



# ALLIED CONSTRUCTION INDUSTRIES

## MEDIA KIT

*THE ADVANTAGE* eNewsletter

*Membership Directory & Resource Guide, print and digital edition*

YOUR SOURCE FOR TARGETING GREATER CINCINNATI'S  
MULTI-BILLION DOLLAR CONSTRUCTION INDUSTRY!

FOR MORE INFORMATION, PLEASE CONTACT:



# ALLIED CONSTRUCTION INDUSTRIES



The Tri-State's economy boosted 2.5% last year, beating every other major city in the Midwest and the national average!

### ***\$1.85 billion in spending***

We represent a large portion of the area's \$1.85 billion in annual construction spending.

### ***\$1.79 billion in construction***

Members are top contractors in the Tri-state area's \$1.79 billion construction industry.

### ***Open shop and union companies***

Members are open shop and union construction companies working in the commercial, industrial and public sectors.

### ***Employ 25,000+***

We are comprised of 550 member companies who employ more than 25,000 individuals throughout Greater Cincinnati.

### ***8 partnership associations***

We serve as an umbrella group to 8 partnership associations.

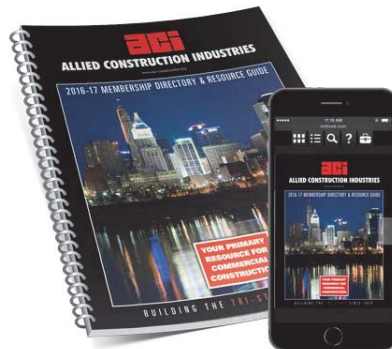
### ***Largest in the Tri-state area***

ACI is the largest construction trade association in the Tri-state area, which includes counties in Ohio, Kentucky and Indiana.

**General Contractors • Subcontractors • Architects • Engineers • Developers • Material Suppliers • Service Providers • And More!**



**The Advantage**  
eNewsletter sent to more than 1,700 every other week.



**Membership Directory & Resource Guide**  
Annual print and digital editions

**Be a part of the tri-state area's growing construction industry.  
Contact your Naylor representative today!**

Sources: WPCO.com Sept. 23, 2015 article, AGC Economic State Fact Sheet (OH), Bureau of Labor Statistics (OH and Cincinnati MSA)



# The Advantage eNewsletter

## About the eNewsletter

Now more than ever, professionals consume information on the go. *The Advantage* 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 1,700 decision-makers every other week
- In addition to recipients, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of their choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



## MEMBER RATES

### Top 2 Rectangles (300 x 250 pixels)

12 Months | \$2,550

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 1st Sponsored Content (468 x 160 pixels)

12 Months | \$2,315

- Headline: 3-6 words
- 180 x 150 thumbnail image
- JPEG ONLY, no animation
- Summary 30-50 words

### Bottom 2 Rectangles (300 x 250 pixels)

12 Months | \$2,315

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2nd Sponsored Content

12 Months | \$2,085

## Distributed Bi-Weekly

### Sections include:

- News
- Safety Training
- Professional Advancement
- ACI-YP
- Industry Partners Events & Articles of Interest
- Employment Opportunities

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.

## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with ACI 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 our official resources.

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3-HAB, Inc.  
Advanced Caulking, LLC.  
AmQuip  
Baker Concrete Construction  
BCT Benefits  
Bobcat Enterprises  
Bost Benefits  
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