

GEORGIA BRANCH

Associated General Contractors of America, Inc.

2011-2012 Media Guide



<http://www.agcga.org/>

Connect with key decision-makers in Georgia's \$6.8 billion construction industry

The Association Advantage

- Georgia Branch, AGC's members are **leaders in the Georgia construction community**, including general contractors, residential/light commercial builders, construction managers, design-builders, municipal-utility contractors, heavy and highway contractors, specialty contractors, service providers and suppliers.
- Members **spend billions of dollars in construction activity annually** and represent a significant percentage of Georgia's **\$6.8 billion** construction market. They are in the market for a variety of products and services including:

- ♦ Accountants
- ♦ Attorneys
- ♦ Banks
- ♦ Financial Planners
- ♦ Surety/Bonding/Insurance
- ♦ Marketing Consultants

• Projects members are working on this year include:

- ◆ Maynard Holbrook Jackson East International Terminal.....\$1.4 Billion
- ◆ Eastbrook Middle School.....\$21.5 Million
- ◆ South Cobb High School - Additions and Renovations.....\$18 Million
- ◆ Mableton Elementary School Replacement.....\$17.8 Million
- ◆ Atlanta Motorsports Park.....\$10.9 Million

Who We Are

For more than 80 years, Georgia Branch, AGC has provided a full range of services designed to satisfy the needs of its members and enhance the stature of the construction industry. Our greatest source of pride and legacy has been, and remains, serving as an advocate and protecting and representing the best interest of our members, who **spend billions of dollars in construction activity every year.**

To reach the leaders in Georgia's \$6.8 billion construction industry, contact your Naylor representative today!

CONTACT:

Print Products:

Paige Murphy
Phone: 770-576-4979
Fax: 770-810-6995
pmurphy@naylor.com

Online Products:

Nick Manis
Phone: 770-576-2638
Fax: 770-810-6995
nmanis@naylor.com



IN PRINT AND ONLINE:

Connect with Georgia Branch, AGC members throughout the year.



Georgia Construction Today
PRINT AND DIGITAL EDITION
The flagship resource of Georgia Branch, AGC, produced three times a year to inform members of industry trends.

2012-2013 Membership

Directory & Resource Guide:

The premier networking and purchasing resource for Georgia's construction industry.



The Forum eNewsletter:

Distributed weekly to members, *The Forum* contains up-to-date industry and association news.

Georgia Branch, AGC website:

<http://www.agcga.org/>

Referenced by members and other industry professionals for the latest news, events and legislation.





**Georgia Branch,
Associated General Contractors of America, Inc.**

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678.298.4100 • Fax: 678.298.4101 • www.agcga.org

Dear Georgia Branch, AGC Supporter:

Georgia Branch, AGC is pleased to announce that we have chosen to work with Naylor, LLC, once again, as our official integrated media communication partner. Naylor provides advertising, publication and media services that build your company's image and connects you with top general contractors, residential/light commercial builders, construction managers, design/builders, municipal-utility, heavy and highway contractors, specialty contractors, service providers and suppliers in the state's commercial construction industry. We are partnering with Naylor to provide the following:

- *Georgia Construction Today*, print and digital edition magazine
- *Membership Directory & Resource Guide*
- www.agcga.org, website sales
- *The Forum* eNewsletter

Our full complement of communications options delivers your message to key decision-makers, including our **members who account for more than \$5 billion in construction activity every year**. This is your opportunity to advertise and promote your products and services to a major purchasing audience.

For the past 17 years we have worked with, Naylor, LLC as our official marketing program partner in recognition of their more than 40 years of experience with association communications. Through our strategic alliance, we are confident the professionals at Naylor will continue to provide us with valuable communication tools for our members and your advertisements. When a representative from Naylor contacts you, please consider allocating part of your advertising budget to building brand recognition with Georgia's leading construction industry purchasing agents.

In the words of a trusted construction CEO, "Don't cut marketing. People need to know what you do. Marketing is how that's done." When you promote your company in a slowing economy, you are more likely to stand out as many of your competitors cease marketing. You also show your company is strong and ready for additional business.

Thank you in advance for considering allocating advertising dollars to support Georgia Branch, AGC and our mission of being the voice of Georgia's construction industry, providing valuable member services and promoting construction best practices.

Sincerely,

Michael T. Dunham
Executive Vice President



Georgia Construction Today

2012-2013 Membership Directory & Resource Guide

2012 Editorial Calendar

Issue	Ships
Georgia Construction Today 1st Quarter 2012	March 2012
2012-2013 Membership Directory & Resource Guide 2nd Quarter 2012	May 2012
Georgia Construction Today 3rd Quarter 2012	September 2012
Georgia Construction Today 4th Quarter 2012 (Leadership Issue)	November 2012

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Georgia Branch, AGC 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 our official resources.

31-W Insulation Company, Inc.
A Southern Roofing
ABC Cutting Contractors
Ace Electric, Inc.
Applied Software
Architectural Metal Specialties, Inc.
Atlas Piers of Atlanta, Inc.
B & D Concrete Cutting
Batson-Cook Company
BB & T-Huffines-Russell & Associates
Beck
Ben Hill Roofing & Siding Company, Inc.
Berkel & Company Contractor
Blue Box Trailers, Inc.
Bowen & Watson, Inc.
Breaker Technology, Inc.
Brent Scarbrough & Co.
Brown, Nelms & Co., CPAs
Burns Preferred Contractors, Inc.
C. D. Moody Construction Co., Inc.
C. E. Garbutt Construction Co.
Christman Company, The
Coble Trench Safety, Inc.
Collins & Company
CompTrust AGC MCIC
Conditioned Air Systems, Inc.
Cork-Howard Construction Co.
Cummins Power South, LLC
Daniel Construction of Lagrange, Inc.

Dixie Roofing of Georgia, Inc.
Duffey Southeast, Inc.
Engineered Restorations, Inc.
Flint Equipment Company
Foltz Martin, PC
Georgia 811 Utilities Protection Center
Georgia Press Association
Geotechnical & Environmental Consultant, Inc.
Gilbane Building Company
Graydaze Contracting, Inc.
Hall, Booth, Smith & Slover
Holder Construction Company
Hughes Environmental, Inc.
Jones Automatic Sprinkler, Inc.
Langford Construction Co.
Large & Gilbert, PC
LRA Constructors, Inc.
Macon Door and Hardware, Inc.
McCarthy Building Companies
McGriff, Seibels & Williams of Ga., Inc.
Meja Construction, Inc.
MetroPower, Inc.
Miller Electric Company
Mills Industrial Construction, Inc.
Moore Colson
Munters Moisture Control
National Construction Rentals
New South Construction Co., Inc.

Parrish Construction Group, Inc.
Q L Enterprises, Inc. d/b/a GeoSolution
R. K. Redding Construction, Inc.
R. W. Allen & Associates, Inc.
Regency Electric Company
Rogers Construction Co.
Roland Waterproofing
Roper Roofing
Russo Corporation
Rutherford/MMA
Seco Architectural Systems, Inc.
Shumate Mechanical, Inc.
Smith, Currie & Hancock, LLP
Southeast Pump & Equipment, Inc.
Southern Door & Plywood
Southern Preservation Systems
Sports Turf Company, Inc.
Sterling Risk Advisors
Stites & Harbison, LLC
Tip Top Roofers, Inc.
Universal Steel, Inc.
Verizon Wireless
Vulcan Materials Company
Wayne J. Griffin Electric
Wells Fargo Insurance Services, USA, Inc.
Wharton-Smith, Inc. - South Atlantic
Windham Brannon, P.C.
Yates Insurance Agency
Zeigler Paint Contractors, Inc.



PUBLICATION TITLE – print edition



Net Advertising Rates

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

Size	Full-Color		Black-and-White	
	1-2x	3-4x	1-2x	3-4x
Double Page Spread	\$3,709.50	\$3,339.50	N/A	N/A
Outside Back Cover	\$3,319.50	\$2,989.50	N/A	N/A
Inside Front or Inside Back Cover	\$3,079.50	\$2,769.50	N/A	N/A
Tab (directory ONLY)	\$2,779.50	N/A	N/A	N/A
Full Page	\$2,059.50	\$2,259.50	\$1,639.50	\$1,479.50
2/3 Page	\$1,989.50	\$1,789.50	\$1,419.50	\$1,279.50
1/2 Page	\$1,209.50	\$1,089.50	\$779.50	\$699.50
1/3 Page	\$939.50	\$849.50	\$639.50	\$579.50
1/4 Page	\$719.50	\$649.50	\$499.50	\$499.50
1/6 Page	\$569.50	\$509.50	\$409.50	\$369.50
1/8 Page	\$489.50	\$439.50	\$379.50	\$339.50

Advertising Specifications

Magazine/Directory Trim Size: 8.375" x 10.875"

 17" x 11.125"	 8.625" x 11.125"	 7" x 9.5"	 7" x 6.333"	 4.583" x 9.5"	
 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"
 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"

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 Web site at 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.

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"

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). GGC-B0112





Georgia Construction Today digital edition

Digital Edition — <http://www.naylornetwork.com/ggc-nxt/>

In addition to print, **Georgia Construction Today** is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eToolbar

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

3 issues | \$539.50 **2 issues** | \$579.50 **1 issue** | \$639.50

eSponsorship

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

3 issues | \$869.50 **2 issues** | \$929.50 **1 issue** | \$969.50

eSkyscraper

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

3 issues | \$869.50 **2 issues** | \$929.50 **1 issue** | \$969.50

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address.





PUBLICATION TITLE – print edition

Index of Advertisers Categories

Our publication features an Index of Advertisers section where 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 Flooring | <input type="checkbox"/> Employment | <input type="checkbox"/> Partitions/Trusses |
| <input type="checkbox"/> Accounting/Management Consultants | <input type="checkbox"/> Engines | <input type="checkbox"/> Pipes & Accessories |
| <input type="checkbox"/> Accounting & Estimating/Construction | <input type="checkbox"/> Equipment Rental & Sales | <input type="checkbox"/> Power Tools & Construction Supplies |
| <input type="checkbox"/> Attorneys & Counselors | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Precast Products |
| <input type="checkbox"/> Auctions | <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Prefabricated Structures |
| <input type="checkbox"/> Barricades & Traffic Control | <input type="checkbox"/> Explosives | <input type="checkbox"/> Pressure Cleaning & Equipment |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Fencing | <input type="checkbox"/> Railings |
| <input type="checkbox"/> Blinds | <input type="checkbox"/> Fire Alarm/Clock System Sales | <input type="checkbox"/> Ready-Mix Concrete |
| <input type="checkbox"/> Blueprinting Equipment & Services | <input type="checkbox"/> Fire Escapes | <input type="checkbox"/> Roofing Contractors |
| <input type="checkbox"/> Bricks | <input type="checkbox"/> Fire Protection | <input type="checkbox"/> Roofing, Insulation & Sheet Metal |
| <input type="checkbox"/> Bridge Systems | <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Safety Equipment & Clothing |
| <input type="checkbox"/> Carpenters & Carpentry Contractors | <input type="checkbox"/> Generators | <input type="checkbox"/> Sand, Gravel & Crushed Stone |
| <input type="checkbox"/> Carpet & Services & Supplies | <input type="checkbox"/> Grading | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Computer Software & Hardware | <input type="checkbox"/> Heavy Construction Equipment | <input type="checkbox"/> Scaffolding & Accessories |
| <input type="checkbox"/> Communications Equipment | <input type="checkbox"/> HVAC Contractors | <input type="checkbox"/> Security Systems & Data Systems |
| <input type="checkbox"/> Concrete Breaking, Cutting & Sawing | <input type="checkbox"/> Hydraulic Equipment Repair | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Concrete Erecting | <input type="checkbox"/> Insurance & Bonds | <input type="checkbox"/> Site Preparation |
| <input type="checkbox"/> Concrete Forms/Scaffolds | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Steel |
| <input type="checkbox"/> Concrete Materials | <input type="checkbox"/> Iron Works | <input type="checkbox"/> Steel Erection/Pile Driving |
| <input type="checkbox"/> Concrete Products & Accessories | <input type="checkbox"/> Labor | <input type="checkbox"/> Structural Steel Fabricators |
| <input type="checkbox"/> Concrete Restoration | <input type="checkbox"/> Landscape Contractors | <input type="checkbox"/> Telephone Systems & Services |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Laser Products | <input type="checkbox"/> Tire Sales & Service |
| <input type="checkbox"/> Construction Software | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Toilets - Portable |
| <input type="checkbox"/> Consulting, Engineering & Testing | <input type="checkbox"/> Manholes | <input type="checkbox"/> Traffic Control Equipment |
| <input type="checkbox"/> Conveyors | <input type="checkbox"/> Masonry Restoration | <input type="checkbox"/> Trailer Sales & Rental |
| <input type="checkbox"/> Cranes & Hoists | <input type="checkbox"/> Material Testing & Geotechnical Engineering | <input type="checkbox"/> Trench Shoring Equipment |
| <input type="checkbox"/> Crane Sales & Rental | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Truck Sales & Parts & Service |
| <input type="checkbox"/> Cranes (Articulating Truck Mounted) | <input type="checkbox"/> Metal Fabrication & Erection | <input type="checkbox"/> Waste Management |
| <input type="checkbox"/> Custom Drilling & Blasting | <input type="checkbox"/> Metalworking | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Mobile & Modular Offices | <input type="checkbox"/> Welding |
| <input type="checkbox"/> Doors | <input type="checkbox"/> Pagers | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Drug Testing | <input type="checkbox"/> Paint & Wall Covering | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Drywall Equipment & Supplies | <input type="checkbox"/> Painting Contractors | _____ |
| <input type="checkbox"/> Electrical Contractors | <input type="checkbox"/> Painting & Special Coatings | _____ |
| <input type="checkbox"/> Electrical Equipment & Supplies | | _____ |

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:** _____





Online Specifications

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

Digital Edition

eSponsor

- 550 x 480 pixels; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button); minimum resolution is 150 dpi
- JPG only (no animation)

eSkyscraper

- 200 x 783 pixels; minimum resolution is 150 dpi
- JPG only (no animation)

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Please note: File size for static ad submissions must not exceed 100 kb.