CONNECTICUT CONSTRUCTION INDUSTRIES ASSOCIATION MEDIA GUIDE

Membership Directory & Buyers' Guide CONNstruction Magazine www.ctconstruction.org

FOR MORE INFORMATION, PLEASE CONTACT:
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WHY CCIA?

• CCIA members represent key decision-makers in Connecticut's $8 billion construction industry.*

• CCIA has 9 divisions, representing nearly all sectors of commercial construction in the state, including general contractors, subcontractors, suppliers, architects, and engineers.

• Nonresidential starts in Connecticut totaled $3.8 billion in 2018.*

DISTRIBUTION PROFILE:

• The digital edition of CONNstruction magazine reaches roughly 2,200 readers!

• The digital edition of CCIA’s Membership Directory & Buyers’ Guide reaches over 3,500 readers!

• The CCIA website, www.ctconstruction.org, has nearly 3,165 page views per month!

REACH KEY DECISION-MAKERS IN CONNECTICUT'S $8.3 BILLION CONSTRUCTION INDUSTRY, INCLUDING:

• General Contractors
• Subcontractors
• Building Owners
• Public Officials
• Material Producers
• Product Suppliers
• Engineers
• Architects
• Brokerage Firms
• Developers

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE AND RESERVE YOUR SPACE TODAY!

* Source: AGC of America: The Economic Impact of Construction in the United States and Connecticut  April 24, 2019
CCIA AFFILIATE DIVISIONS

Associated General Contractors of Connecticut (AGC/CT)
Represents commercial, industrial and institutional construction contractors, subcontractors, material suppliers and professionals serving the building construction industry. AGC/CT is the Connecticut chapter of the Associated General Contractors of America.

Connecticut Road Builders Association (CRBA)
Represents contractors, subcontractors, material suppliers, and professionals in the transportation construction industry. CRBA is the Connecticut chapter of the American Road and Transportation Builders Association.

Connecticut Ready-Mixed Concrete Association (CRMCA)
The mission of CRMCA is to promote the use of ready mixed concrete products and construction technologies. CRMCA is the Connecticut Chapter of the National Ready Mixed Concrete Association.

Connecticut Environmental and Utilities Contractors Association (CEUCA)
Represents contractors that engage in environmental clean water, waste water, and utility contracting and construction.

Connecticut Asphalt & Aggregate Producers Association (CAAPA)
Represents producers of asphalt pavements and aggregates, along with contractors that install asphalt pavements. CAAPA works with the National Asphalt Pavement Association and the National Stone Sand & Gravel Association.

Equipment Dealers Division
Represents construction equipment dealers in labor relation matters, in addition to addressing other concerns that impact equipment dealers, such as taxation, regulations and industry promotion.

Heavy and Highway Division
Represents heavy and highway contractors in labor relations matters, including negotiations of collective bargaining agreements, arbitration of grievances and representation on jointly administered benefit funds.

Connecticut In-Plant Operators Association
Represents quarry operators and stone producers in labor relations matters.

AGC/CCIA Building Contractors Labor Division of Connecticut Inc.
Represents AGC/CT building contractors in all areas of labor relations, including negotiation of collective bargaining agreements, arbitration of grievances and representation on jointly administered benefit funds.
## CONNstruction MAGAZINE
### MEMBERSHIP DIRECTORY & BUYERS' GUIDE

**Net Advertising Rates**

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1-2x</th>
<th>3-4x</th>
<th>Directory Only</th>
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<td>1/6 Page</td>
<td>$489.50</td>
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<tr>
<td>1/8 Page</td>
<td>$419.50</td>
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**Revisions and Proofs:** $50  
**Position Guarantee:** 15% Premium

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

Advertiser indemnifies Naylor, LLC and the Association 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 $30.00 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 advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of July 2018.
CONNstruction MAGAZINE
DIGITAL EDITION

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

CONNstruction magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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.

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

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | $825
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $300
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | $650  • Medium Insert | $550

Leaderboard (all views) | $900
The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

Rectangle (all views) | $825
The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)
The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

Top TOC Mobile Banner | $675
2nd TOC Mobile Banner | $550
MEMBERSHIP DIRECTORY & BUYERS' GUIDE DIGITAL EDITION

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

In addition to print, Membership Directory & Buyers’ 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.

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 issue online or download and print for later

www.naylornetwork.com/ctc-membership

1 Belly Band | $1,000
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.

2 Digital Skyscraper | $870
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Digital Large Toolbar | $390
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.

4 Sponsorship | $560
Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

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.
Advertising on the Connecticut Construction Industries Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.ctconstruction.org to learn about upcoming association events, discover ways to maximize their CCIA membership, view the latest issues of CONNstruction digital edition and more. Advertising on www.ctconstruction.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Connecticut’s construction professionals.

**Features of CCIA website advertising:**
- Cross-promoted in other CCIA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

**On average, www.ctconstruction.org receives:**
- More than 1,470 sessions per month
- Over 1,100 visits per month
- Over 3,480 page views per month

*Traffic numbers from 01/2019 - 06/2019

**AD POSITIONS**

1. **Home Page Custom Rectangle**
   - 12 months | $1,815
   - One position with two advertisers rotating on the home page
   - 300 x 150 pixels

2. **Sub Page Vertical Banner**
   - 12 months | $1,070
   - Two positions with three advertisers rotating on all subpages
   - 120 x 240 pixels

3. **Sub Page Wide Skyscraper**
   - 12 months | $1,490
   - One position with three advertisers rotating on all subpages
   - 160 x 600 pixels
PRINT ADVERTISING SPECIFICATIONS

CONNECTION MAGAZINE
Magazine/Directory Trim Size: 8.375" x 10.875"

MEMBERSHIP DIRECTORY & BUYERS' GUIDE
Roster Trim Size: 5.75" x 8.5"

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.

Specs for Outsert/Inserts

CONSTRUCTION
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 flysheets: 5.75" x 8.5"

MEMBERSHIP DIRECTORY & BUYERS' 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 flysheets 5.75" x 8.5"

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

Advertiser indemnifies Naylor, LLC and the Association 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 $30.00 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 advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
MEMBERSHIP DIRECTORY & BUYERS' GUIDE
CONSTRUCTION MAGAZINE
INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Accountants
- Aggregate
- Aluminum
- Architects/Planners/Engineers
- Architectural Woodwork
- Asphalt & Asphalt Products
- Asphalt Paving
- Attorneys
- Blasting
- Bonds & Insurance
- Boom Repair
- Buried Pipe & Cable Locators
- Castings
- Catch Basins
- Cement Supplies
- Certified Public Accountants
- Civil Engineering Products
- Communications
- Concrete
- Concrete Materials
- Concrete Products
- Construction Castings
- Construction Equipment
- Construction Management
- Construction Publications
- Construction Specialties
- Construction Testing Laboratories
- Construction Training & Education
- Consulting Engineers
- Contractors - General
- Contractors - Specialty
- Contractors - Sub
- Core Drilling/Sawcutting
- Cranes & Hoists
- Crushing
- Crushed Stone
- Demolition
- Design & Consulting Engineers
- Design Build
- Dewatering
- Drainage Systems
- Drilling-Contractors
- Drug Testing
- Drywall
- Dumptrucks
- Education & Degree Programs
- Electrical Contractors
- Electrical Maintenance & Service
- Electrical Services
- Elevators
- Engineers
- Environmental Services
- Equipment
- Equipment Financing & Leasing
- Equipment Rentals
- Erosion Control
- Excavation
- Fencing
- Fire Protection Contractors
- Fire Protection Sprinkler Systems
- General Contractors
- Generators
- Granite
- Guardrails
- Gunite
- Hazardous Waste Removal
- Highway Engineering & Piping Contractors
- Insurance & Bonds
- Iron Works
- Landscaping
- Management Consultants
- Marine Construction
- Mechanical Contractors
- Metal Fabrication & Erection
- Metalworking
- Natural Gas
- Pavement Marking Specialist
- Pipe Supplies
- Pipe Testing & Inspection Services
- Pipe Jacking
- Pipes
- Precast Concrete
- Public Utilities
- Railings
- Sand & Gravel
- Saw Cutting/Core Drilling
- Scaffolding
- Sheet Metal
- Shoring & Trenching
- Sitework/Excavation
- Staffing: Skilled Trades People
- Steel
- Steel Fabrication
- Stone & Stone Products
- Stone/Masonry
- Stone Masonry Products
- Storage Containers
- Structural Steel Fabrication & Erection
- Swimming Pools
- Tank Removal & Testing
- Temporary Heating & Air Conditioning
- Tire Sales & Service
- Toilets-Portable
- Upholstery
- Utilities
- Valves & Fittings
- Water Features
- Water, Sewer, Drain and Gas Products
- Waterworks Supplies
- Welding/Cutting Products
- Window Treatments
- Woodworking
- Other: __________________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

_________________ Additional Categories X $20 = $____________________
Initial:________Date:____________________
MEMBERSHIP DIRECTORY & BUYERS' GUIDE
CONNstruction MAGAZINE
PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Connecticut Construction Industries Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CCIA.

A.H. Harris & Sons, Inc.  
Able Tool & Equipment  
Adelman Sand & Gravel  
ADF Industries  
Advance Testing Company, Inc.  
All-State Utility Supply/Rentals  
American Shoring, Inc.  
Bay Crane Service, Inc.  
Berlin Steel Construction Company  
BlumShapiro  
Bobcat of Connecticut, Inc.  
Bruen, Deldin, Didio, Assoc., Inc.  
Call Before You Dig  
Campbell Foundry Company  
Carvalho & McDowell Construction, Inc.  
Central Connecticut State University  
Ciulla & Donofrio  
CohnReznick  
Concrete Systems, Inc.  
Connecticut Ladder & Scaffolding  
E.A. Quinn Landscape Contracting  
East PBE, Inc.  
Edward Ehrbar, Inc.  
Epifano Builders  
Fay & Wright, Inc.  
Garcia & Milas, P.C.  
Genalco, Inc.  
GEODESIGN  
H.O. Penn Machinery Co, Inc.  
Halloran & Sage, LLP  
Hayward Baker Corporate Office  
Icon Equipment Distributors  
Interstate Electrical Services Corp.  
Joseph Merritt Company  
Keene State College  
Kelken Construction Systems  
Kiewit Infrastructure Co.  
Mabey Inc.  
Manafort Brothers, Inc.  
Marcum, LLP  
McElroy, Deutsch, Mulvaney & Carpenter, LLP  
McINNIS Cement  
McInnis USA, Inc.  
MD Drilling & Blasting  
Microsol Resources  
Mohawk Northeast, Inc.  
Nano Construction Services  
Ocean State Oil  
OEM Controls, Inc.  
Rain for Rent  
Robinson & Cole, LLP  
Safety Marking, Inc.  
Safety Priority  
Shawmut Equipment Company  
Shipman & Goodwin, LLP  
Southington Metal Fabricating Company  
Stewart & Stevenson/Atlantic Division  
STV  
Superior Products Distributors, Inc.  
The Kerin Agency, Inc.  
The Lane Construction Corporation  
The Roberts Agency, Inc.  
The Suzio York Hill Companies  
The W.I. Clark Company  
Toce Brothers  
Tyler Equipment Corporation  
United Concrete Products  
Warning Lights and Scaffolding Service, Inc.  
Whitney & Son