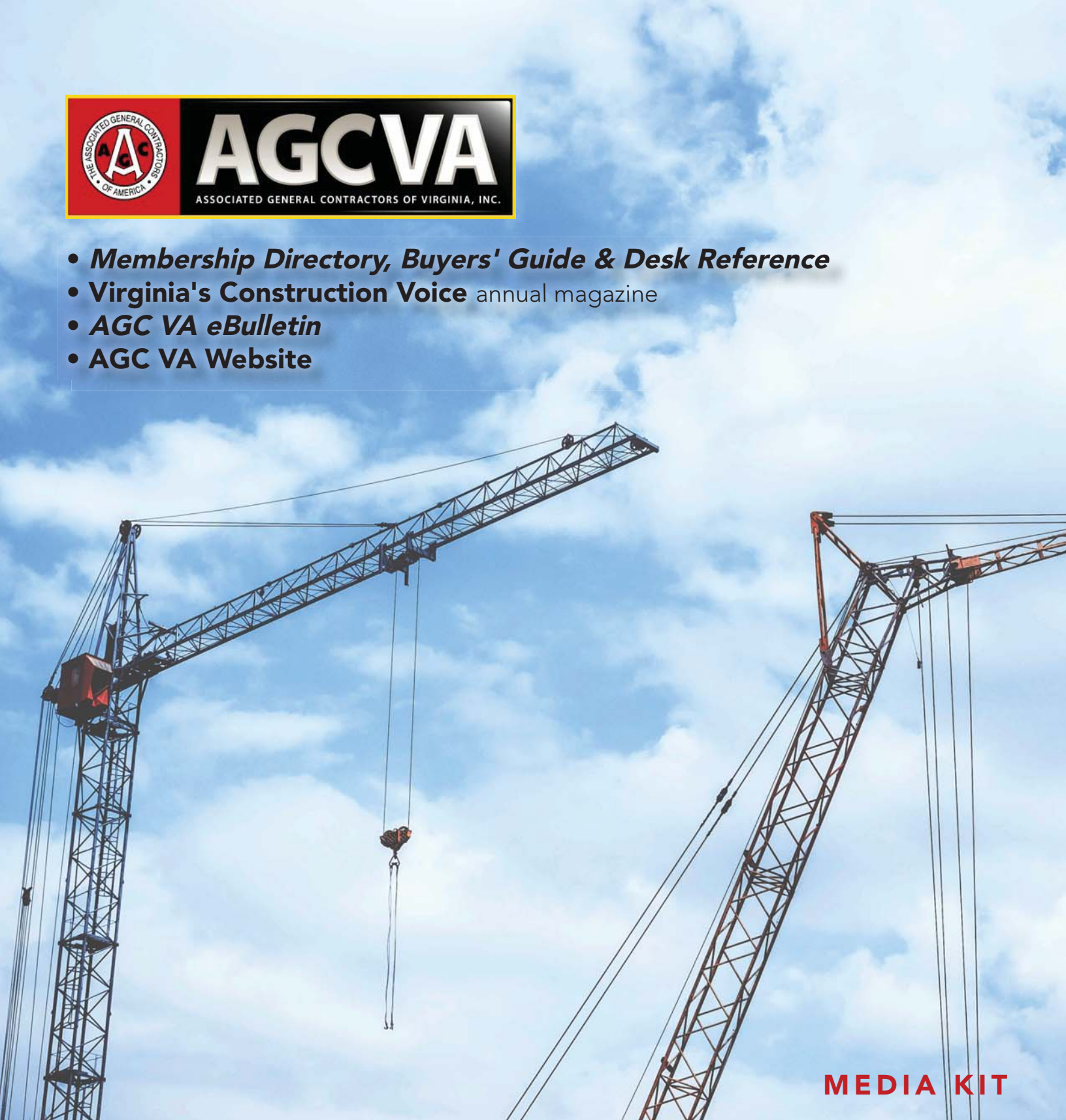




- **Membership Directory, Buyers' Guide & Desk Reference**
- **Virginia's Construction Voice** annual magazine
- **AGC VA eBulletin**
- **AGC VA Website**



MEDIA KIT

FOR MORE INFORMATION, CONTACT:

Norbert Musial
Media Consultant
(352) 333-3461
nmusial@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



ABOUT AGC VIRGINIA:

1,890

Number of visits on AGC VA's website each month.

13,000

Number of page views last year's digital directory received.



AGC VA members represent more than half of all contractors in the commonwealth.

\$2B

AGC VA members spend more than \$2 billion annually on products and services.

90%

of AGC VA contractors plan on hiring this year.

BONUS distribution of the directory goes out to service providers & economic development professionals.

Contact your Naylor representative and reach the leaders of Virginia's construction industry!



VIRGINIA'S CONSTRUCTION VOICE MEMBERSHIP DIRECTORY, BUYERS' GUIDE & DESK REFERENCE

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	\$3,859.50	\$3,469.50
Outside Back Cover	\$3,599.50	\$3,319.50
Inside Front or Inside Back Cover	\$3,399.50	\$3,119.50
Tab Position (directory only)	\$2,999.50	N/A
Full Page	\$2,819.50	\$2,539.50
2/3 Page	\$2,469.50	\$2,219.50
1/2 Page	\$1,549.50	\$1,389.50
1/3 Page	\$989.50	\$889.50
1/4 Page	\$869.50	\$779.50
1/6 Page	\$579.50	\$519.50
1/8 Page	\$479.50	\$429.50

Black-and-White Rates	1x	2x
Tab Position (directory only)	\$1,879.50	N/A
Full Page	\$1,729.50	\$1,559.50
2/3 Page	\$1,509.50	\$1,359.50
1/2 Page	\$1,099.50	\$989.50
1/3 Page	\$839.50	\$759.50
1/4 Page	\$639.50	\$579.50
1/6 Page	\$499.50	\$449.50
1/8 Page	\$399.50	\$359.50

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

Sponsorship | \$680
Sponsorship Max | \$840

Skyscraper | \$960
Toolbar | \$460

Leaderboard | \$920
Belly Band | \$1,000

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).

VIRGINIA'S CONSTRUCTION VOICE MEMBERSHIP DIRECTORY, BUYERS' GUIDE & DESK REFERENCE

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 AGC VA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, both the *Annual Magazine* and the *Membership Directory, Buyers' Guide & Desk Reference* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites.



Toolbar | \$460

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.

Skyscraper | \$960

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

Belly Band | \$1,000

Ensure your message is the first thing readers interact with by placing your message atop the front cover of our publications.

Leaderboard | \$920

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship* | \$680

Sponsorship MAX* | \$840

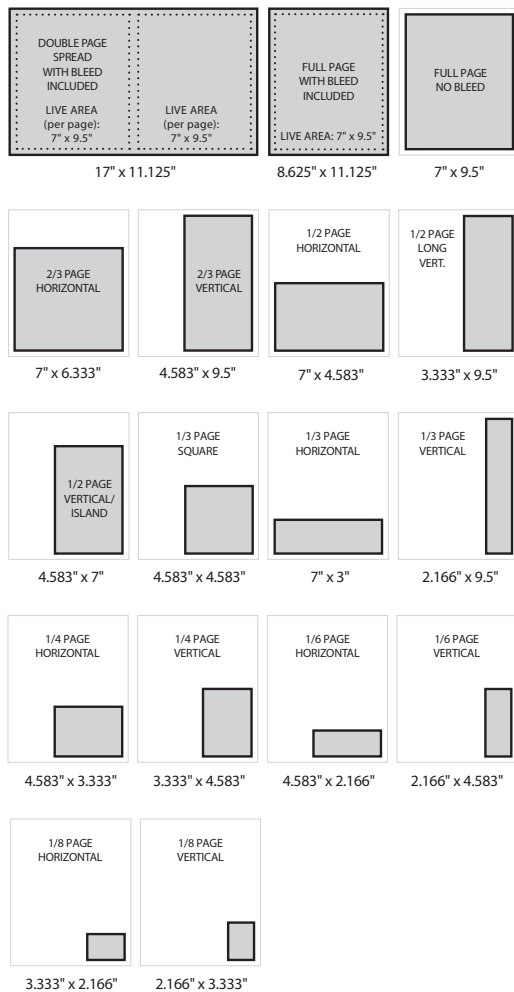
Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

PRINT ADVERTISING SPECIFICATIONS

VIRGINIA'S CONSTRUCTION VOICE MEMBERSHIP DIRECTORY, BUYERS' GUIDE & DESK REFERENCE

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 grayscale 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 grayscale 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

Production Services, 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

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://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).

AGC VIRGINIA WEBSITE

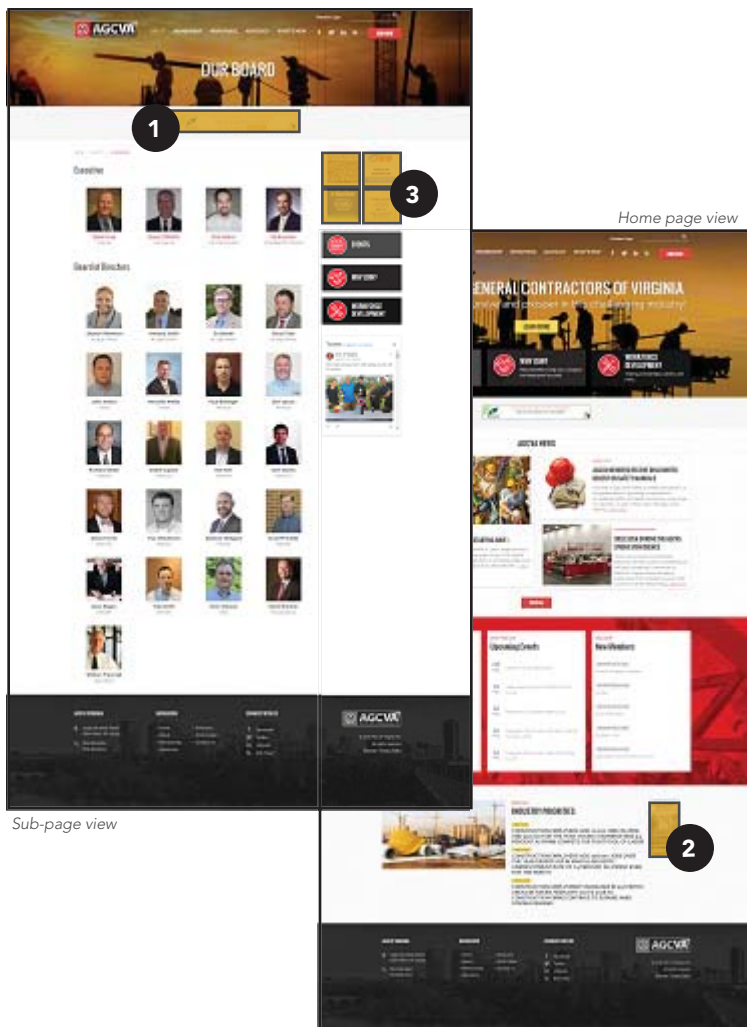
Advertising on the AGC Virginia Website – www.agcva.org

Advertising on the AGC of Virginia website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.agcva.org to learn about upcoming association events, discover ways to maximize their AGC membership, and more. Advertising on www.agcva.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

Features of AGC Virginia website advertising:

- Cross-promoted in other AGC VA 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

Ads on www.agcva.org receive up to 5,300 impressions per month!



1 Horizontal Banner | \$3,255
(468 x 60 pixels)

Run-of-site, one banner rotating three ads

2 Vertical Banner | \$1,605
(120 x 240 pixels)

Home page only, rotating three ads

3 Tiles | \$850
(125 x 125 pixels)

Run-of-interior-pages, four tiles rotating two ads per position

All rates are for 12 months!

Online Specifications - For more information, visit:
<http://www.naylor.com/onlinespecs>

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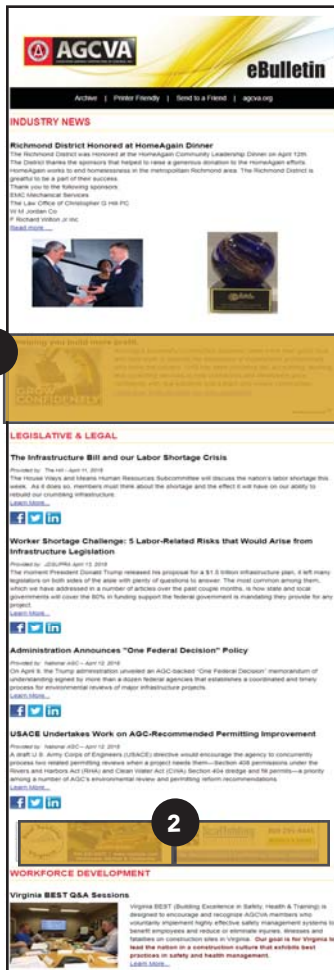
AGC VA eBULLETIN

ABOUT THE eNEWSLETTER – WWW.NAYLORNETWORK.COM/VGC-NWL

Now more than ever, professionals consume information on the go. The AGC VA eBulletin allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AGCVA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1 1st Sponsored Content

12 Months | \$2,480

- Only one spot available. Image/Logo must be 180 x 150 pixels, summary 30-50 words.

2 Top 2 Rectangles

12 Months | \$2,205

- Only two spots available – NO ROTATION. Located between popular sections of the eNewsletter. 300 x 100 pixels.

1 2nd Sponsored Content

12 Months | \$1,930

- Only one spot available. Image/Logo must be 180 x 150 pixels, summary 30-50 words.

2 Lower 2 Rectangles

12 Months | \$1,650

- Only two spots available – NO ROTATION. Located between popular sections of the eNewsletter. 300 x 100 pixels.

Distributed monthly!

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.