



AGC
CALIFORNIA

ONLINE AND PRINT MEDIA GUIDE

• AGC-CA.ORG ADVERTISING • *WHAT'S NEWS AND CAPITOL UPDATE* ENEWSLETTERS
MEMBERSHIP DIRECTORY & BUYERS' GUIDE • CALIFORNIA CONSTRUCTOR DIGITAL SPONSORED EBLASTS

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS

The only statewide construction association representing both union and non-union construction companies!



THE AGC OF CALIFORNIA ADVANTAGE

**3rd largest
AGC chapter
in the United
States**

**\$33.3
BILLION**

The average total number of construction **projects that break ground annually in California.**

**\$16
BILLION**

The amount of **non-residential construction spending in California** each year.

Members include:

**General Contractors
Specialty Contractors
Subcontractors
Engineers
Developers
Suppliers
Service Providers**

A few key multi-billion projects members are working on in California include:

- **San Francisco Transbay Transit Terminal:** **\$4.2 billion**
- **General Desmond Bridge - Port of Long Beach:** **\$1.3 billion**
- **Wilshire Grand Project in Los Angeles:** **\$1 billion**
- **New Sacramento Kings Arena:** **\$477 million**

INDUSTRY OUTLOOK



73% of all AGC of California companies expect to increase their employee head count in 2017.



3 out of 4 AGC of California contractors expect the construction market to grow this year and next.



45-55% of AGC California contractors expect the available dollar **amount of projects they complete this year** (compared to previous) to be **higher in many sectors** including Retail, Warehouse and Lodging and Private Office.

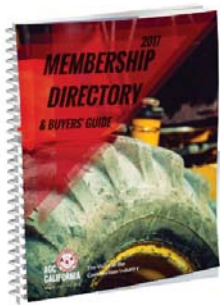
**Continue building your brand with the best in California.
Contact your Naylor representative today!**

The only statewide construction association representing both union and non-union construction companies!



AGC of California Communications

Print and Online Product Menu



Membership Directory & Buyers' Guide

Print edition



Membership Directory & Buyers' Guide

Digital edition

The 2017 digital edition has received more than 26,600 page views so far and 1,679 clicks on links!

AGC-CA.ORG

Website sales

Nearly 4,000 visitors per month!



Constructor Newsflash

EXCLUSIVE POSITION

Digital edition sponsored eblast



Capitol Update eNewsletter



What's News eNewsletter



To participate, contact your Naylor representative today!

Membership Directory & Buyers' Guide



Net Advertising Rates

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

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$4,719.50
Outside Back Cover	\$3,589.50
Inside Front or Inside Back Cover	\$3,389.50
Tab	\$3,029.50
Full Page	\$2,829.50
2/3 Page	\$2,449.50
1/2 Page	\$1,809.50
1/3 Page	\$1,359.50
1/4 Page	\$1,049.50
1/6 Page	\$819.50
1/8 Page	\$639.50

Black-and-White	Rates
Full Page	\$2,039.50
2/3 Page	\$1,759.50
1/2 Page	\$1,289.50
1/3 Page	\$979.50
1/4 Page	\$739.50
1/6 Page	\$599.50
1/8 Page	\$449.50

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.

Products and Services Showcase



This section allows construction-related service companies to display what their business can offer to AGC of California members.

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).

(Print rates as of September 2017)



Membership Directory & Buyers' Guide

digital edition



Digital Edition — www.naylornetwork.com/gca-directory

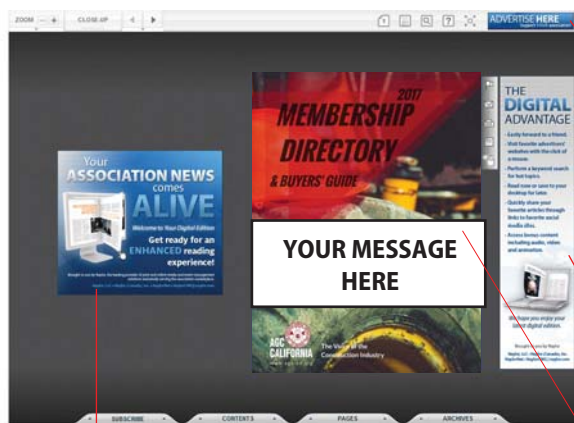
In addition to print, the *Membership Directory & Buyers' Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *The directory is emailed to readers as well as posted on the AGC of California website. An archive of issues is 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



Digital Toolbar | \$400

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 | \$850

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

Digital Belly Band | \$1,000

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 | \$700

Your message will be prominently displayed directly across from the cover of the directory. Animation and video capabilities are available.

Digital Edition Sponsor Max | \$750

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

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



Features of AGC of California website advertising:

- Targets the leaders who are part of California's \$33 billion construction industry.
- Cross-promoted in other AGC of California 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.agc-ca.org receives (per month):

- More than 3,980 visitors
- 21,800 page views
- More than 3.28 pages per session
- Average time spent on site approximately 3 minutes

Traffic from January 1, 2017 - March 31, 2017

On average, per month:

Leaderboards receive over 16,000 impressions per ad
 Rectangles receive over 9,300 impressions per ad

Traffic from March-October 2017



Leaderboard

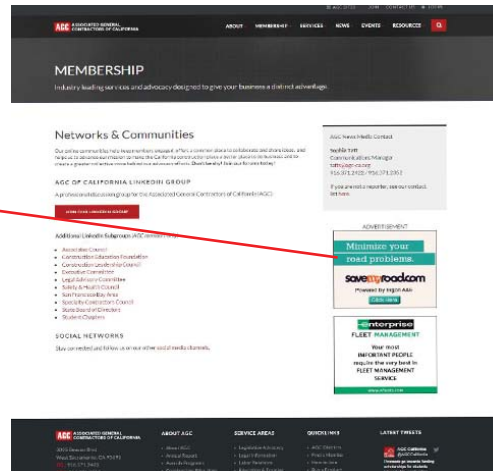
12 Months | \$2,850

One position with a maximum of seven ads rotating on every page in this highly visible position.

Subpage Rectangles

12 Months | \$1,715

Two spotlight tile positions with no more than four ad rotations displaying on every sub-page of the website.



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Online Specifications

For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

What's News Capitol Update



About Capitol Update

Brought to members by the AGC's team of legislative advocates and government relations department, *Capitol Update* keeps members informed of current legislative efforts and activities at the State Capitol. *Capitol Update* is distributed 4-6 times per year on the last day of March, June, September and December with two optional issues (not guaranteed) in June and October.

About What's News

Bi-weekly distribution on the 1st and 3rd Thursday of every month. Our *What's News* eNewsletter covers a wide range of topics and gives members a biweekly snapshot of industry and association news.

Enjoy the benefits of a targeted eNewsletter:

- Targets the leaders who are part of California's \$33 billion construction industry.
- Delivers your message directly to the inbox of top decision-makers on a regular basis.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other AGC of California 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.
- Change artwork monthly at no additional cost to promote time-sensitive offers.



Tile
(125 x 125 pixels)

Half
Banner
(370x 80 pixels)

Nine spots are available (three tile, five half banners, and one lower half banner) in each eNewsletter with NO ROTATION. Packages include placement on BOTH eNewsletters. Positions come on a first come, first serve basis.

12 Month Package | \$3,850

Choose half banner OR tile

- Includes ad placement in:
 - 24 issues of *What's News*
 - 4 issues of *Capitol Update* (two optional additional issues)

12 Month Package | \$3,650

Lower half banner only

- Includes ad placement in:
 - 24 issues of *What's News*
 - 4 issues of *Capitol Update* (two optional additional issues)

Distribution

What's News – Bi-weekly distribution on the 1st and 3rd Thursday of every month.

Capitol Update – Distributed 4-6 times per year on the last day of March, June,

September and December. Two optional issues not guaranteed in June and October.

Online Specifications

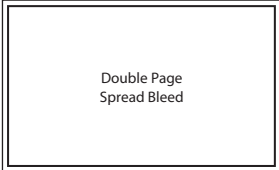



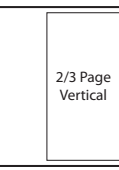
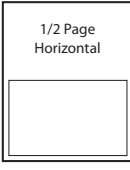
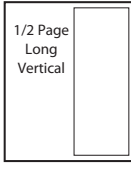
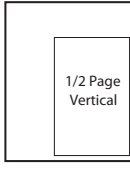
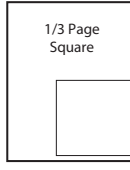
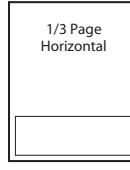
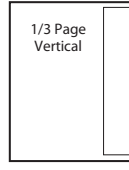
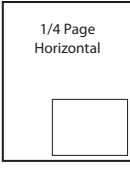
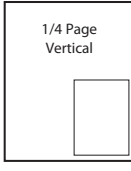
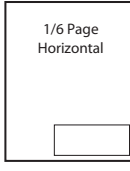
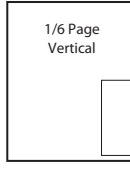
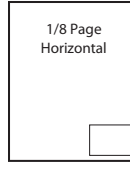
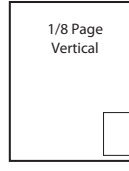
For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

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Print Advertising Specifications

Directory Trim Size: 8.375" x 10.875"

 <p>Double Page Spread Bleed</p>	 <p>Full-Page Bleed</p>	 <p>Full-Page No Bleed</p>	 <p>2/3 Page Horizontal</p>	 <p>2/3 Page Vertical</p>	
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
 <p>1/2 Page Horizontal</p>	 <p>1/2 Page Long Vertical</p>	 <p>1/2 Page Vertical</p>	 <p>1/3 Page Square</p>	 <p>1/3 Page Horizontal</p>	 <p>1/3 Page Vertical</p>
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"
 <p>1/4 Page Horizontal</p>	 <p>1/4 Page Vertical</p>	 <p>1/6 Page Horizontal</p>	 <p>1/6 Page Vertical</p>	 <p>1/8 Page Horizontal</p>	 <p>1/8 Page Vertical</p>
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"

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal flyersheets 8.5" x 11"

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: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

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

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.

Digital Edition Specifications

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

Membership Directory & Buyers' Guide



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"/> Accountants | <input type="checkbox"/> Doors | <input type="checkbox"/> Pipe Supply |
| <input type="checkbox"/> Aerial Surveying | <input type="checkbox"/> Drainage Systems | <input type="checkbox"/> Plumbing Contractors |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Drug & Alcohol Testing | <input type="checkbox"/> Political Parties |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Dump Trucks | <input type="checkbox"/> Portable Restrooms |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Electrical Contractors | <input type="checkbox"/> Ports/Shipping |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Elevator Sales & Service | <input type="checkbox"/> Power Tool Repair |
| <input type="checkbox"/> Asphalt & Asphalt Products | <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Precast Concrete Products |
| <input type="checkbox"/> Asphalt Paving & Maintenance | <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Pressure Wash Systems |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Railway Systems |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Equipment | <input type="checkbox"/> Refrigeration |
| <input type="checkbox"/> Banquet & Conference Facilities | <input type="checkbox"/> Equipment Rentals | <input type="checkbox"/> Protective Coatings |
| <input type="checkbox"/> Barristers & Solicitors | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Public Utilities |
| <input type="checkbox"/> Benefits | <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Railings |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Fasteners | <input type="checkbox"/> Railway Systems |
| <input type="checkbox"/> Bonding | <input type="checkbox"/> Fencing | <input type="checkbox"/> Refrigeration |
| <input type="checkbox"/> Bonds | <input type="checkbox"/> Fire & Sprinkler Systems | <input type="checkbox"/> Reinforcing Steel & Accessories |
| <input type="checkbox"/> Boom Repair | <input type="checkbox"/> Floor Care | <input type="checkbox"/> Roofing Contractors |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Forklifts | <input type="checkbox"/> Safety Consultants |
| <input type="checkbox"/> Building Wiring Consultation | <input type="checkbox"/> Fuel Suppliers | <input type="checkbox"/> Safety Footwear |
| <input type="checkbox"/> Buried Pipe & Cable Locators | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Catch Basins | <input type="checkbox"/> Granite | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Certified Public Accountants | <input type="checkbox"/> Guardrails | <input type="checkbox"/> Septic Tanks |
| <input type="checkbox"/> Civil Engineering Products | <input type="checkbox"/> Guniting | <input type="checkbox"/> Site Work/Excavation |
| <input type="checkbox"/> Cleaning Concrete, Sealing & Floor | <input type="checkbox"/> Hazardous Waste Removal | <input type="checkbox"/> Staffing Services |
| <input type="checkbox"/> Commercial Vehicle Equipment | <input type="checkbox"/> Heavy Equipment & Trailer Suppliers | <input type="checkbox"/> Steel Products |
| <input type="checkbox"/> Community Colleges | <input type="checkbox"/> Heavy Hauling | <input type="checkbox"/> Stone/Masonry |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Hotels/Motels | <input type="checkbox"/> Storage Containers |
| <input type="checkbox"/> Concrete Sawing & Drilling | <input type="checkbox"/> Insulating Contractors | <input type="checkbox"/> Structural Steel |
| <input type="checkbox"/> Construction & Trades Councils | <input type="checkbox"/> Insurance | <input type="checkbox"/> Submersible Pumps |
| <input type="checkbox"/> Construction Castings | <input type="checkbox"/> Interior Finishing | <input type="checkbox"/> Swimming Pools |
| <input type="checkbox"/> Construction Clean-Up Rough & Final | <input type="checkbox"/> Investment Funds | <input type="checkbox"/> Tank Removal & Testing |
| <input type="checkbox"/> Construction Engineers | <input type="checkbox"/> Kitchen Cabinets | <input type="checkbox"/> Tanks - Underground |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Labor Groups | <input type="checkbox"/> Temporary Heating & Air Conditioning |
| <input type="checkbox"/> Construction Labor Relations | <input type="checkbox"/> Landscape Contractors | <input type="checkbox"/> Tile & Marble |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Tire Sales & Service |
| <input type="checkbox"/> Construction Publications | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Tool Service |
| <input type="checkbox"/> Construction Safety Programs | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Training & Development |
| <input type="checkbox"/> Construction Specialties | <input type="checkbox"/> Material Handling Specialists | <input type="checkbox"/> Training Centers |
| <input type="checkbox"/> Craft Council | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Truck Caps & Covers |
| <input type="checkbox"/> Cranes & Hoists | <input type="checkbox"/> Metal Fabrication & Erection | <input type="checkbox"/> Trucking/Hauling |
| <input type="checkbox"/> Credit Unions | <input type="checkbox"/> Metalworking | <input type="checkbox"/> Unions |
| <input type="checkbox"/> Crushed Stone | <input type="checkbox"/> Mobile Offices | <input type="checkbox"/> Upholstery |
| <input type="checkbox"/> Customized Vehicles | <input type="checkbox"/> Natural Gas | <input type="checkbox"/> Used Equipment Sales |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> New Equipment Sales | <input type="checkbox"/> Utilities Providers |
| <input type="checkbox"/> Design & Consulting Engineers | <input type="checkbox"/> Oils | <input type="checkbox"/> Welding Supplies |
| <input type="checkbox"/> Design Build | <input type="checkbox"/> Pavement Marking Specialists | <input type="checkbox"/> Window Treatments |
| <input type="checkbox"/> Dewatering | <input type="checkbox"/> Petroleum Equipment | <input type="checkbox"/> Work Clothing |

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: _____

Membership Directory & Buyers' Guide



Past Advertisers

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

AGC Trust Funds
Aircor Mechanical, Inc.
Ames-Grenz Insurance Services
Architek Sustainable Building Products, Inc.
Associated Traffic Safety
Atkinson, Andelson, Loya, Ruud & Romo
Ayala Boring, Inc.
Badger Daylighting Corp.
Byrom-Davey Inc.
California State University
Capitol Buick GMC
Central Concrete Supply
CliftonLarsonAllen LLP
Crest Steel
Diepenbrock Elkin Gleason, LLP
Dodge Data & Analytics
East West Bank
EHC International, Inc.
Elk Grove Dodge Chrysler Jeep Ram SRT
Enterprise Fleet Management
EPIC Insurance Brokers
Ergon Asphalt & Emulsions, Inc.
Ferreira Coastal Construction
Gelman LLP
Gibbs Giden Locher Turner Senet & Wittbrodt, LLP
Grand Metals, Inc. dba Select Fabrications Company
Hayward Baker
Hemborg Ford
Hensel Phelps Construction
Herrig & Vogt, LLP
Herzog Contracting Corp.
Hoblit Chrysler Jeep Dodge RAM
Inland Surety
John Jackson Masonry
Kamine Law, P.C.
Lang, Richert & Patch
Law & Mediation Offices of Kate Warner
LECET Southwest
Lifting Gear Hire Corporation
Marina Landscape, Inc.
Maxim Crane Works, L.P.
MCC Pipeline Inc.
McInerney & Dillon, P.C.
McNeil Silveira Rice Wiley & West
McPeck Dodge of Anaheim
Mechanics Bank
Morley Builders
Moss Adams, LLP
Newmeyer & Dillion
Northern CA Carpenters Regional Counsel
Oltmans Construction Co.
On-Site Health & Safety
OSHA Training Center - Chabot-Las Positas
Community College District
OVERTON Safety Training, Inc.
Peckar & Abramson, P.C.
Philadelphia Indemnity Insurance Company
PINS Advantage
Pipe Service, Inc.
Rogers Joseph O'Donnell
San Diego Chrysler Dodge Jeep RAM
Schetter Electric, Inc.
SDC & Associates, Inc.
Sedgwick, LLP
Smith, Currie & Hancock, LLP
Smoke Guard California Inc
State Ready Mix, Inc.
Statewide Traffic Safety & Signs
Sunstate Equipment Co.
Teichert Materials Co.
TPR Traffic Solutions
Traffic Management, Inc.
Travelers Insurance
Trench Plate Rental
Trench Shoring Company
Trinity Engineering Laboratories Inc.
Tullis, Inc.
Underwater Resources, Inc.
Valley Unique Electric
West Coast Sand & Gravel
Wolff Law Office
Wood-Gutmann Bogart Insurance Brokers
Woodruff-Sawyer & Co.