



[WWW.CEACISP.ORG](http://WWW.CEACISP.ORG)

# CONSTRUCTION EMPLOYERS ASSOCIATION MEDIA GUIDE

- *Construction Membership & Resource Directory*
- Website Sales, [www.ceacisp.org](http://www.ceacisp.org)

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## BY THE NUMBERS

### \$3 B

Our print and online publications are read and used by decision-makers in Greater Cleveland's over \$3 billion construction industry, working across all sectors including: commercial, industrial, municipal, institutional, heavy & highway, and higher education.

### 80%

CEA represents 80% of Northeast Ohio's construction industry and includes general contractors, subcontractors and specialty contractors, building owners and developers, construction managers, supply and service firms, and more.

### \$1.59 B

The Cleveland metro area construction market spends approximately \$1.5 billion annually on products and services.

## DISTRIBUTION

The *Construction Membership & Resource Directory* is distributed to all CEA members as well as members of four other affiliated associations in the Greater Cleveland area and elected officials, municipal building departments, and union representatives.



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Sources: AGC of America Economic Ohio Fact Sheet, Construction Employers Association and U.S. Bureau of Labor Statistics - OH.



# CONSTRUCTION MEMBERSHIP & RESOURCE DIRECTORY

## Net Advertising Rates

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

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	1x
Double Page Spread	\$ 2,839.50
Outside Back Cover	\$ 2,359.50
Inside Front or Inside Back Cover	\$ 2,209.50
Full Page	\$ 2,009.50
1/2 Page	\$ 1,279.50
1/4 Page	\$ 729.50
1/8 Page	\$ 439.50

Black-and-White Rates	1x
Double Page Spread	\$2,139.50
Inside Front or Inside Back Cover	\$1,429.50
Full Page	\$ 1,229.50
1/2 Page	\$ 779.50
1/4 Page	\$ 439.50
1/8 Page	\$ 279.50

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** | \$480

**Sponsorship Max** | \$700

**Skyscraper** | \$810

**Toolbar** | \$270

**Belly Band** | \$810

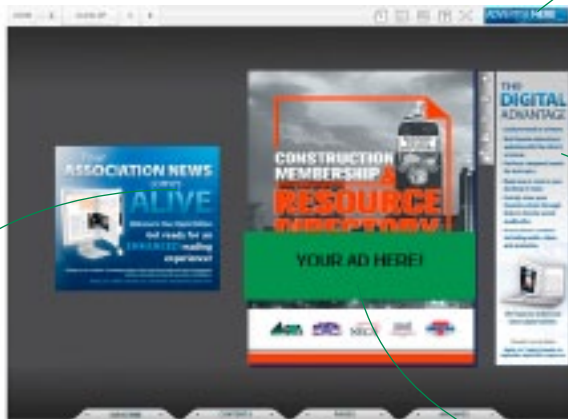
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors 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.

# CONSTRUCTION MEMBERSHIP & RESOURCE DIRECTORY

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

In addition to print, the *Construction Membership & Resource Directory* 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.



## • **Toolbar | \$270**

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 | \$810**

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

## • **Belly Band | \$810**

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.

## • **Sponsorship\* | \$480**

## **Sponsorship MAX\* | \$700**

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

\*Video capabilities are not supported for Sponsorship MAX.

**Last year's digital edition received over  
7,725 page views and 650 clicks on links!**

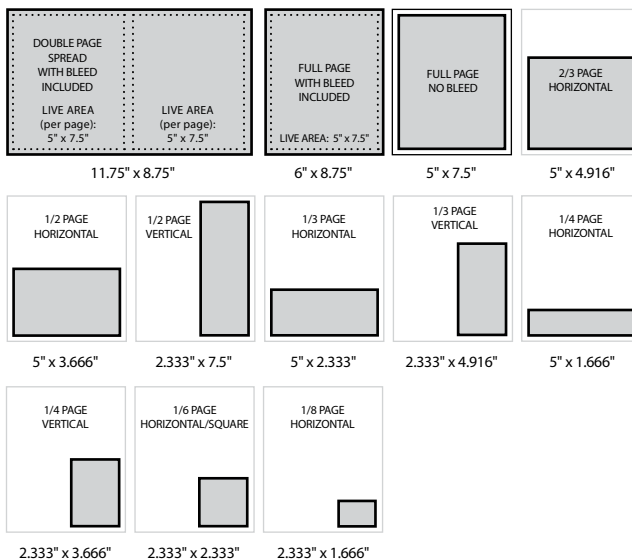
For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

# PRINT ADVERTISING SPECIFICATIONS



## CONSTRUCTION MEMBERSHIP & RESOURCE DIRECTORY

**Roster Trim Size: 5.75" x 8.5"**



**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.

### Specs for Outsert/Inserts

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 flyersheets 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](http://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.

### 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, 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.



# CEA WEBSITE

## Advertising on the CEA Website – [www.ceacisp.org](http://www.ceacisp.org)

Advertising on the CEA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.ceacisp.org](http://www.ceacisp.org) to learn about upcoming association events, discover ways to maximize their CEA membership, and search the *Membership & Construction Resource Directory*. Advertising on [www.ceacisp.org](http://www.ceacisp.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

### Features of CEA website advertising:

- Cross-promoted in other CEA 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.ceacisp.org](http://www.ceacisp.org) receives:

- Over 5,600 sessions per month
- Over 3,890 visitors per month
- Over 12,850 page views per month

\*Traffic numbers from February - July 2019



### 1 Leaderboard | \$1,985

- Run of Site
- One position with 4 rotations total
- 728 x 90 pixels

### 2 Square Ads | \$1,420

- Subpages Only
- Two positions with 3 rotations in each
- 250 x 250 pixels

**All rates are for 12 months!**

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

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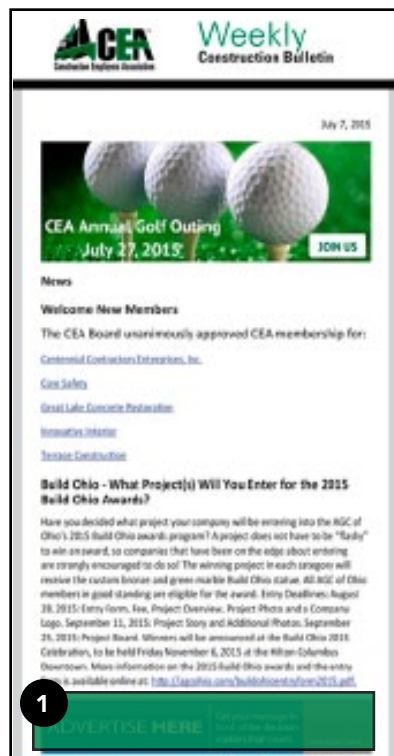
# WEEKLY CONSTRUCTION BULLETIN

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *Weekly Construction Bulletin* 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 2,300 decision-makers on a weekly basis
- In addition to all CEA members and other affiliated construction professionals, 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 CEA 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 Custom Banners

12 Months | \$3,120

- Only 5 spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Distributed Weekly!

#### Sections include

- Member and Association News
- Industry Updates
- Safety Training
- Upcoming Events
- Employment Opportunities

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