



# BOMA Silicon Valley

## Target the Decision Makers in the Silicon Valley Commercial Real Estate Industry

### The BOMA Silicon Valley Advantage

- BOMA Silicon Valley **members represent more than 75 million square feet of commercial real estate** in Silicon Valley.
- BOMA Silicon Valley is a **leading advocate for the building industries' interest** in legislative, and regulatory affairs at the local, state and national levels.
- Collectively BOMA members own and manage **more than 9 billion square feet** of office space, which represents **more than 80%** of the **prime office space in North America.**

### Who We Are

We are a leading advocate for the interests of building owners and managers who are responsible for more than 75 million square feet of commercial real estate in Silicon Valley. Our mission is to represent and promote the interests of the Silicon Valley commercial real estate industry through leadership, advocacy, education, professional development and cultivation of relationships.

### Member Profile

BOMA Silicon Valley represents influential real estate professionals throughout the region including:

- building owners
- building engineers
- property managers
- leasing agents
- facility managers
- commercial real estate service & product providers

**Don't miss out on your chance to participate!**  
**To advertise please contact:**

#### Brian Agnes

Naylor, LLC  
(800) 796-2638 ext. 6979  
Fax: (770) 810-6995  
bagnes@naylor.com



### The BOMA Silicon Valley 2012-2013 Membership Directory

Connecting you with **BOMA Silicon Valley** members throughout the year!



Published annually and mailed directly to the BOMA Silicon Valley membership, the **2012-2013 Membership Directory** stays on the desks of top BOMA Silicon Valley contacts all year long. Our key networking tool puts recipients in touch with fellow members as well as the vendors that provide product and service solutions.

### Advertising with BOMA Silicon Valley

**Put the power of the association behind your company:** We ensure that only qualified, trusted product and service suppliers are featured within our publication.

**Your advertising investment is an investment in your future:** We know you have a choice when allocating your marketing dollars—your advertising investment allows BOMA Silicon Valley to continue as a leading advocate for the building industries' interests.

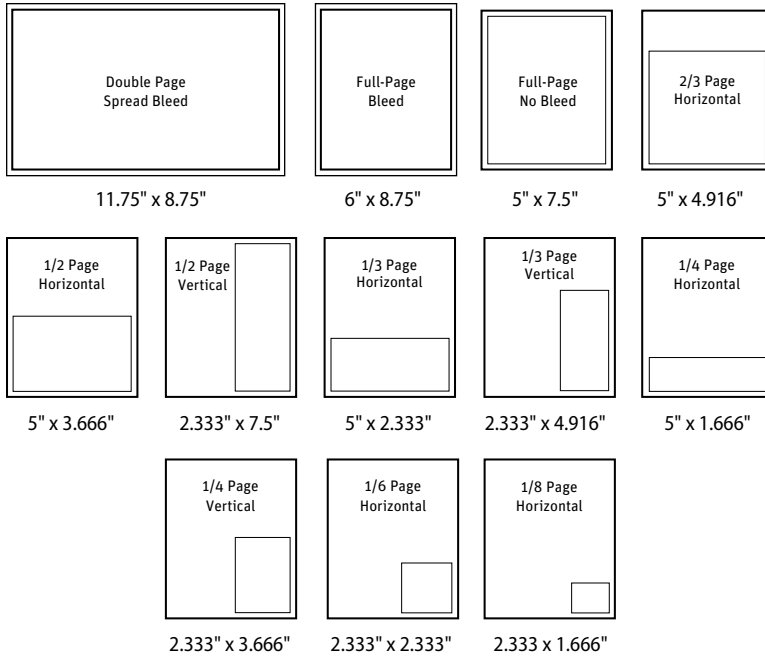
To learn more about BOMA Silicon Valley, visit:

[www.boma-sv.org](http://www.boma-sv.org)

# 2012-2013 Membership Directory

## Print Advertising Specifications

**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.

**DPS Live Area:** 10.75" x 7.5"  
**Full Page Live Area:** 5" x 7.5"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### 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) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

**Don't have an ad created?** With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

# 2012-2013 Membership Directory

## Net Advertising Rates

### DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

### Full-Color Rates

**1x**

Double Page Spread	\$3,719.50
Outside Back Cover	\$3,289.50
Inside Front or Inside Back Cover	\$3,079.50
Full Page	\$2,499.50
2/3 Page	\$1,949.50
1/2 Page	\$1,669.50
1/3 Page	\$1,149.50
1/4 Page	\$869.50
1/6 Page	\$699.50
1/8 Page	\$549.50

Premium Advertising Options - Ask your representative for specifications.

### Black-and-White Rates

**1x**

Full Page	\$1,659.50
2/3 Page	\$1,449.50
1/2 Page	\$1,219.50
1/3 Page	\$869.50
1/4 Page	\$649.50
1/6 Page	\$549.50
1/8 Page	\$439.50

### Special Advertising Section:

#### Green Marketplace



This special section is designed to highlight your green and energy-efficient products and services to our building owners and managers. Take part in this opportunity to feature your environmentally friendly company to those who matter.

### Special Advertising Section:

#### Products and Services Marketplace



Surrounded by a colorful background, our Products and Services Marketplace attracts readers' attention and prominently displays your ad to the owners, operators and managers with purchasing power.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). (BSV-R0012)

# 2012-2013 Membership Directory

## 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"/> Access control systems                      | <input type="checkbox"/> Duct cleaning   | <input type="checkbox"/> Locks                                   |
| <input type="checkbox"/> Acoustical ceiling cleaners                 | <input type="checkbox"/> Electrical construction                                 | <input type="checkbox"/> Marble & metal restoration              |
| <input type="checkbox"/> Air conditioning                            | <input type="checkbox"/> Elevator construction/service/maintenance               | <input type="checkbox"/> Metal and stone refinishing             |
| <input type="checkbox"/> Air conditioning contractors                | <input type="checkbox"/> Elevators/escalators                                    | <input type="checkbox"/> Metal fabrication                       |
| <input type="checkbox"/> Air conditioning: heat pump mfg.            | <input type="checkbox"/> Elevators: dumbwaiters- ADA                             | <input type="checkbox"/> Millwork                                |
| <input type="checkbox"/> Air duct cleaning                           | <input type="checkbox"/> Employment opportunities                                | <input type="checkbox"/> Mitering service: electrical            |
| <input type="checkbox"/> Alarm systems                               | <input type="checkbox"/> Energy conservation consultants                         | <input type="checkbox"/> Nurseries                               |
| <input type="checkbox"/> Appliances: parts & services                | <input type="checkbox"/> Energy management: systems & equipment                  | <input type="checkbox"/> Office equipment/supplies/furniture     |
| <input type="checkbox"/> Arborists                                   | <input type="checkbox"/> Engineering services                                    | <input type="checkbox"/> Paint manufacturers: retail & wholesale |
| <input type="checkbox"/> Architects                                  | <input type="checkbox"/> Engineers: environmental consultants                    | <input type="checkbox"/> Painting contractors                    |
| <input type="checkbox"/> Architectural continuous hinges             | <input type="checkbox"/> Environmental services                                  | <input type="checkbox"/> Parking lot maintenance                 |
| <input type="checkbox"/> Architectural sculptors                     | <input type="checkbox"/> Fabricated steel and aluminum products                  | <input type="checkbox"/> Paving                                  |
| <input type="checkbox"/> Asbestos removal                            | <input type="checkbox"/> Facility services                                       | <input type="checkbox"/> Pest control                            |
| <input type="checkbox"/> Asphalt maintenance                         | <input type="checkbox"/> Financial services                                      | <input type="checkbox"/> Piping systems                          |
| <input type="checkbox"/> Attorneys                                   | <input type="checkbox"/> Fire protection equipment & systems                     | <input type="checkbox"/> Portable toilets & trailers             |
| <input type="checkbox"/> Audio visual                                | <input type="checkbox"/> Floors: carpets, rugs, wood, installation & refinishing | <input type="checkbox"/> Power brokers                           |
| <input type="checkbox"/> Background music                            | <input type="checkbox"/> Furniture   | <input type="checkbox"/> Process servers/legal services          |
| <input type="checkbox"/> Bird barriers: repellents & controls        | <input type="checkbox"/> Gates: security   | <input type="checkbox"/> Property management                     |
| <input type="checkbox"/> Boiler manufacturers/installation           | <input type="checkbox"/> General contractors                                     | <input type="checkbox"/> Real estate: full-management services   |
| <input type="checkbox"/> Boiler repairs                              | <input type="checkbox"/> Generator sales & service                               | <input type="checkbox"/> Restoration & preservation buildings    |
| <input type="checkbox"/> Building automation systems                 | <input type="checkbox"/> Glass & glazing contractors                             | <input type="checkbox"/> Roofing                                 |
| <input type="checkbox"/> Building maintenance & cleaning contractors | <input type="checkbox"/> Graffiti removal  | <input type="checkbox"/> Safety & security services/systems      |
| <input type="checkbox"/> Cabinets                                    | <input type="checkbox"/> Graphic design  | <input type="checkbox"/> Sound insulation                        |
| <input type="checkbox"/> Carpentry                                   | <input type="checkbox"/> Heating oil   | <input type="checkbox"/> Staffing consultants                    |
| <input type="checkbox"/> Carpet/Drapery/Upholstery cleaners          | <input type="checkbox"/> HVAC  | <input type="checkbox"/> Storage                                 |
| <input type="checkbox"/> Chimney & fireplace contractors             | <input type="checkbox"/> Indoor air quality services                             | <input type="checkbox"/> Storm water pollution prevention        |
| <input type="checkbox"/> Claims consultants                          | <input type="checkbox"/> Insulation contractors: cold & heat                     | <input type="checkbox"/> Sweeping maintenance                    |
| <input type="checkbox"/> Commercial landscape maintenance            | <input type="checkbox"/> Insurance   | <input type="checkbox"/> Telecommunications                      |
| <input type="checkbox"/> Communications systems: 2-way radios        | <input type="checkbox"/> Interior design   | <input type="checkbox"/> Tree care                               |
| <input type="checkbox"/> Compactors                                  | <input type="checkbox"/> Iron work: ornamental & miscellaneous                   | <input type="checkbox"/> Uniforms                                |
| <input type="checkbox"/> Computer property management                | <input type="checkbox"/> Janitorial services/building maintenance                | <input type="checkbox"/> Unions                                  |
| <input type="checkbox"/> Concrete contractors                        | <input type="checkbox"/> Landscape architects                                    | <input type="checkbox"/> Valet parking service                   |
| <input type="checkbox"/> Construction/Construction management        | <input type="checkbox"/> Landscaping & maintenance                               | <input type="checkbox"/> Waste management/recycling              |
| <input type="checkbox"/> Consulting engineers                        | <input type="checkbox"/> Lead paint abatement service/supplies                   | <input type="checkbox"/> Water treatment products                |
| <input type="checkbox"/> Demolition contractors: interior & exterior | <input type="checkbox"/> Lead testing services                                   | <input type="checkbox"/> Waterproofing contractors               |
| <input type="checkbox"/> Demolition                                  | <input type="checkbox"/> Leasing & management                                    | <input type="checkbox"/> Window cleaning                         |
| <input type="checkbox"/> Document recovery                           | <input type="checkbox"/> Legal services  | <input type="checkbox"/> Window film                             |
| <input type="checkbox"/> Door repair                                 | <input type="checkbox"/> Lighting: consultants/controls/protection/sales         | <input type="checkbox"/> Window treatments                       |
| <input type="checkbox"/> Doors: wood - solid & veneered              | <input type="checkbox"/> Lighting, sign and electrical maintenance               | <input type="checkbox"/> Other: _____                            |
| <input type="checkbox"/> Drywall                                     |  |  |

One free listing with any size ad. Additional listings are \$20.00 each. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

