnifies and holds harmless from and against any loss of expense arising out of publishing that advertisement, including, but without limitation, those resulting from claims or suits, libel, violation of rights of privacy, plagiarism, and copyright infringement.
- All advertisement purchases are non-refundable. Advertiser may end an advertisement at any time during the contracted date; however, advertiser will not receive any refund for prepaid advertisements that advertiser chooses to cancel. CFMA may terminate the agreement at any time. In the event that CFMA terminates the agreement, CFMA will issue a pro rata refund.
- Advertiser supplied artwork must adhere to any and all trademark and copyright laws.
- Ads with white backgrounds must have a black 1x1 pixel border around the edge of the design.
- Advertiser has read and understands the terms of this policy, and has the authority to execute the same, and in doing so accepts full responsibility for payment of advertising under the terms of these policies.

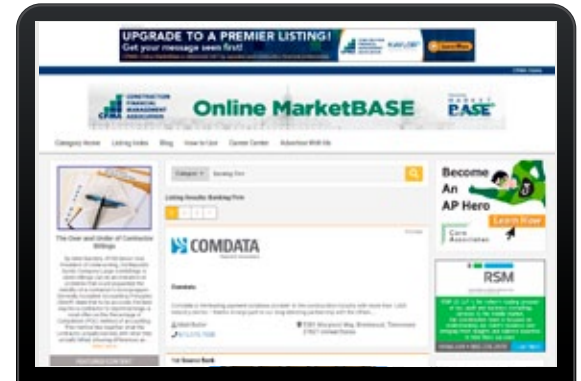


[cfma.onlinemarketbase.org](http://cfma.onlinemarketbase.org)

The CFMA MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

### 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other CFMA communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



Mobile & Desktop  
Responsive



#### A NEW Content Marketing Opportunities

**Content Level 1 – Native Ad | \$3,470/month**

**Content Level 2 – Advertorial | \$3,800/month**

**Content Level 3 – Sponsored Content | \$4,200/month**

Establish your company as a thought leader! Contact your sales representative for additional details.

#### B Super Leaderboard – EXCLUSIVE | \$3,600

Twelve months, 970 x 90 pixels.\* Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

#### C Skyscraper/Rectangle Package | \$3,520

##### 1 First Rectangle – Run of Site

Twelve months, seven rotations, 300 x 250 pixels.\* The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

##### 2 Skyscraper – Run of Site

Twelve months, seven rotations, 160 x 600 pixels.\* The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

#### D Second Rectangle – Run of Site | \$ 1,310

Twelve months, three rotations, 300 x 250 pixels.\* The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

#### E Third Rectangle – Category | \$1,210

Twelve months, three rotations, 300 x 250 pixels.\* The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

\*Your display ad option may require responsive ad sizes.  
For complete specs on all sizes involved, visit  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).



[cfma.onlinemarketbase.org](http://cfma.onlinemarketbase.org)

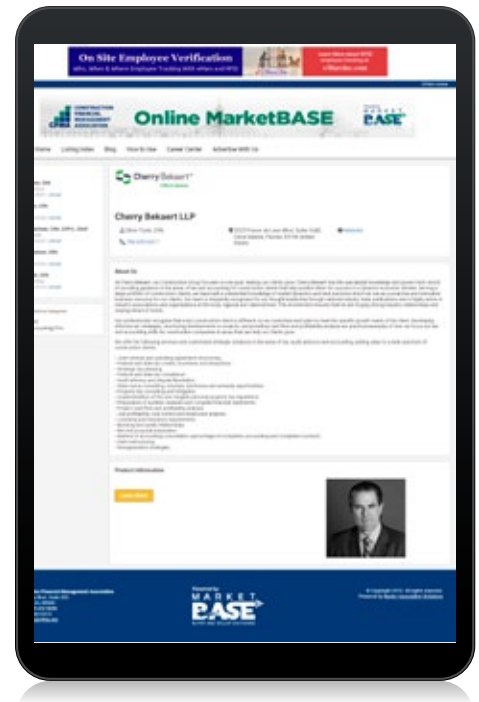
### Premier Listing | \$520

Premier Listings are designed to offer heightened visibility within CFMA Online MarketBASE. They contain all basic information. Includes five product/service category listings of your choice. Additional category listings are \$50 each.

### Premier Listing with Video | \$760

#### Premier Listing additional features:

- Company logo
- Active website, social media links, e-mail address, and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google™ features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 1 Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

**Category Sponsor #1 | \$890**

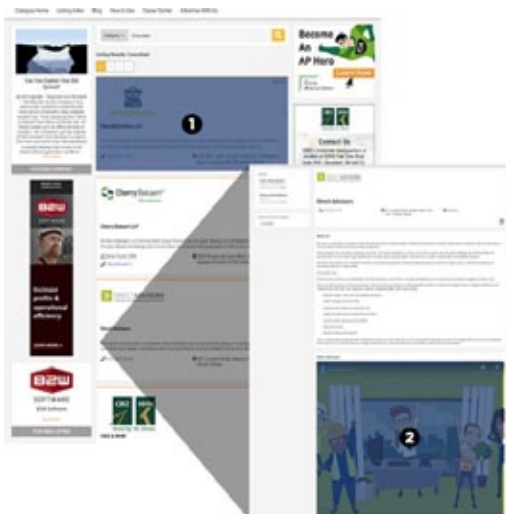
**Category Sponsor #2 | \$810**

**Category Sponsor #3 | \$710**

### 2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

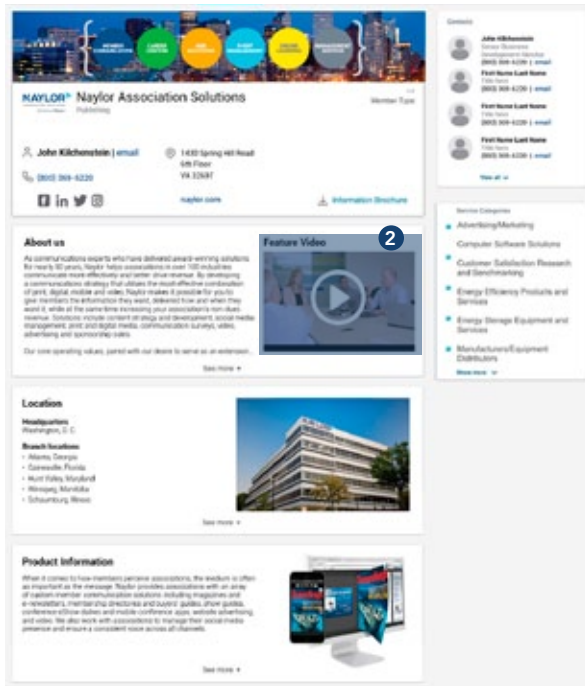
**Video Upgrade | \$240**



For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs).

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# PREMIER LISTINGS VERSUS BASIC LISTINGS



## Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**  
Up to five with separate title, e-mail, and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active E-mail
- Active Facebook, Twitter, and LinkedIn links
- **Product/Service Category Listings**  
- Includes five categories of your choice  
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

## Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



## Basic Listing includes:

- Company Name
- Company Contact  
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active E-mail
- Product/Service Category Listing  
- Limited to one category  
- Assigned by association

# PREMIER LISTING CHECKLIST

**Below is a checklist of all elements required in order to process your Premier Listing.**

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100 kb. We accept JPEG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number, and e-mail address. All e-mail addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or e-mail should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter, and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100 kb. We accept JPEG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels x 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels x 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

# ONLINE SPECIFICATIONS

## MARKETBASE - DISPLAY ADVERTISEMENT

### Super Leaderboard

- 970 x 90 pixels
- JPEG or GIF accepted
- Max file size 100 kb

### Skyscraper

- 160 x 600 pixels
- JPEG or GIF accepted
- Max file size 100 kb

### Large Rectangle

- 300 x 250 pixels
- JPEG or GIF accepted
- Max file size 100 kb

### Product Showcase

- 175 x 120 pixels
- JPEG or GIF accepted
- Max file size 100 kb
- Includes one graphic and one line of text

### Premier Listing Video Upgrade

- Runtime: Five Minutes Maximum
- AVI, MOV, MP4 accepted
- 400 x 300 pixels

## MARKETBASE - CONTENT MARKETING SPECS

### Sponsored Content

**PLACEMENT:** The Sponsored Content article will have guaranteed display placement on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the content feed, searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full-size on the article, but will appear in a thumbnail-size on the main content feed.
- Multiple hyperlinks can be included.

#### CONTENT GUIDELINES:

- Content should be geared toward a relevant industry topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

### Native Advertising

**PLACEMENT:** The Native Advertising option will be placed within the main content feed of the MarketBASE site, displayed in order of publish date, where it will continue to live on the site indefinitely in the content feed, searchable by keyword.

#### SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- One call to action link
- One featured image (size will scale down to fit website columns)

#### CONTENT GUIDELINES:

- Native Advertising content should be geared to a product/service of the advertiser, relevant to the industry of the online buyers' guide.
- Native content is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc. It is displayed in true text format, and should not require Association review or approval prior to posting.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).



## PREMIER LISTING CATEGORIES

Our *CFMA Online MarketBASE* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each.

### Super-Category

- ☐ Architect Engineer
- ☐ Banking Firm
- ☐ Consultant
- ☐ Insurance Agency/Carrier
- ☐ Law Practice
- ☐ Other Industry Classification
- ☐ Public Accounting Firm
- ☐ Real Estate Developer
- ☐ Software/Hardware
- ☐ Suppliers-Material Equipment
- ☐ Surety Firm

*Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.*

\_\_\_\_\_ Additional Categories X \$50 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_



## ONLINE COURSES

# Online Courses

Partner with CFMA as a sponsor of timely, on-point educational online courses.

## SPONSORSHIP BENEFITS

Sponsor's name and logo will be hyperlinked to Sponsor's website and will appear on CFMA's Online Courses landing page.

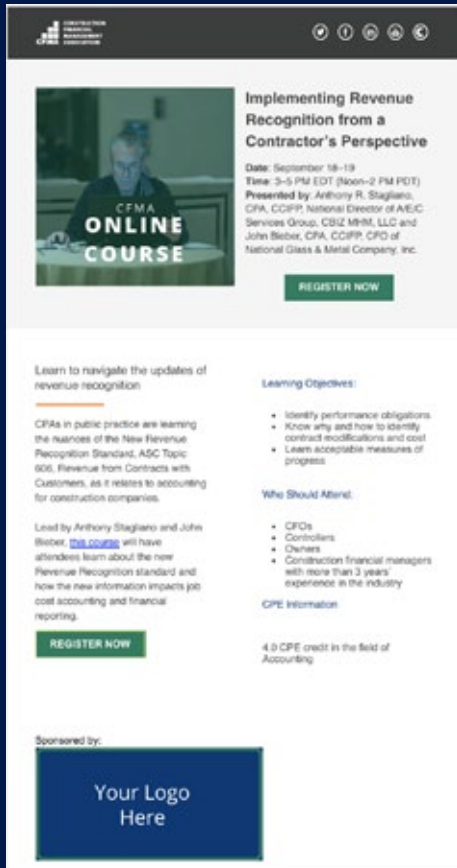
Sponsor's name and logo will be hyperlinked to Sponsor's website and will appear on all e-mail communications (at least two) for the Online Course sent to CFMA's database of nearly 10,000 construction financial professionals.

Sponsor's name and logo will appear on the viewing pane of the Online Course player during the live event, and will be visible to all Online Course attendees for the duration of the broadcast.

Sponsor's name and logo will be added to the Online Course slide deck and sponsor will be acknowledged by CFMA at the beginning of the Online Course.

Sponsor will be provided with the Online Course attendee information list for a one time use of a pre-approved direct mail or e-mail campaign. This list will contain attendees' first and last names, company names, titles, states, and e-mail addresses only. Physical mailing addresses will not be provided.

Sponsor will receive 10 complimentary registrations for company employees who would like to attend the Online Course.



**Implementing Revenue Recognition from a Contractor's Perspective**

Date: September 18-19  
Time: 9-5 PM EDT (9am-2 PM PDT)  
Presented by: Anthony R. Stagliano, CPA, CCIFP, National Director of AEC Services Group, CBIZ MHM, LLC and John Bieber, CPA, CCIFP, CFO of National Glass & Metal Company, Inc.

**REGISTER NOW**

Learn to navigate the updates of revenue recognition

CFIAs in public practice are learning the nuances of the New Revenue Recognition Standard, ASC Topic 606, Revenue from Contracts with Customers, as it relates to accounting for construction companies.

Lead by Anthony Stagliano and John Bieber, [this course](#) will have attendees learn about the new Revenue Recognition standard and how the new information impacts job cost accounting and financial reporting.

**REGISTER NOW**

**Learning Objectives:**

- Identify performance obligations.
- Know why and how to identify contract modifications and cost.
- Learn acceptable measures of progress.

**Who Should Attend:**

- CFIAs
- Controllers
- Owners
- Construction financial managers with more than 3 years' experience in the industry

**CPE Information**

4.0 CPE credit in the field of Accounting

Sponsored by:

**Your Logo Here**



CCIFP Overview Seminar

What Every CCIFP Should Know...

August 14, 2019 Day 1

CCIFP Education

Sage

Sponsorship fee: **\$2,000** per Online Course

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# webinars



“Greatest value of the CFMA Webinars is that the material covered is timely, relevant content related to business needs.”

Therese Litton,  
Pipkin Construction, Inc.



9.2 out of 10 rating

Average score attendees  
gave CFMA Webinars

CFMA presents at least  
14 webinars per year



Average of nearly  
500 attendees per  
Webinar

# Webinars

Partner with CFMA as a sponsor of timely, on-point educational Webinars. These monthly, 60 to 90-minute sessions provide CPE credits in a convenient online learning format with industry experts covering such diverse topics as FASB's revenue recognition changes, marijuana legalization, employment law, and compensation planning.

## SPONSORSHIP BENEFITS

- ◆ Sponsor's name and logo will be hyperlinked to Sponsor's website and will appear on CFMA's Webinar landing page and registration page.
- ◆ Sponsor's name and logo will be hyperlinked to Sponsor's website and will appear on e-mail communications (at least two) for the Webinar sent to CFMA's database of nearly 10,000 construction financial professionals.
- ◆ Sponsor's name and logo will appear on the viewing pane of the Webinar player during the live event, and will be visible to all Webinar attendees for the duration of the broadcast.
- ◆ Sponsor's name and logo will be added to the Webinar slide deck and sponsor will be acknowledged by CFMA at the beginning of the Webinar.
- ◆ Sponsor's name and logo is announced and appears in the recording of the webinar.
- ◆ Sponsor will be provided with the Webinar attendee information list for a one time use of a pre-approved direct mail or e-mail campaign. This list will contain attendees' first and last names, company names, titles, states, and e-mail addresses only. Physical mailing addresses will not be provided.
- ◆ Sponsor will receive 10 complimentary registrations for company employees who would like to attend the Webinar.

**Sponsorship fee: \$2,500 per Webinar**

**\$1,750 per Webinar for producers  
who sponsor their own session**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CONSTRUCTION FINANCIAL  
MANAGEMENT ASSOCIATION

---

# CFMA's ANNUAL CONFERENCE & EXHIBITION OPPORTUNITIES

**The only conference &  
exhibition dedicated to  
construction financial  
professionals.**

---

FOR MORE INFORMATION CONTACT:

**Jenny Spriggs**

*Director, Meeting Services*

609-945-2409

[jspriggs@cfma.org](mailto:jspriggs@cfma.org)

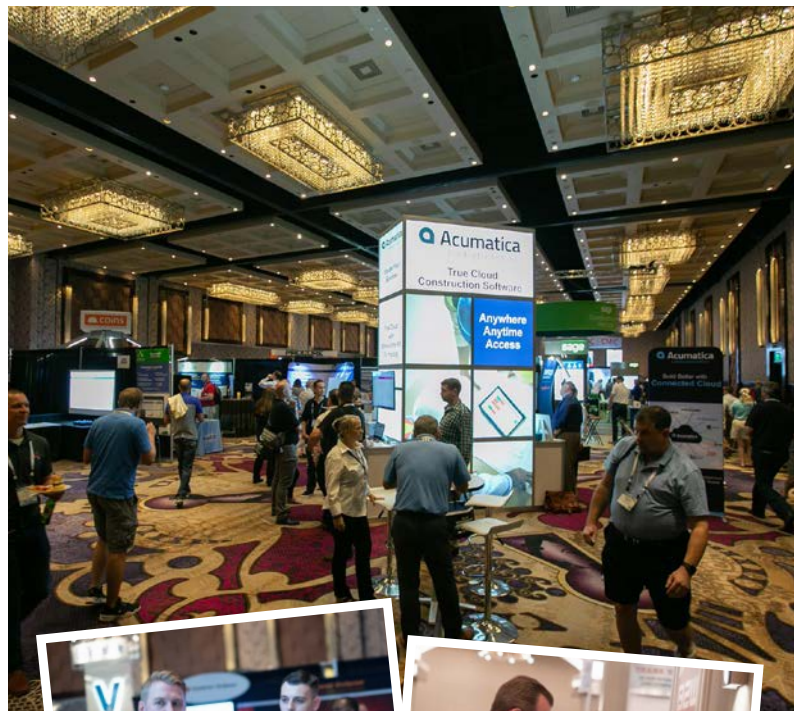


[conference.cfma.org](http://conference.cfma.org)

# CFMA Conference Sponsorships

This is the only conference focused exclusively on the specialized education needs of construction financial professionals and executives. Don't miss this unique opportunity to reach the key market for your products and services!

CFMA's Annual Conference & Exhibition offers you highly visible sponsorship opportunities to reach critical influencers and key decision-makers throughout North America – from GCs to subs that operate in all aspects of the construction industry.



# CFMA's Annual Conference Sponsorships



"The insight of my peers in CFMA is so enlightening. I always leave with a new perspective and a handful of action items based on the discussions.

Heather Ford, Power Design INC

For Sponsorship Opportunities  
at CFMA's Annual Conference & Exhibition  
**CONTACT:**

**MONICA DI LORENZO**  
Director, Business Development  
609-945-2411  
mdiLorenzo@cfma.org

## WHAT CAN CFMA'S ANNUAL CONFERENCE SPONSORSHIP DO FOR YOU?

- ◆ Demonstrate your company's dedication to and focus on the construction industry
- ◆ Increase your company's brand awareness and positioning among key influencers and decision-makers
- ◆ Create consumer preference and brand loyalty
- ◆ Create positive corporate public relations
- ◆ Gain recognition for your company as a key player in the construction industry
- ◆ Support and enhance your existing sales promotions, campaigns, and objectives
- ◆ Set your company apart from your competitors
- ◆ Exposure via CFMA's website, e-mail campaigns, and printed conference promotions to more than 30,000 construction industry contacts

## ALL SPONSORS RECEIVE ENHANCED PROMOTION TO CFMA MEMBERS AND CONFERENCE ATTENDEES

- ◆ Your logo featured with sponsors in e-mails to potential conference attendees
- ◆ Prominent signage at the Exhibition Hall entrance and registration areas as a sponsor
- ◆ Recognition at General Sessions via slides prior to all General Sessions
- ◆ Recognition in your company's exhibition booth if exhibiting



For Exhibition Opportunities at  
CFMA's Annual Conference  
& Exhibition

#### CONTACT:

**JENNY SPRIGGS**  
*Director, Meeting Services*  
**609-945-2409**  
[jspriggs@cfma.org](mailto:jspriggs@cfma.org)

# CFMA's 2020 Annual Conference & Exhibition

For more than 30 years, professionals worldwide have respected CFMA's Annual Conference & Exhibition as the premier source of information about every aspect of construction financial management.

Each year, the quality educational opportunities and fun networking events attract hundreds of construction financial professionals. That's hundreds of leads, all in one spot.

With dedicated time focused on the Exhibition and three social events on the trade show floor, you get maximum face-to-face time with your prospective buyers.

#### SATURDAY, MAY 30\*

1:00 - 6:00 p.m. Exhibition Setup & Registration

#### SUNDAY, JUNE 1\*

8:00 a.m. - 1:00 p.m. Exhibition Setup & Registration

4:00 - 5:30 p.m. Exhibition Open

5:30 - 7:30 p.m. Welcome Reception with Exhibitors

#### MONDAY, JUNE 2\*

1:30 - 2:30 p.m. Desserts with Exhibitors

6:00 - 8:00 p.m. Networking Reception with Exhibitors

#### TUESDAY, JUNE 3\*

9:15 - 10:45 a.m. Booth selection for CFMA's 2021 Annual Conference & Exhibition\*\*

12:00 - 2:00 p.m. Luncheon and Grand Prize Drawing with Exhibitors

2:00 - 5:00 p.m. Exhibition Teardown

\*All dates & times are subject to change.

\*\*To be hosted May 30 - June 3, 2020, at the Washington Marriott Wardman Park

## 2020 EXHIBITION RATES

	Member	Non-Member
10' x 10'	\$3,700	\$4,300
Premium Package	\$300	\$300

A non-refundable deposit of \$600 per 10' x 10' space is required at the time of booth selection. Booth space reservations will not be guaranteed to be held without the deposit. The balance will be due no later than January 3, 2020.