



WWW.BOMAOC.ORG

BOMA ORANGE COUNTY MEDIA GUIDE

Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



WHO WE ARE

BOMA Orange County is a member of BOMA CAL and BOMA International. The Building Owners and Managers Association of Orange County (BOMA OC), was founded in 1983 in order to meet the needs of the Commercial Real Estate industry within Orange County.

BOMA OC is the primary source of information on legislative issues affecting the Commercial Real Estate industry. BOMA OC furthermore focuses on emerging technologies that are transforming the way we transact business by exchanging ideas and acquiring knowledge through our Educational programs and events held throughout the year.



Membership Directory & Resource Guide

Print & Digital Publication

WHY BOMA ORANGE COUNTY?

- California is home to the largest commercial real estate industry in the nation.
- Our members are the decision makers responsible for purchasing millions of dollars of products and services.
- Commercial real estate in the U.S. is a nearly \$1 trillion a year industry.*

OUR REACH:

Our annual *Membership Directory & Resource Guide* is delivered directly to Orange County's commercial real estate professionals, including:

- Building owners
- Property managers
- Developers
- Leasing professionals
- Service providers
- Corporate facility managers

Gain attention in the nation's nearly \$1 trillion commercial real-estate industry.

Connect with your Naylor account executive today!



Membership Directory & Resource Guide

Net Advertising Rates

Members receive a 20% discount on 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
Double Page Spread	\$2,909.50
Outside Back Cover	\$2,619.50
Inside Front or Inside Back Cover	\$2,489.50
Die-Cut Tab	\$2,399.50
Full Page	\$2,149.50
2/3 Page	\$1,959.50
1/2 Page	\$1,569.50
1/3 Page	\$1,289.50
1/4 Page	\$1,039.50
1/6 Page	\$889.50
1/8 Page	\$649.50

Black-and-White Rates	Rates
Full Page	\$1,149.50
2/3 Page	\$989.50
1/2-Page	\$849.50
1/3 Page	\$619.50
1/4 Page	\$479.50
1/6 Page	\$399.50
1/8 Page	\$349.50

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.

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. (BOC-D0019)

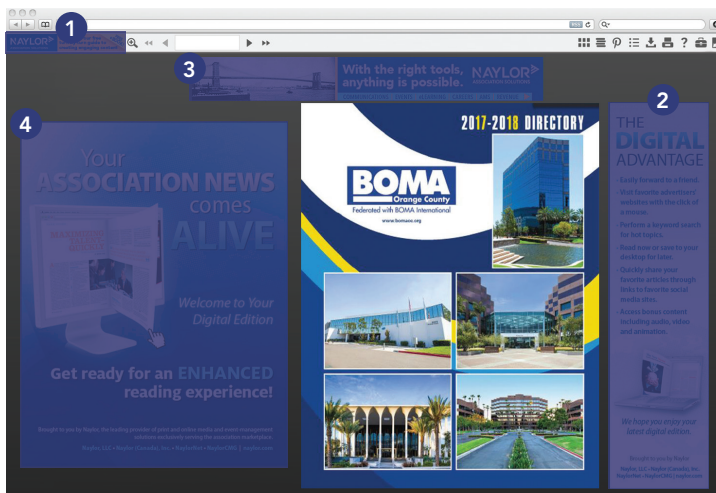
Membership Directory & Resource Guide

DIGITAL EDITION- NAYLORNETWORK.COM/BOC-NXT

In addition to print, *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.

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later



1 Digital Toolbar | \$500

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..

2 Digital Skyscraper | \$1,030

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

3 Digital Leaderboard | \$1,030

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

4 Sponsorship MAX* | \$925

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

* Video capabilities are not supported for Sponsorship MAX.

Ad Link | Included in display ad 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.

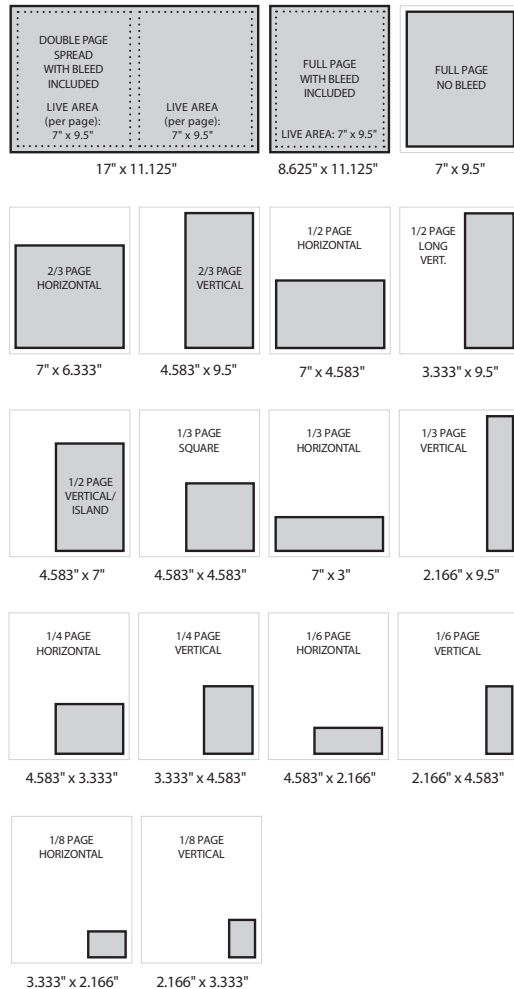
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For the latest online specs, please visit www.naylor.com/online-specs

Membership Directory & Resource Guide

PRINT ADVERTISING SPECIFICATIONS

Directory Trim Size: 8.375" x 10.875"



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/adupload

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 the latest online specs, please visit www.naylor.com/online specs

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. (BOC-D0019).

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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.*

- | | | |
|--|--|--|
| ☐ Access Control Systems | ☐ Engineer: Structural | ☐ Parking Lot Maintenance |
| ☐ Accounting Services | ☐ Environmental Services | ☐ Parking Services |
| ☐ ADA Consultant | ☐ Equipment Rental | ☐ Paving |
| ☐ Architect | ☐ Event Services | ☐ Pest Control |
| ☐ Asbestos/Lead Testing & Removal | ☐ Executive Search | ☐ Plumbing Contractor |
| ☐ Attorney | ☐ Financial Services | ☐ Pressure Washing |
| ☐ Audio/Visual | ☐ Fire Protection Equipment & Systems | ☐ Public Relations Services |
| ☐ Automated Building Systems | ☐ Floor Care & Maintenance | ☐ Publications |
| ☐ Barrier Systems | ☐ Floor Measurement | ☐ Recycling Services |
| ☐ Bird Barrier & Control | ☐ Flooring Contractor | ☐ Riser Management |
| ☐ Boiler Installation & Repair | ☐ Furniture | ☐ Roofing & Repairs |
| ☐ Building Cleaning & Maintenance: Exterior | ☐ General Contractor | ☐ Seasonal Displays |
| ☐ Building Cleaning & Maintenance: Interior | ☐ Graffiti Removal | ☐ Security Services |
| ☐ Building Supplies | ☐ Hazardous Waste Removal | ☐ Security Systems |
| ☐ Carpet Cleaning & Repair | ☐ HVAC | ☐ Signage |
| ☐ Catering | ☐ Indoor Air Quality Services | ☐ Signage Installation |
| ☐ Computer Management Software/Systems | ☐ Industrial Hygienist | ☐ Site Inspections |
| ☐ Concrete Contractor | ☐ Insurance | ☐ Space Management |
| ☐ Construction Management | ☐ Interior Design | ☐ Staffing Services |
| ☐ Data Services | ☐ Interior Plantscape & Maintenance | ☐ Storage |
| ☐ Doors & Gates | ☐ IT Consulting | ☐ Tax Consultant |
| ☐ Electrical Contractor | ☐ Janitorial Services | ☐ Telecommunications |
| ☐ Elevator Services | ☐ Landscaping & Maintenance | ☐ Tenant Improvement |
| ☐ Emergency Services | ☐ Legal Services | ☐ Thermal Imaging |
| ☐ Energy Management Equipment & Systems | ☐ Lighting Services | ☐ Trauma Scene Cleanup |
| ☐ Energy/Sustainability Consultant | ☐ Locksmith | ☐ Tree Services |
| ☐ Engineer: Maintenance & Operations | ☐ Marble Maintenance & Restoration | ☐ Uniform Apparel & Services |
| | ☐ Metal Maintenance & Restoration | ☐ Utilities |
| | ☐ Metering Services | ☐ Waste Management |
| | ☐ Mold Remediation | ☐ Waterproofing |
| | ☐ Moving & Relocation Services | ☐ Window/Glass Cleaning & Repairs |
| | ☐ Paint & Wall Coverings | ☐ Wood Maintenance & Restoration |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

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PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with BOMA Orange County 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 annual directory.

- Able Services/United Building Services
- ABM Janitorial
- Access Electrical & Lighting
- Access Exterminator Service, Inc.
- AlliedUniversal
- American Alarm Systems, Inc.
- American Technologies, Inc.
- AMS Paving Contractors
- Andersen Commercial Plumbing
- Benjamin Moore & CO
- Blue Shoe Roofing
- BOMA Orange County
- Bynum & Associates
- C & L Refrigeration
- Caliber Paving Company, Inc.
- Century Paving, Inc.
- Citiguard
- Coast Concierge Service
- Commercial Cleaning Systems, Inc.
- Connor's Landscape
- Control Air
- CORT Furniture Rental
- COSCO Fire Protection
- Day Lite Maintenance
- DC Environmental
- Diversified Asphalt
- Emcor Service/Mesa Energy Systems
- F.M. Thomas Air Conditioning, Inc.
- GP Pro
- Great Scott Tree Service
- Har-Bro, Inc.
- Hardy & Harper, Inc.
- Hattox Design Group, LLC
- Healthy Buildings International, Inc.
- High Rise Glass & Door, Inc.
- HKA Elevator Consulting, Inc.
- International Union Operation Engineers
- Kastle SYSTEMS
- Ladner Coatings Inc.
- Mitsubishi Electric US, Inc. Elevator & Escalator Division
- Optimum Seismic
- Pacific Rim Mechanical
- Parking Concepts, Inc.
- Pestgon, Inc.
- Peterson Grading & Paving, Inc.
- Pickett Painting Inc.
- Pro-Line Inspections, Inc.
- Pro-Tek Electrical & Lighting, Inc.
- RGS Services Inc.
- Richard Cohen Landscape & Construction, Inc.
- Scott Elevator Consultants
- Securitas Security Services USA, Inc.
- Security Alarms, Inc.
- Signarama
- Smalley & Co.
- SMC Roofing Resources
- South Shore Building Services, Inc.
- Stoddard's Restoration Services, Inc.
- Stuart Dean Co.
- Superior Tree Care
- Terra Pacific Landscape
- United Paving Co.
- Vasin Sign Solutions, Inc.
- Western Colloid