

MINNESOTA



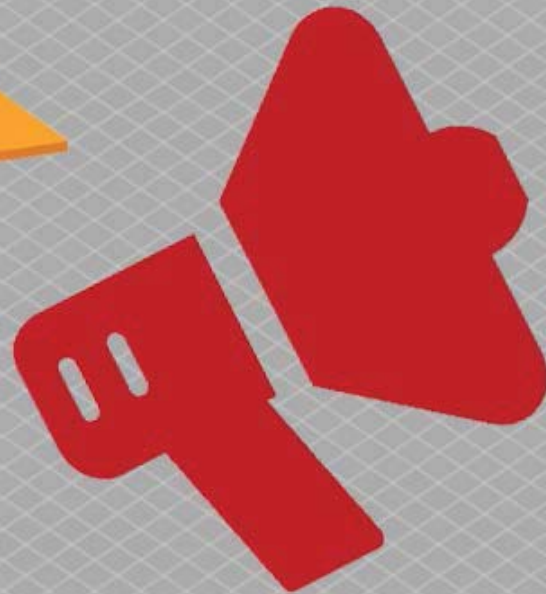
Advertise your company to those responsible for more than 3 out of every 4 construction projects in the state.

Member Directory

print and digital versions

AGC Minnesota Website

agcmn.org



MEDIA KIT

FOR MORE INFORMATION, PLEASE CONTACT:

NAYLOR 
ASSOCIATION SOLUTIONS

MINNESOTA



YOUR ACCESS TO MINNESOTA'S BEST

**General Contractors • Specialty Contractors
Subcontractors • Service Providers
Suppliers • Architects • Engineers**



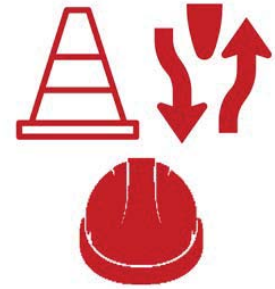
Spend **\$3.5 billion annually**
on products and services

Average **nearly \$4.5 billion** in
construction projects each year

Have a collective average
annual sales volume of more
than **\$2 billion**



Perform **80%** of the
construction projects
in the state

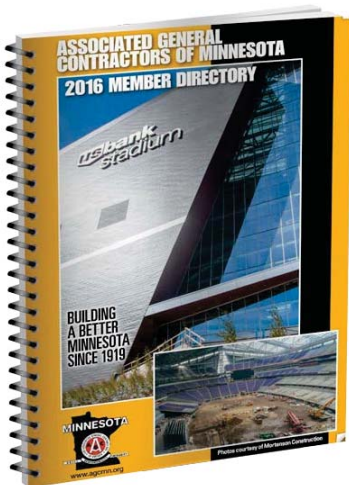


Work in every sector:

**Commercial building
Highway & transportation
Utility infrastructure**

Over the next two years, Minnesota will receive an estimated \$1.3 billion in highway and transportation funds from the recently passed FAST Act.

Member Directory
print edition



Member Directory
digital edition

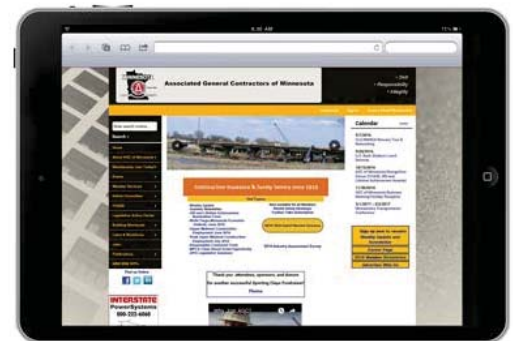
**2016 has received more
than 30,000 page views!**



AGC MN Website

www.agcmn.org

**More than 3,490
visits per month!**



Work with the best in the business! Contact your Naylor representative today.

Advertising on the AGC of Minnesota Website – www.agcmn.org

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

Features of AGCMN.org website advertising:

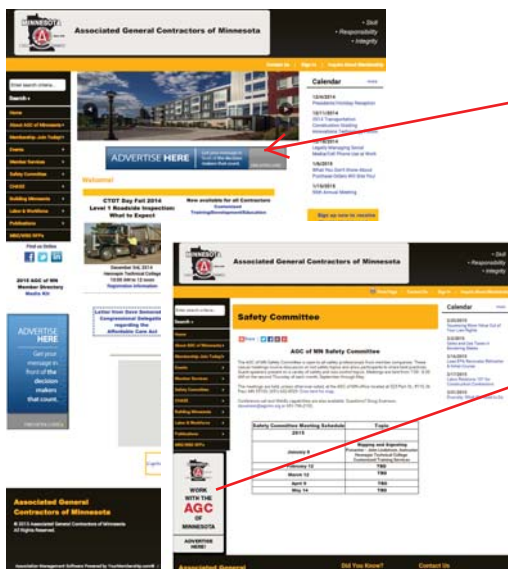
- Cross-promoted in other AGC of Minnesota publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



On average, AGCMN.org receives:

- More than 3,490 visits per month
- 2,400 unique visits per month
- 10,780 page views per month
- 3 pages viewed per visit
- 4 1/2 minutes spent on site per visit

*Traffic numbers from May 16, 2016 - Nov 16, 2016



Horizontal Banner (468 x 60 pixels)

12 months | \$1,390

One position with 4 rotations that runs exclusively on the home page.

Half Wide Skyscrapers (160 x 300 pixels)

12 months | \$1,960

One run-of-site with 5 rotations.

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp



Net Advertising Rates

All rates include an Ad Link in the digital edition of the Directory.
Members receive a 15% discount.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color	Rates
Outside Back Cover	\$1,709.50
Inside Front or Inside Back Cover	\$1,559.50
Tab	\$1,299.50
Full Page	\$1,079.50
1/2 Page	\$639.50
1/4 Page	\$489.50

Black-and-White	Rates
Full Page	\$939.50
1/2 Page	\$489.50
1/4 Page	\$369.50

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

Skyscraper | \$770

Sponsorship | \$460

Toolbar | \$310

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

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).

Member Directory digital edition



Digital Edition— www.naylor.com/amn-directory

In addition to print, the *Member Directory* 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. *Each issue is emailed to readers as well as posted on the AGC of Minnesota's website. An archive of the Member Directory will be available, securing your ad a lasting online presence.*

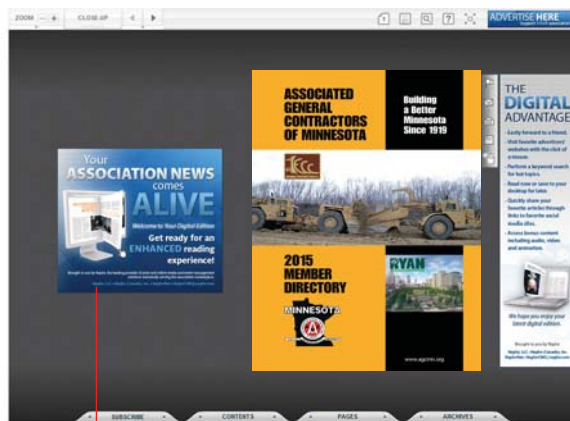
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access
- Read online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Toolbar (250 x 50 pixels) | \$310

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (154 x 603 pixels) | \$770

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Sponsorship (385 x 336 pixels) | \$460

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for MAX position.

The 2016 digital edition has received 30,000 pageviews and more than 1,500 clicks on links!

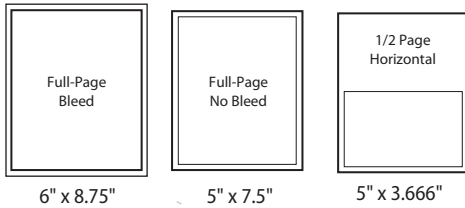
Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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.



Print Advertising Specifications

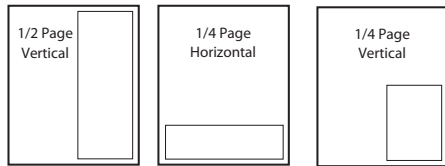
Roster Trim Size: 5.75" x 8.5"



6" x 8.75"

5" x 7.5"

5" x 3.666"



2.333" x 7.5"

5" x 1.666"

2.333" x 3.666"

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

Proofs and Revisions

Naylor charges \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

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.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Member Directory AGC of Minnesota Website



Past Advertisers

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

Acme Tools	FordHarrison, LLP	Nuss Truck & Equipment
Advanced Masonry Restoration, Inc.	Fury Chrysler Jeep Dodge Ram	Olympic Companies, Inc.
Ahmann-Martin	Gagnon, Inc.	Orion Search Group, Inc.
Allstate Peterbilt Group	Gary Carlson Equipment Co.	Parsons Electric Co.
American Agency, Inc.	General Equipment & Supplies, Inc.	Plaisted Companies, Inc.
American Engineering Testing	Geyer Signal, Inc.	Plangrid
American State Equipment Co.	Gopher State One Call	Q3 Contracting, Inc.
Ames Construction, Inc.	Hallberg Engineering, Inc.	Rachel Contracting, Inc.
Ancom Communications, Inc./Midwest	Hancock Concrete Products, Inc.	Rauenhorst Recruiting
Radio Rentals	Hardrives, Inc.	RDO Equipment Co.
Apple Ford Lincoln	Hayden-Murphy Equip. Co. Inc.	Reiling Construction
Associated Mechanical Contractors, Inc.	Hennepin Technical College	Ritchie Bros. Auctioneers
Atlas Foundation Co.	Hilpipe Auction Co.	Road Machinery & Supplies Co and RMS Rentals
Baker Tilly Virchow Krause, LLP	Interstate Power Systems	RSM McGladrey, Inc.
Bearence Management Group	Interstate Traffic Signs	Ruffridge-Johnson Equipment Co. Inc.
BirdDog	John A. Knutson & Co., PLLP	Seaton, Peters & Revnew, P.A.
Bituminous Roadways, Inc.	Jorgenson Construction, Inc.	Sharrow Lifting Products
BMO Harris Bank N.A.	Kevitt Excavating, LLC	Techware
Boyer Trucks	Kraus-Anderson Construction Co.	Temp-Air
Braun Intertec Corp	Lakehead Constructors, Inc.	The Berg Group, LLC
Brock White Company	LECET Minnesota	The Blue Book of Building & Construction
Carl Bolander & Sons Co.	Lee F Murphy, Inc.	The Mathiowetz Construction Company
Century Fence Co.	Littler Mendelson PC	Titan Rentals / Titan Machinery
Chevy Business Elite Dealers - North Dakota	Lockton Companies, LLC	Union Bank & Trust Company
Cobb Strecker Dunphy & Zimmermann, Inc.	M G McGrath, Inc.	Veit Companies
Construction Equipment Guide-Midwest Corporate Connection, Inc.	Martin Marietta	Viant Crane Service, LLC
Dorsey & Whitney, LLP	Maverick Drone Systems	Viking Industrial Center
Duininck, Inc.	Mavo Systems	Wagner Construction Canada
E-Con-Placer, Inc.	Midwest Fence & Manufacturing Co.	Warning Lites
Eide Bailly, LLP	Molin Concrete Products Co.	Welle Law PC
Energy Economics, Inc.	Mortenson Construction	WSB
Finance and Commerce	Neenah Foundry Co.	Ziegler Cat
	Northern Dewatering, Inc.	



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

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: _____