



WWW.AGCAUSTIN.ORG

AUSTIN AGC MEDIA GUIDE

Membership Directory & Resource Guide
Austin AGC Website Advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



ABOUT AUSTIN AGC

KEY

Our print and online publications are **sent to key decision-makers** in Austin's commercial construction industry.

\$1.3 B

Our members **spend more than \$1.3 billion** on products and services a year.

\$57 B

Nonresidential starts in Texas totaled **\$57 billion in 2017**, according to ConstructConnect.

1 OF 2

We represent **half of all contractors** in Austin.

MEMBERS' PROJECTS

Our members construct millions of dollars worth of construction projects throughout the Austin area including:

- ABIA Terminal - \$276 million
- 23 Nueces Student Housing - \$71 million
- Texas State Health Professions Building - \$44 million

Reach Austin's multi-billion dollar construction industry. Contact your Naylor representative today!



MEMBERSHIP DIRECTORY & RESOURCE GUIDE



AUSTIN AGC WEBSITE ADVERTISING

*Sources: Forbes "Building Boom Metro Areas" article, AGC of America Economic Fact Sheet, Texas, U.S. Bureau of Labor Statistics, Texas and Austin-Round Rock-San Marcos regions

AUSTIN AGC WEBSITE

Advertising on the Austin AGC Website – www.agcaustin.org

Advertising on the Austin AGC's website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to Austin AGC to learn about upcoming association events, discover ways to maximize their AGC membership, view and search the Membership Directory & Resource Guide. Advertising on Austin AGC's website offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

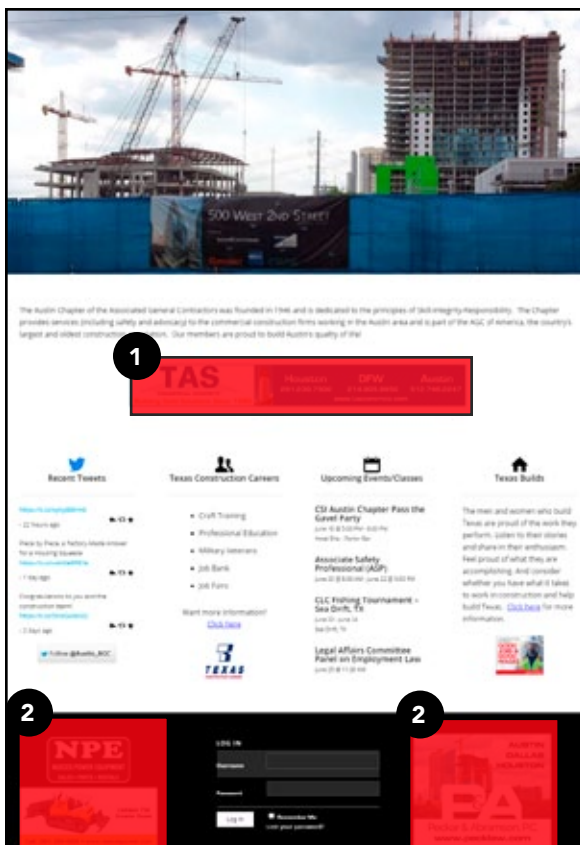
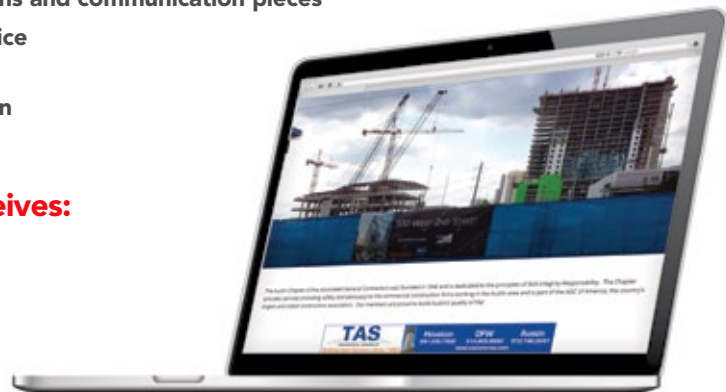
Features of Austin AGC's website advertising:

- Cross-promoted in other Austin AGC 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, Austin AGC's website receives:

- More than 1,080 unique visitors per month
- 3,520 page views per month
- Sessions lasting nearly 3 minutes

*Traffic numbers from March - Sept. 2018



1 Leaderboard | \$2,185

This leaderboard displays prominently at the top of all pages on the Austin AGC website. One run-of-site position with a maximum of five ads rotate in this highly visible position.

2 Rectangles | \$1,050

The tiles display on all pages of the Austin AGC website. There are two run-of-site rectangles with a maximum of three ads rotating in both positions.

Online Specifications - For more information, visit:
<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.



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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
Double Page Spread	\$ 3,569.50
Outside Back Cover	\$ 3,209.50
Inside Front or Inside Back Cover	\$ 2,999.50
Tab	\$ 2,609.50
Full Page	\$ 2,509.50
2/3 Page	\$ 2,169.50
1/2 Page	\$ 1,699.50
1/3 Page	\$ 1,059.50
1/4 Page	\$ 869.50
1/6 Page	\$ 679.50
1/8 Page	\$ 459.50

Black-and-White Rates	1x
Full Page	\$ 1,489.50
2/3 Page	\$ 1,419.50
1/2 Page	\$ 1,039.50
1/3 Page	\$ 799.50
1/4 Page	\$ 619.50
1/6 Page	\$ 479.50
1/8 Page	\$ 409.50

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 | \$490

Toolbar | \$330

Skyscraper | \$830

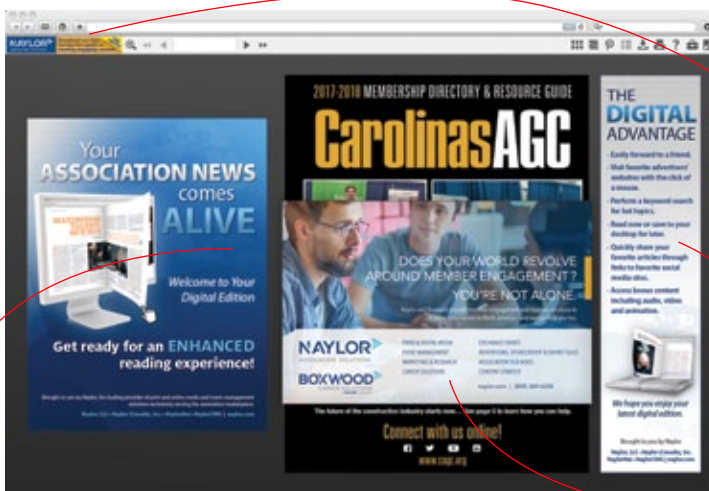
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors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

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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

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



Sponsorship | \$490

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

Ad Link | Included in Display Rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar | \$330

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.

Digital Skyscraper | \$830

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

Belly Band | \$550

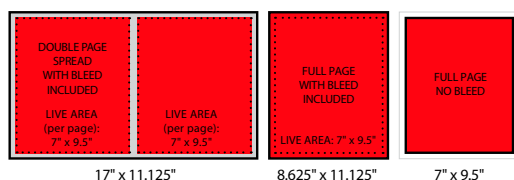
The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

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

PRINT ADVERTISING SPECIFICATIONS

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

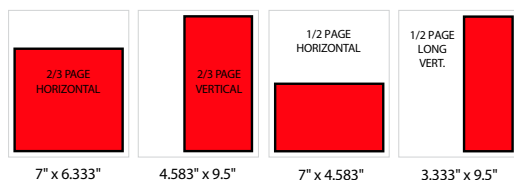
Directory Trim Size: 8.375" x 10.875"



17" x 11.125"

8.625" x 11.125"

7" x 9.5"

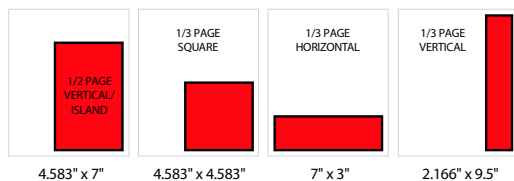


7" x 6.333"

4.583" x 9.5"

7" x 4.583"

3.333" x 9.5"

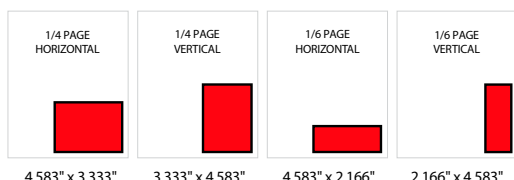


4.583" x 7"

4.583" x 4.583"

7" x 3"

2.166" x 9.5"

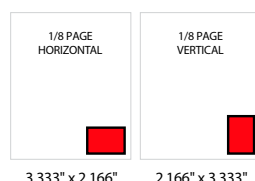


4.583" x 3.333"

3.333" x 4.583"

4.583" x 2.166"

2.166" x 4.583"



3.333" x 2.166"

2.166" x 3.333"

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 Flyers: 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, 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.



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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.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Acoustical Contractors | <input type="checkbox"/> Drywall | <input type="checkbox"/> Plasterers |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Drywall & Acoustical Ceilings | <input type="checkbox"/> Plastics - Fabricating |
| <input type="checkbox"/> Aggregate | <input type="checkbox"/> Electrical | <input type="checkbox"/> Plumbing Contractors |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Electrical Equipment & Supplies | <input type="checkbox"/> Plumbing Supplies |
| <input type="checkbox"/> Architectural Millwork | <input type="checkbox"/> Energy Management Systems | <input type="checkbox"/> Pre-cast Concrete Erection |
| <input type="checkbox"/> Asphalt Testing | <input type="checkbox"/> Environmental Site Assessments | <input type="checkbox"/> Pumps |
| <input type="checkbox"/> Audio-Visual Contractors | <input type="checkbox"/> Equipment - Rental & Sales | <input type="checkbox"/> Radio Rental & Sales |
| <input type="checkbox"/> Bathroom Accessories | <input type="checkbox"/> Erosion Control Services | <input type="checkbox"/> Ready Mix |
| <input type="checkbox"/> Bolts & Nuts | <input type="checkbox"/> Fireproofing | <input type="checkbox"/> Reprographics |
| <input type="checkbox"/> Bricks | <input type="checkbox"/> Fire Protection Systems | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Building - Products / Materials | <input type="checkbox"/> Fire Stopping | <input type="checkbox"/> Safety & Health |
| <input type="checkbox"/> Building Restoration | <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Buildings - Metal | <input type="checkbox"/> Flooring - Wood | <input type="checkbox"/> Sealants |
| <input type="checkbox"/> Carpet | <input type="checkbox"/> Fuel & Lubricants | <input type="checkbox"/> Septic System Installation |
| <input type="checkbox"/> Carports & Canopies | <input type="checkbox"/> Garage Doors | <input type="checkbox"/> Signage / Promotional |
| <input type="checkbox"/> Ceramic Tile | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Site Work |
| <input type="checkbox"/> Chillers | <input type="checkbox"/> Generators | <input type="checkbox"/> Steel Distributors |
| <input type="checkbox"/> Clay | <input type="checkbox"/> Glass | <input type="checkbox"/> Steel Erection |
| <input type="checkbox"/> Clean Room Installation | <input type="checkbox"/> Glass Block | <input type="checkbox"/> Steel Fabrication |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Hardware Flooring Manufacturers | <input type="checkbox"/> Steel Reinforcing |
| <input type="checkbox"/> Concrete & Asphalt Paving | <input type="checkbox"/> Hardwood Lumber | <input type="checkbox"/> Steel Structures |
| <input type="checkbox"/> Concrete Breaking, Coring & Sawing | <input type="checkbox"/> Highway Construction | <input type="checkbox"/> Stone |
| <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Insulation | <input type="checkbox"/> Stone Quarries |
| <input type="checkbox"/> Concrete: Decorative, Stamped, Scored & Stained | <input type="checkbox"/> Insurance & Bonds | <input type="checkbox"/> Surveying Instruments |
| <input type="checkbox"/> Concrete Floors | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Tenant Improvements |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Landscaping Stone | <input type="checkbox"/> Testing & Balancing |
| <input type="checkbox"/> Concrete Pumping | <input type="checkbox"/> Lasers & Machine Control | <input type="checkbox"/> Tile & Marble |
| <input type="checkbox"/> Concrete - Ready Mix | <input type="checkbox"/> Light Gauge Steel Wall Panels & Trusses | <input type="checkbox"/> Tile - Natural Stones |
| <input type="checkbox"/> Concrete Reinforcement | <input type="checkbox"/> Limestone | <input type="checkbox"/> Trailers - Renting & Leasing |
| <input type="checkbox"/> Concrete - Residential | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Trailers - Sales & Rental |
| <input type="checkbox"/> Concrete Equipment - Sales, Service & Rental | <input type="checkbox"/> Masonry Contractors | <input type="checkbox"/> Trailers - Office & Storage |
| <input type="checkbox"/> Construction Tools | <input type="checkbox"/> Masonry Supplies | <input type="checkbox"/> Trencher Equipment |
| <input type="checkbox"/> Consulting Contractors | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Truck Sales, Parts & Service |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Mechanical Engineers | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Containers | <input type="checkbox"/> Milling, Planning & Profiling | <input type="checkbox"/> Trusses |
| <input type="checkbox"/> Contractors / Industrial Tools | <input type="checkbox"/> Millwork | <input type="checkbox"/> Utility Contractors |
| <input type="checkbox"/> Custom Moldings | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Valves |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Mobile Offices | <input type="checkbox"/> Wallcovering |
| <input type="checkbox"/> Dirt | <input type="checkbox"/> Mobile Storage | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Drilling Shaft / Caissons | <input type="checkbox"/> Modular Offices | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Drilling Contractors | <input type="checkbox"/> Office / Storage Trailers | <input type="checkbox"/> Wood Flooring |
| <input type="checkbox"/> Drug Testing / Occupational Health | <input type="checkbox"/> Onsite Refueling | <input type="checkbox"/> Workers' Compensation |
| | <input type="checkbox"/> Overhead Doors | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Painting Contractors | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____