



CEA MEDIA GUIDE

YOUR CONNECTION TO THE GREATER CLEVELAND
AREA'S **\$2 BILLION** CONSTRUCTION INDUSTRY!

- **Membership & Construction Resource Directory**, print and digital editions
- **Weekly Construction Bulletin** eNewsletter
- **Website Sales**, www.ceacisp.org

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



Get in front of 4 out of 5 decision-makers.

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

Target a market with \$1.5 billion in buying power.

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

Be a part of the area's growing \$2 billion industry.

Our print and online publications are read and used by decision-makers in Greater Cleveland's nearly \$2 billion construction industry, working across all sectors including:

- | | | |
|------------|---------------|------------------|
| Commercial | Municipal | Heavy & Highway |
| Industrial | Institutional | Higher Education |

Over the next two years, Ohio will receive more than \$2.8 billion in highway and transportation funds from the recently passed FAST Act.

Distribution Profile

The Membership & Construction 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.

Contact your Naylor representative today!

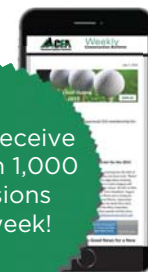
Sources: AGC of America Economic Ohio Fact Sheet, Construction Employers Association and U.S. Bureau of Labor Statistics - OH.

Membership & Construction Resource Directory

annual print and digital editions



New in 2017: Distribution will now also include Greater Cleveland NOPTCA, MAPIC, NECA and SMACNA members!



Banners receive more than 1,000 impressions every week!

Weekly Construction Bulletin

eNewsletter

CEA Website Sales

www.ceacisp.org



More than 3,500 visits per month!





CONSTRUCTION EMPLOYERS ASSOCIATION: DISTRIBUTION

CEA spans 12 counties in the Cleveland metro area, representing more than 500 construction industry professionals in over 14 local trade associations that includes general contractors, specialty and subcontractors, building owners and developers, construction managers and supply and service firms.

- **AGC of Ohio, Cleveland Division**
- **Carpenter Contractors Association**
- **Concrete Contractors Association**
- **Contractors Assistance Association**
- **Deep Foundation Contractors Association**
- **Glazing Contractors Association**
- **Greater Cleveland Roofing Contractor Association**
- **Interior Systems Contractors Association**
- **Mason Contractors Association**
- **Millwright Employers Association**
- **Residential Carpenter Contractors Association**
- **SMACNA of N. Central Ohio**
- **Steel & Iron Contractors Association**
- **Tile-Marble-Terrazzo Contractors Association**

Additional Distribution:

- **Elected Officials**
- **Municipal Building Departments**
- **Union Representatives**
- **NOPTCA Members**
- **MAPIC Cleveland Members**
- **NECA Greater Cleveland Members**
- **SMACNA Cleveland Chapter Members**

Make sure you reach all CEA members and affiliated contractors and industry professionals by contacting your Naylor representative today!

Membership & Construction Resource Directory



Net Advertising Rates

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

Members receive a 10% discount on rates.

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

Full-Color	Rates
Double Page Spread	\$ 2,679.50
Outside Back Cover	\$ 2,239.50
Inside Front or Inside Back Cover	\$ 2,089.50
Full Page	\$ 1,889.50
1/2 Page	\$ 1,199.50
1/4 Page	\$ 689.50
1/8 Page	\$ 419.50

Black-and-White	Rates
Double Page Spread	\$2,019.50
Inside Front or Inside Back Cover	\$1,369.50
Full Page	\$ 1,159.50
1/2 Page	\$ 739.50
1/4 Page	\$ 419.50
1/8 Page	\$ 259.50

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.

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Digital Edition Branding Opportunities

- Belly Band | \$750
- Skyscraper | \$750
- Sponsorship MAX | \$650
- Sponsorship | \$450
- Toolbar | \$250

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). (Rates as of March 2016)

Membership & Construction Resource Directory

digital edition



Digital Edition

In addition to print, the *Membership & Construction Resource 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. *The directory is emailed to readers as well as posted on the CEA website. An archive will be available, securing your ad a lasting online presence.*

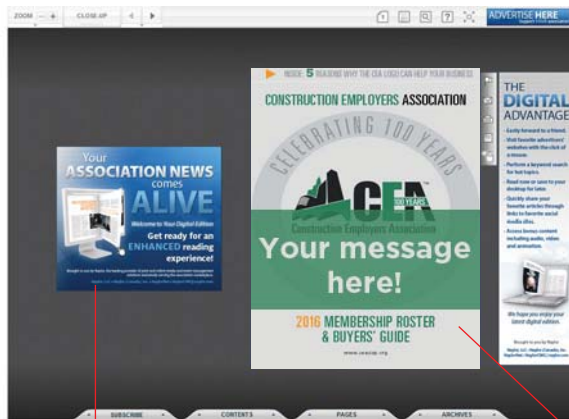
Readers can:

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

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) | \$250

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) | \$750

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

Digital Belly Band (414 x 223 pixels) | \$750

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Digital Edition Sponsor Max (385 x 336 pixels) | \$650

Digital Sponsorship (380 x 494 pixels) | \$450

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

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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Last year's digital edition has received more than 13,600 page views!

Membership & Construction Resource 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"/> Accounting | <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Plumbing Sealants |
| <input type="checkbox"/> Acoustical Materials & Contractors | <input type="checkbox"/> Equipment Rental, Sales & Service | <input type="checkbox"/> Plumbing - Service, Repairs & Installations |
| <input type="checkbox"/> Acoustical Ceilings | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Power & Lighting |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Excavating/Hauling Contractors | <input type="checkbox"/> Precast |
| <input type="checkbox"/> Air Conditioning Contractors | <input type="checkbox"/> Fence Contractors | <input type="checkbox"/> Process Piping/Welding |
| <input type="checkbox"/> Arborists Supplies | <input type="checkbox"/> Fire Control Systems | <input type="checkbox"/> Protective Coatings |
| <input type="checkbox"/> Asphalt Paving & Products | <input type="checkbox"/> Fire Retardant Products | <input type="checkbox"/> Pump & Well Supplies |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Pump Sales & Service |
| <input type="checkbox"/> Auctioneers/Appraisers | <input type="checkbox"/> Flooring Contractors | <input type="checkbox"/> Ready Mix Concrete |
| <input type="checkbox"/> Bid Reporting Services/Software | <input type="checkbox"/> Flooring - Industrial | <input type="checkbox"/> Renovations |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Formwork Technology | <input type="checkbox"/> Reproductions - Printing |
| <input type="checkbox"/> Bonding | <input type="checkbox"/> Gas Appliance Repairs & Installations | <input type="checkbox"/> Restoration |
| <input type="checkbox"/> Boring/Tunneling | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Retaining Walls |
| <input type="checkbox"/> Bricklayers | <input type="checkbox"/> Generators - Gas & Diesel | <input type="checkbox"/> Roofing Contractors |
| <input type="checkbox"/> Building Materials/Wholesale Distributors | <input type="checkbox"/> Geotextiles | <input type="checkbox"/> Roofing - Metal |
| <input type="checkbox"/> Carpet Services & Supplies | <input type="checkbox"/> Glass Contractors/Glazing | <input type="checkbox"/> Sand Blasting |
| <input type="checkbox"/> Caulking | <input type="checkbox"/> Grading | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Ceilings | <input type="checkbox"/> Hauling | <input type="checkbox"/> Sewer Metering Systems |
| <input type="checkbox"/> Clearing & Grubbing | <input type="checkbox"/> Heating Equipment & Systems | <input type="checkbox"/> Sheet Metal/Metal Fabrication & Erection |
| <input type="checkbox"/> Commercial Signs | <input type="checkbox"/> Heavy Equipment | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Composite Panels | <input type="checkbox"/> Highway Construction & Engineering | <input type="checkbox"/> Software Programs |
| <input type="checkbox"/> Concrete Accessories | <input type="checkbox"/> Highway Signs | <input type="checkbox"/> Software - Training & Consulting |
| <input type="checkbox"/> Concrete Breaking & Cutting | <input type="checkbox"/> Horizontal Boring | <input type="checkbox"/> Specialty Floor Covering Contractors |
| <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> HVAC Contractors | <input type="checkbox"/> Stained Glass |
| <input type="checkbox"/> Concrete Floors, Epoxy & Monolithic Topping | <input type="checkbox"/> Hydroseeding | <input type="checkbox"/> Steel Erection |
| <input type="checkbox"/> Concrete Forms | <input type="checkbox"/> Industrial Contractors | <input type="checkbox"/> Steel Fabrication |
| <input type="checkbox"/> Concrete Masonry Units/Concrete Ready Mix | <input type="checkbox"/> Insulation Contractors | <input type="checkbox"/> Steel - Structural & Miscellaneous |
| <input type="checkbox"/> Concrete Pipe | <input type="checkbox"/> Insurance | <input type="checkbox"/> Storage Containers & Semi-Trailers on Wheels |
| <input type="checkbox"/> Concrete Precast | <input type="checkbox"/> Interior Finishers | <input type="checkbox"/> Structural Steel Fabricators |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Land Development | <input type="checkbox"/> Stucco |
| <input type="checkbox"/> Concrete Pumping | <input type="checkbox"/> Landscape Contractors | <input type="checkbox"/> Tank Removal |
| <input type="checkbox"/> Concrete Reinforcement | <input type="checkbox"/> Leasing Services | <input type="checkbox"/> Temporary Fencing |
| <input type="checkbox"/> Concrete Repair | <input type="checkbox"/> Loss Management & Safety Training | <input type="checkbox"/> Tiles |
| <input type="checkbox"/> Construction Consultants | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Trusses |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Masonry, Concrete & Products | <input type="checkbox"/> Tub Grinders |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Masonry Contractors | <input type="checkbox"/> Utility Boring |
| <input type="checkbox"/> Crane Services | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Utility Contractors |
| <input type="checkbox"/> Cranes/Hoists/Forklifts | <input type="checkbox"/> Metal Fabrication & Erection | <input type="checkbox"/> Valves & Fittings |
| <input type="checkbox"/> Cranes (Overhead) & Electrical Hoists | <input type="checkbox"/> Metal Roofing & Siding | <input type="checkbox"/> Voice & Data |
| <input type="checkbox"/> Custom Duct Fabrication | <input type="checkbox"/> Metal Studs | <input type="checkbox"/> Waste Blasting |
| <input type="checkbox"/> Directional Boring | <input type="checkbox"/> Mobile Offices/Modular Buildings | <input type="checkbox"/> Water Equipment Treatment |
| <input type="checkbox"/> Doors & Frames | <input type="checkbox"/> Model Code Organization | <input type="checkbox"/> Waterproofing Contractors |
| <input type="checkbox"/> Doors, Hardware/Toilet Partitions | <input type="checkbox"/> Oil & Lubricants | <input type="checkbox"/> Water & Sewer Construction |
| <input type="checkbox"/> Drainage Products | <input type="checkbox"/> Paint & Wall Covering Contractors | <input type="checkbox"/> WBE |
| <input type="checkbox"/> Drilled Shafts/Caissons | <input type="checkbox"/> Painting Contractors | <input type="checkbox"/> Wet Tapping |
| <input type="checkbox"/> Drilling Contractors | <input type="checkbox"/> Pavement Markings/Traffic Control | <input type="checkbox"/> Wireless Communications |
| <input type="checkbox"/> Drywall Contractors | <input type="checkbox"/> Petroleum & Industrial Products/Pumps/Tanks | <input type="checkbox"/> Wood - Grinding & Chipping |
| <input type="checkbox"/> EIFS Panelization | <input type="checkbox"/> Pipe Manufacturers | <input type="checkbox"/> Work Zone Safety Products |
| <input type="checkbox"/> EIFS/Stucco Repairs | <input type="checkbox"/> Pipes, Valves & Fittings | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Electrical Contractors | <input type="checkbox"/> Plumbing & Gas Piping Contractors | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Employment Services | <input type="checkbox"/> Plumbing, Heating & Cooling | |

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: _____

Past and Current Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with CEA 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 CEA.

AKA Team

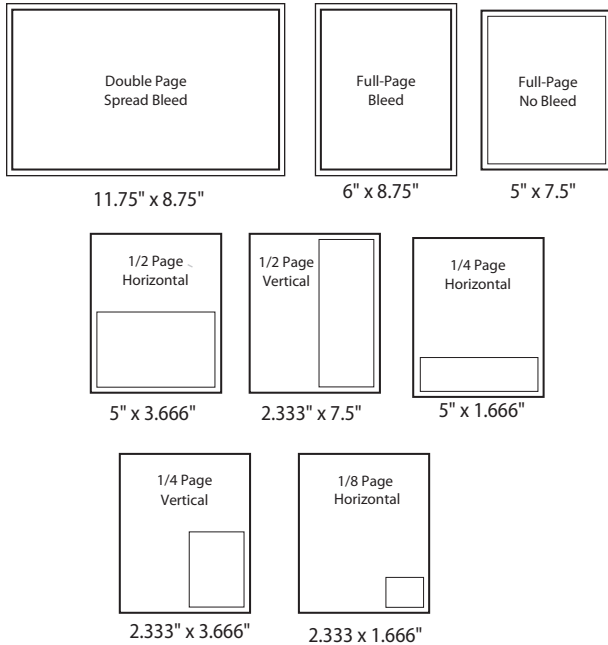
All Erection & Crane Rental Co.
Benesch Law
Boyd Watterson Asset Mgmt.
Chas. E. Phipps Company, The
Chieftain Trucking & Excavation, Inc.
Cleveland Building & Construction Trades Council
Custom Fabricators Inc.
Cuyahoga Concrete Sawing
Dawson Companies
Donley's, Inc.
Dunlop & Johnston, Inc.
Euclid Chemical Company, The
Forest City Erectors, Inc.
Frantz Ward LLP
Garda Architectural Fabrication
Gardiner
Giorgi Interior Systems, Inc.
Great Lakes Construction Co., The
HLMS Sustainability Solutions
Independence Excavating, Inc.
Kelley Steel Erectors, Inc.
Laborers Local #310
Mechanical and Plumbing Industry Council

Messina Floor Covering, LLC

National Electrical Contractors Association
Norris Brothers Co., Inc.
North Coast Concrete, Inc.
Northern Ohio Painting & Taping Contractors Association
Oswald Companies
Ozanne Construction Company, Inc.
Panzica Construction Company
Platform Cement, Inc.
Precision Environmental Co.
Royal Landscape Gardening Inc.
Shook Construction
Skoda, Monotti & Company
Spooner
Tayloroswald
Tile Layers Local #36
Todd Associates, Inc.
Turner Construction Company
UBS Financial Services, Inc.
Victory Capital Management, Inc.
VIP Restoration
Warren Roofing & Insulating Co.

Print Advertising Specifications

Roster Trim Size: 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"

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"

Online Specifications - For more information, visit: www.naylor.com/linespecs

Advertising on the CEA Website – 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 to learn about upcoming association events, discover ways to maximize their CEA membership, view the latest issues of *Weekly Construction Bulletin* eNewsletter and search the *Membership & Construction Resource Directory*. Advertising on 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 receives:

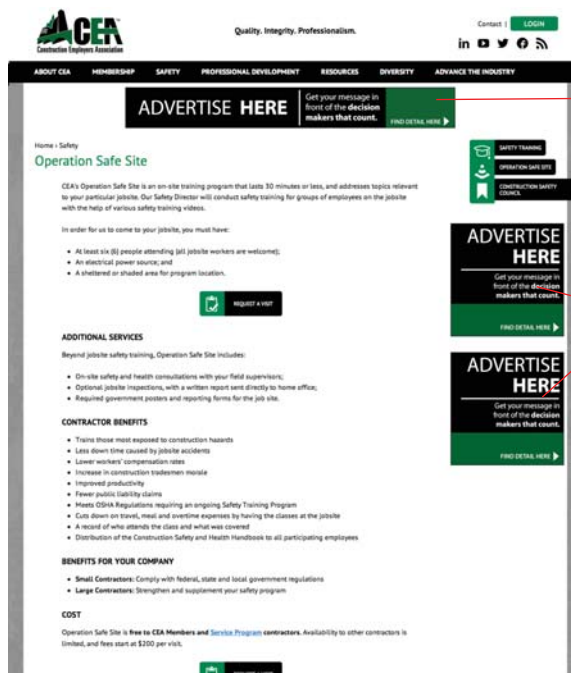
- More than 3,500 visits per month
- More than 2,000 unique visits per month
- 9,100 page views per month
- Nearly 3 pages per visit

*Traffic from June 5, 2016 - Dec 5, 2016

Leaderboard receives more than 2,000 impressions per month per ad.

Square ads receive more than 1,000 impressions per month per ad.

*Statistics from Sept 5, 2016 - Dec 5, 2016



Leaderboard | 12 Months | \$1,835

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

2 Square Ads | 12 Months | \$1,310

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

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

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Weekly Construction Bulletin

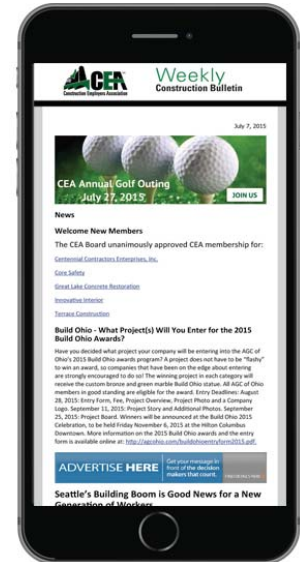


About the eNewsletter

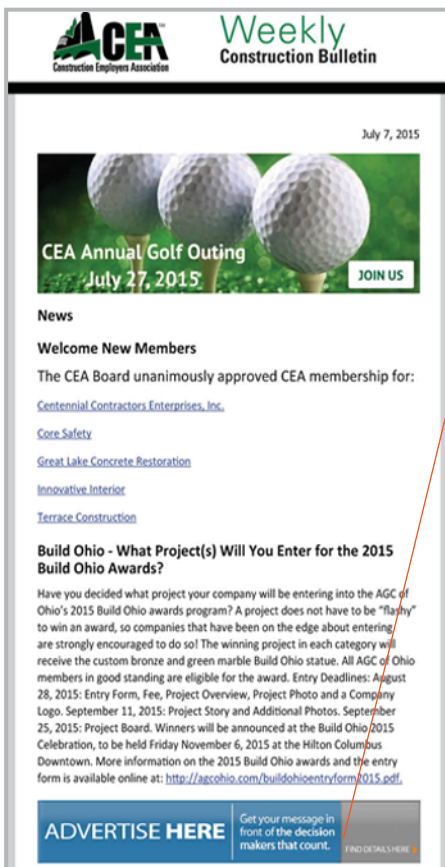
Now more than ever, professionals consume information on the go. Our *Weekly Construction Bulletin* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

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



Banners receive more than 1,000 impressions every week!



Custom Banners (570 x 90 pixels)

12 Months | \$2,885

- 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

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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