



**COLORADO
CONTRACTORS
ASSOCIATION**

BRINGING **INFRASTRUCTURE** TO LIFE

COLORADOCONTRACTORS.ORG

COLORADO CONTRACTORS ASSOCIATION MEDIA GUIDE

*The Constructors' Voice Magazine
Membership Roster & Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



**COLORADO
CONTRACTORS
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BRINGING **INFRASTRUCTURE** TO LIFE



CCA AT A GLANCE

- CCA represents about **85%** of the heavy highway utility municipal contractors in the state of Colorado.
- Colorado is home to a **\$3.35 billion** combined road & highway and bridge & elevated construction industries.*
- CCA members have an estimated **\$1.43 billion** in purchasing power.*
- CCA has been the voice of the Colorado construction industry for **over 85 years!**

DIGITAL HIGHLIGHTS:

- The digital edition of the *CCA Membership Roster and Resource Guide* has over **6,000 page views!**
- The digital edition of *Constructors' Voice* receives over **3,400 page views!**

REACH DECISION MAKERS WHO ARE CONSTANTLY IN NEED OF CONSTRUCTION PRODUCTS & SERVICES.

CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!

Source: IBISWorld Industry Report 23731b and 23731a*

<http://fast.transportation.org/Documents/FAST%20Act%20State%20By%20State%20Apportionment%20tables%20FY%202016>**

NAYLOR 
ASSOCIATION SOLUTIONS



**MEMBERSHIP
ROSTER AND
RESOURCE GUIDE**

PRINT AND DIGITAL
EDITIONS



**THE
CONSTRUCTORS'
VOICE**

ANNUAL MAGAZINE
PRINT AND DIGITAL
EDITIONS

THE CONSTRUCTORS' VOICE MEMBERSHIP ROSTER AND RESOURCE GUIDE



Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,749.50	\$3,559.50
Outside Back Cover	\$3,329.50	\$3,719.50
Inside Front or Inside Back Cover	\$3,099.50	\$2,969.50
Tab (Roster only)	\$2,219.50	N/A
Full Page	\$2,579.50	\$2,449.50
2/3 Page	\$2,039.50	\$1,939.50
1/2 Page	\$1,439.50	\$1,369.50
1/3 Page	\$1,109.50	\$1,049.50
1/4 Page	\$789.50	\$749.50
1/6 Page	\$649.50	\$619.50
1/8 Page	\$479.50	\$459.50

Black-and-White Rates	1x	2x
Tab (Roster only)	\$1,979.50	N/A
Full Page	\$1,719.50	\$1,629.50
2/3 Page	\$1,489.50	\$1,419.50
1/2 Page	\$1,089.50	\$1,039.50
1/3 Page	\$819.50	\$779.50
1/4 Page	\$639.50	\$609.50
1/6 Page	\$479.50	\$459.50
1/8 Page	\$389.50	\$369.50

For the latest online specs, please visit: www.naylor.com/onlinespecs

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.

Digital Edition Branding Opportunities

Digital Skyscraper | \$560

Digital Sponsorship | \$390

Digital Toolbar | \$210

All advertisers receive a free custom listing in our Index of Advertisers and Advertiser.com sections of our publications. Your company will be listed under the category of your choice, along with the page number of your ad, making it easy for current and future customers to find your business.

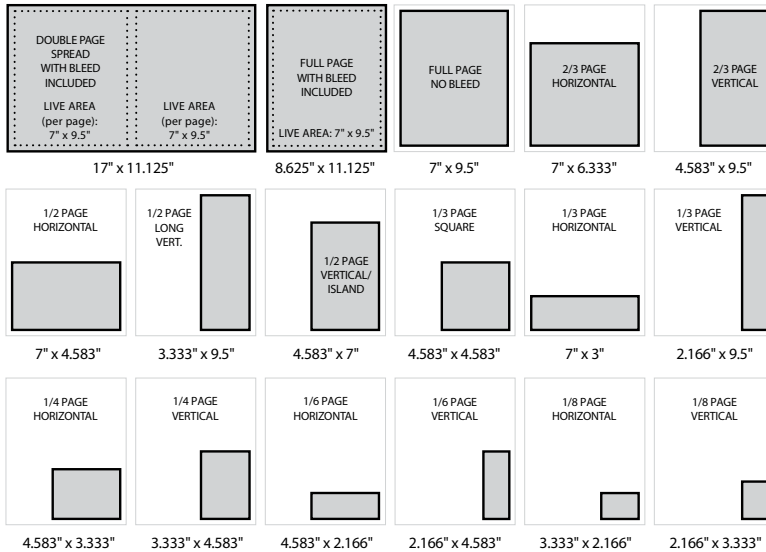
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of February 2018)

PRINT ADVERTISING SPECS



THE CONSTRUCTOR'S VOICE

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

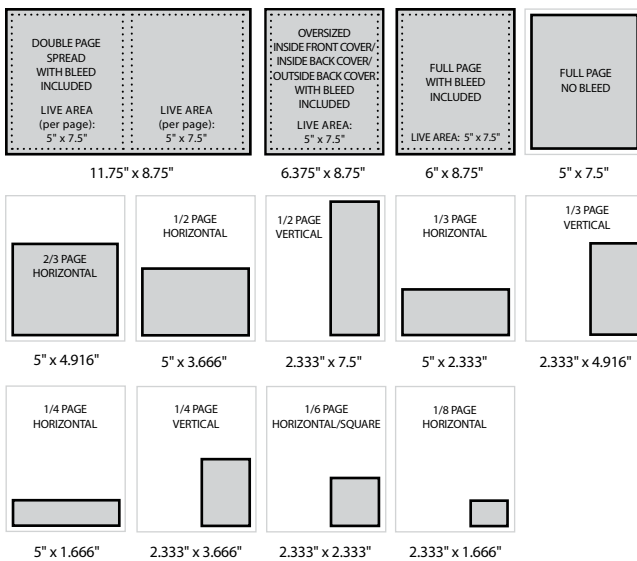
Go to the Naylor website at www.naylor.com/adupload

Proofs and Revisions

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.

MEMBERSHIP ROSTER AND RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

- The Constructor's Voice*
- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal flyers: 8.5" x 11"
- Membership Roster and Resource Guide*
- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyers 5.75" x 8.5"

Digital Edition

For the latest online specs, please visit: www.naylor.com/online specs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

THE CONSTRUCTORS' VOICE DIGITAL EDITION



EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

In addition to print, *The Constructor's Voice* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later



www.naylornetwork.com/coc-nxt



Digital Sponsorship | \$390

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

Ad Link | included in display ad rates

Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted. .

Large Digital Toolbar | \$210

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Digital Skyscraper | \$560

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Digital Belly Band | \$500

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Last year's edition of *The Constructors' Voice* received over **3,400 page views!**

For the latest online specs, please visit: www.naylor.com/onlinespecs



MEMBERSHIP ROSTER AND RESOURCE GUIDE DIGITAL EDITION

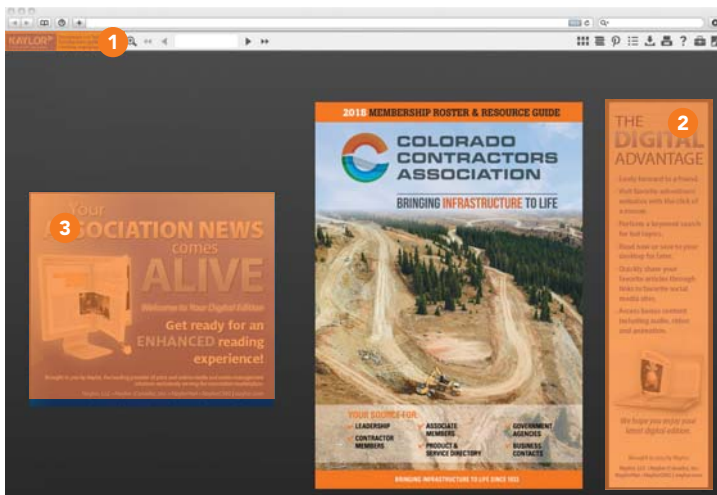
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CCA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *Membership Roster and Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



www.naylornetwork.com/coc-directory



1 Large Digital Toolbar | \$210

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Digital Skyscraper | \$530

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

LAST YEAR'S EDITION OF MEMBERSHIP ROSTER AND RESOURCE GUIDE RECEIVED OVER 6,000 PAGE VIEWS!

3 Digital Sponsorship | \$370

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

Ad Link | included in display ad rates

Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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