

ASSOCIATED GENERAL CONTRACTORS OF GREATER MILWAUKEE MEDIA GUIDE



**EXPOSE YOUR BRAND TO LEADERS
IN SOUTHEASTERN WISCONSIN'S \$2.5
BILLION CONSTRUCTION INDUSTRY!**



Associated General Contractors of Greater Milwaukee
Leading the Construction Industry Forward

NAYLOR 
ASSOCIATION SOLUTIONS



AGC-GM AT A GLANCE

- The Wisconsin construction industry generates **\$13 billion** in revenue.*
- AGC-GM members spend approximately **\$1.9 billion** on products and services.**
- AGC-GM members complete about **80%** of the commercial construction performed in the Milwaukee area.
- Wisconsin averages over **\$8.5 billion** in non-residential construction starts each year.*
- In the past year, 70% of Wisconsin AGC contractors worked on projects worth over \$10 million!



AGC-GM ENEWS
SEMI-MONTHLY ENEWSLETTER



WWW.AGC-GM.ORG
WEBSITE ADVERTISING

AUDIENCE EXTENSION

Use PHCC Texas' audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

CONNECT WITH GENERAL CONTRACTORS, SUBCONTRACTORS, SUPPLIERS, AND OTHER INDUSTRY LEADERS IN THE GREATER MILWAUKEE AREA.

CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!



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Source: AGC of America: The Economic Impact of Construction in the United States and Wisconsin*
2017 AGC-GM Marketing Questionnaire**

WWW.AGC-GM.ORG

ADVERTISING ON THE AGC OF GREATER MILWAUKEE WEBSITE

Advertising on the AGC-GM website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.agc-gm.org to learn about maximizing their membership, as well as upcoming association events, education and training, legislative updates, professional services and more.

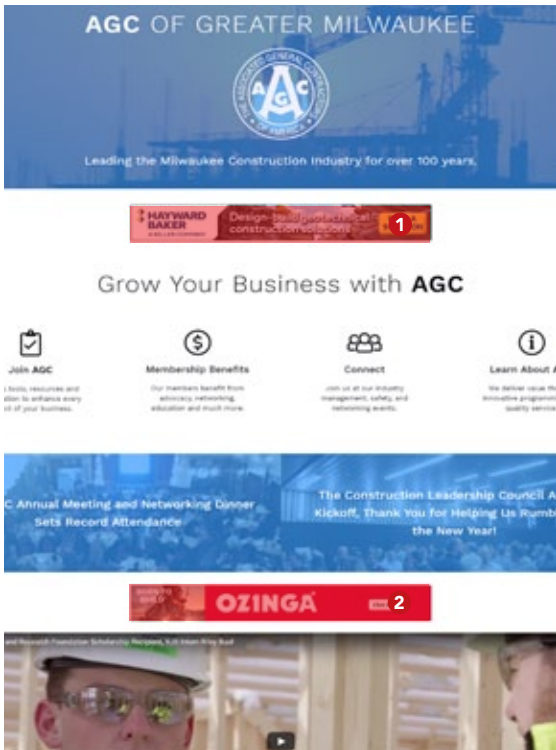
Features of AGC-GM website advertising:

- Cross-promoted in other AGC-GM 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.agc-gm.org receives:

- More than 550 visitors per month
- Nearly 2,000 page views per month
- Over 700 sessions per month

**Traffic numbers from 1/2019 to 6/2019*



1 Run-of-Site Upper Leaderboard Banner 12 months | \$2,415

The Upper Leaderboard Banner displays your message above the main content of **every page** of the AGC of Greater Milwaukee website. A maximum of four ads rotate in this highly visible position.

2 Run-of-Site Bottom Leaderboard Banner 12 months | \$1,840

The Bottom Leaderboard Banner displays your message above the main content of **every page** of the AGC of Greater Milwaukee website. A maximum of four ads rotate in this highly visible position.

For the latest online specs, please visit:
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.

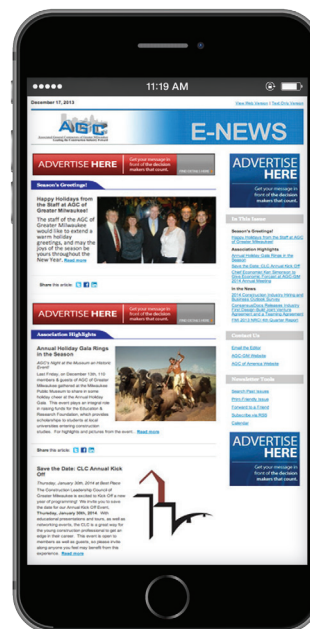
AGC OF GREATER MILWAUKEE ENEWS

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our eNewsletter 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 1,000 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 AGC-GM 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 Horizontal Banners

12 Months | \$2,110

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

2 Rectangle Banners

12 Months | \$2,110

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed Semi-Monthly

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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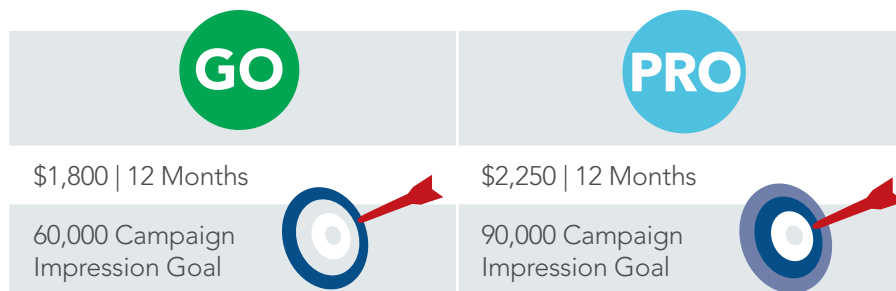
AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond AGC of Greater Milwaukee's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to WWW.AGC-GM.ORG site visitors as they frequent other sites across the web. **AGC-GM members complete about 80% of the commercial construction performed in the Milwaukee area and spend approximately \$1.9 billion on products and services.** AGC-GM members and other industry professionals contribute to **nearly 2,000 pageviews per month to AGC-GM's website.** Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES



ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

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