



## Target the leaders who are part of the \$6 billion California construction industry.

**AGC of California is the 2nd largest AGC chapter in the nation and the only statewide construction trade association in California.**

AGC works for its members in areas such as legislative, governmental relations, workforce development, safety and regulatory, and environmental.

Members have access to most of the awarding authorities and agencies in California. Our members build the state's vital facilities, including:

- .....○ Highways and bridges
- .....○ Hotels
- .....○ Plants
- .....○ Manufacturing facilities
- .....○ Colleges and universities
- .....○ Retirement homes
- .....○ Office buildings
- .....○ Shopping centers
- .....○ Refineries
- .....○ Schools
- .....○ Hospitals
- .....○ Health care facilities

### Member Profile

AGC California members are engaged in the major percentage of public and private commercial construction throughout the \$6 billion California construction industry. Our resources reach every member of AGC-CA, including:

- General Contractors
- Developers
- Service Providers
- Specialty Contractors
- Subcontractors
- Engineers

**Connect with these decision-makers by contacting your Naylor account executive today!**

#### CONTACT:

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#### In PRINT and ONLINE

Connect with AGC California members throughout the year.

**Online Buyers' Guide:**

a user-friendly tool designed to help consumers locate products and services related to California's construction industry.



<http://www.agc-ca.org/buyerguide.aspx>

**AGC-CA Website:**

referenced by AGC-CA members and industry professionals for the latest news and events.

<http://www.agc-ca.org/>

**2012 Membership Directory & Buyers' Guide**

The premier networking and purchasing resource for California's construction industry, this "who's who guide" stays on the desks of top contacts at AGC California member companies year long.

**NEW! Three e-Newsletters!**

*What's News*, *Capitol Update*, and *Market Service Bulletin* eNewsletters delivers your message directly to the inbox of top decision-makers in the California construction industry.



# 2012 Membership Directory and Buyers' Guide



## 2012 Net Advertising Rates

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

Full-Color	Rates
Double Page Spread	\$4,299.50
Outside Back Cover	\$3,729.50
Inside Front or Inside Back Cover	\$3,529.50
Tab	\$3,269.50
Full Page	\$2,969.50
2/3 Page	\$2,789.50
1/2 Page	\$2,269.50
1/3 Page	\$2,049.50
1/4 Page	\$1,489.50
1/6 Page	\$1,099.50
1/8 Page	\$759.50

Black-and-White	Rates
Tab	\$2,379.50
Full Page	\$2,079.50
2/3 Page	\$1,949.50
1/2 Page	\$1,379.50
1/3 Page	\$1,129.50
1/4 Page	\$839.50
1/6 Page	\$669.50
1/8 Page	\$489.50

### Members by District Business Card Exchange



Pass your business card to every member of AGC California by participating in this regionally organized section of the directory.

### Building Products and Materials Marketplace



This special advertising section is designed to showcase California's construction suppliers to the leaders in the industry.

### Direct-Mail Opportunities



Include your flyer, brochure or postcard in the clear plastic bag in which the directory is mailed to ensure your business is noticed.

### Services Showcase



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

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). GCA-D0012



# 2012 Membership Directory and Buyers' Guide

## Index of Advertisers Categories

Your company will be listed in the Index of Advertisers under the category of your choice with the page number of your ad. 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"/> Gunite                              | <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 at \$20.00 each. No limit. Please list new categories on this sheet.

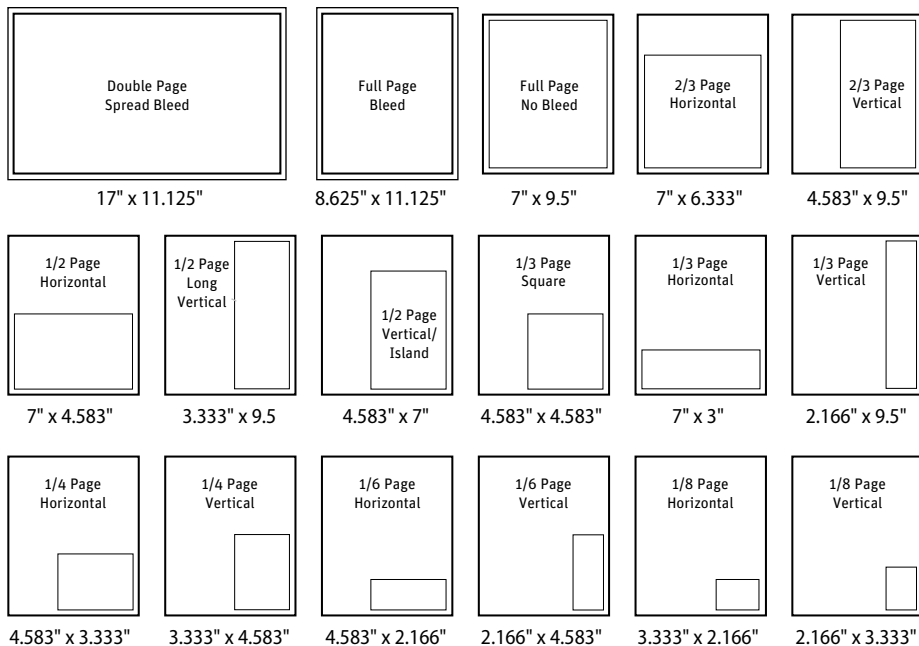
Additional Index Categories X \$20.00 = \$ \_\_\_\_\_

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

# 2012 Membership Directory and Buyers' Guide

## 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.  
**DPS Live Area:** 15.417" x 9.5" **Full Page Live Area:** 7" x 9.5"

### 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](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

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

## 2011 Directory Advertisers

- |  |  |  |  |
|--|--|--|--|
| AGC Apprenticeship Training & Trust                              | Diepenbrock Harrison, A Professional Corporation         | Lescure Company, Inc.                          | Sully-Miller Construction                          |
| Airco Mechanical, Inc.   | Dragados USA, Inc.                                       | Match Corporation                              | Sure Void Products, Inc.                           |
| Allen Matkins Leck Gamble & Mallory LLP                          | Empire Safety & Supply                                   | McGraw Hill Construction                       | Sweeney Mason Wilson & Bosomworth                  |
| Alliant Insurance Services                                       | Engineered Concrete Placement Flatiron                   | McInerney & Dillon, P.C.                       | Tire Distribution Systems, Inc.                    |
| Allied Trench Shoring Service                                    | Gibbs, Giden, Locher, Turner & Senet LLP                 | Mechanics Bank                                 | Traffic Control Service, Inc.                      |
| American Truck & Trailer Bodies Co.                              | Gill & Baldwin, P.C.                                     | Morris & Garritano Insurance                   | Travelers Insurance                                |
| Ames-Grenz Insurance Services                                    | Glenn M. Gelman & Associates                             | Moss Adams LLP                                 | Trench Shoring Company                             |
| Argus Contracting, Inc.  | Griffin Soil Stabilization                               | Nordic Industries, Inc.                        | Tyner Paving Company                               |
| Atkinson, Andelson, Loya, Ruud & Romo                            | Griswold LaSalle Cobb Dowd & Gin LLP                     | Northern CA Carpenters Regional Counsel        | Underwater Resources, Inc.                         |
| Ayala Boring, Inc.   | Guerra Construction Group                                | Palmer Kazanjian Wohl Perkins LLP              | Union Bank of California                           |
| Baiba's Safety Service, Inc.                                     | Hayward Baker  | Peckar & Abramson, P.C.                        | United Rentals, Inc-Trench Safety and Power & HVAC |
| Balestreri, Pendleton & Potocki                                  | Helix Electric   | Peterson Tractor Co.                           | Valley Surety Insurance Agency                     |
| Bank of Sacramento   | Hemming Morse, Inc.                                      | Pipe Service, Inc.                             | Vulcan Materials Co., Western Reg. Off.            |
| Barragan Corp International, A Strategic Risk Management Company | Herzog Contracting Corp.                                 | Reed & Graham, Inc.                            | Watt, Tieder, Hoffar & Fitzgerald, L.L.P           |
| BMA Construction Engineers, Inc.                                 | Highway Technologies, Inc.                               | Rogers Joseph O'Donnell                        | Wood-Gutmann Bogart Insurance Brokers              |
| Brooks Products  | Hunt, Ortmann, Palffy Nieves, Lubka, Darling & Mah, Inc. | Safety Center Incorporated                     | Woodruff-Sawyer & Co.                              |
| Brown & Brown of California                                      | Kilpatrick Townsend                                      | Schetter Electric, Inc.                        |  |
| Burnham Brown  | Lang, Richert & Patch                                    | Sea Bright Insurance Company                   |  |
| Capitol Services, Inc.   | LECET Southwest  | Standard Concrete Products & Hanson Aggregates |  |
| Central Concrete Supply  |  | State Ready Mix, Inc.                          |  |
|  |  | Statewide Traffic Safety & Signs               |  |

# AGC California Online Buyers' Guide

## AGC California's Online Buyers' Guide <http://www.agc-ca.org/buyerguide.aspx>

AGC California's *Online Buyers' Guide* is a user-friendly forum designed to bring producers and consumers together. Available 24 hours a day, 365 days a year, the interactive *Online Buyers' Guide* makes it easy to locate products and professional services geared towards California's construction industry. With hyperlinks, multiple search capabilities and richer search results, our *Online Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks.

### AGC CA's Online Buyers' Guide is a reference at your fingertips:

- Various ad sizes and display options make it easy to customize your listing and enhance content
- Optimized to drive traffic from search engines and the California AGC home page
- Directs visitors to the landing page of your choice to learn more about your business
- Cross-promoted in other California AGC publications and communication pieces
- Categorical layout allows efficient browsing with fewer clicks
- Consumers come to you when they are ready to buy
- Vertical search capability with Google™ integration returns richer results



#### \*Traffic stats from March 2011 — August 2011:

- Average of 394 visits per month
- Average of 334 unique visitors per month
- Average of 1,311 page views per month
- 3.32 pages viewed per visit

**Compared to the previous six months, traffic has increased 140%!**

## Online Buyers' Guide Advertising Positions



### Spotlight Tile Ad – ONLY 2 SPOTS AVAILABLE | \$2,100

No matter what page of the *Online Buyers' Guide* visitors click on, your message will be prominently displayed in the same place, every time! Two Spotlight Tile positions (no ad rotation) appear in the left column with full run of site.

### Home Page Vertical Banner | \$1,050

The Home Page Vertical Banners are placed and sized to catch attention and are located in the right column of the home page. There are two banners with a maximum of two advertisers rotating per position.

The purchase of any *Online Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$299 value!

*Continued on next page...*

## Online Buyers' Guide Advertising Positions Continued



### Super-Category Page Vertical Banner | \$525

Super-Category Vertical Banners appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. **There are two banners available with no rotation.**

The purchase of any *Online Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$299 value!



### Premier Listing Package | \$299

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first.

Premier Listings contain all basic information, including company name, address, phone and fax.

*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

### Premier Listing Features:

- **Full-color company logo**
- **Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google Map It!** — displays a Google map of your business location
- **Google site search** — allows users to search your company website directly from your Premier Listing
- **Request for information** — generates a form through which users can contact a designated representative from your business directly

## Advertising on the AGC California Website – <http://www.agc-ca.org/>

Advertising on the AGC California's website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.agc-ca.org](http://www.agc-ca.org) to learn more about the chapter and about upcoming events, discover ways to maximize their membership, take advantage of training and other programs and search the Online Buyers' Guide. Advertising on [www.agc-ca.org](http://www.agc-ca.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of contracting professionals throughout the state.

### Features of AGC California website advertising:

- Targets the leaders who are part of California's \$6 billion construction industry
- Cross-promoted in other AGC 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



## Web Advertising Positions



Home Page Sample

### Page Peel – EXCLUSIVE POSITION

12 Months | \$3,500 6 Months | \$2,100

Display your business uniquely on the AGC California Web site home page. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your company's site.

### Horizontal Banner

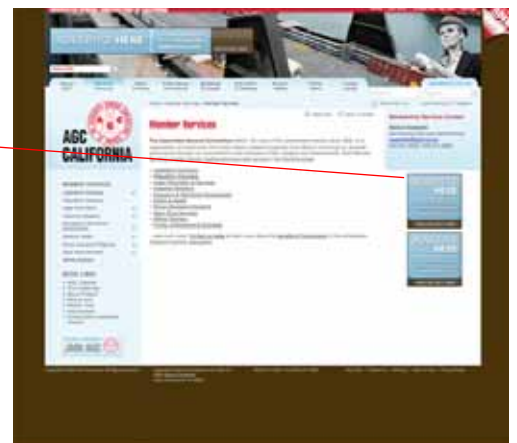
12 Months | \$2,500 6 Months | \$1,500

The Horizontal Banner displays your message in the header of **every page** of the AGC California Web site. A maximum of four ads rotate in this highly visible position.

### Spotlight Tile

12 Months | \$1,500 6 Months | \$850

Your message will be prominently displayed on every interior page of the site. Two Spotlight Tile positions with no more than four ad rotations each appear in the left column of the site.



Interior Page Sample

## About our new product line:

Now more than ever, professionals consume information on the go. Our NEW eNewsletters which include *What's News*, *Capitol Update*, and *Market Services Bulletin* allow members to stay informed about timely industry topics, association news, and legislative efforts whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Targets the leaders who are part of California's \$6 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-CA 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 and events



## Ad Packages

Six spots are available (three tile and three half banners) in each eNewsletter with NO ROTATION. Packages include placement on ALL three eNewsletters. Positions come on a first come, first serve basis.

Tile  
(125 x 125 pixels)

Half  
Banner  
(234 x 60 pixels)



**12 Month Package | \$3,500**  
(Choose half banner OR tile)

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

### 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, December. Two optional issues not guaranteed in June and October.

**Market Services Bulletin** - Quarterly distribution to on the last day of March, June, September, and December.