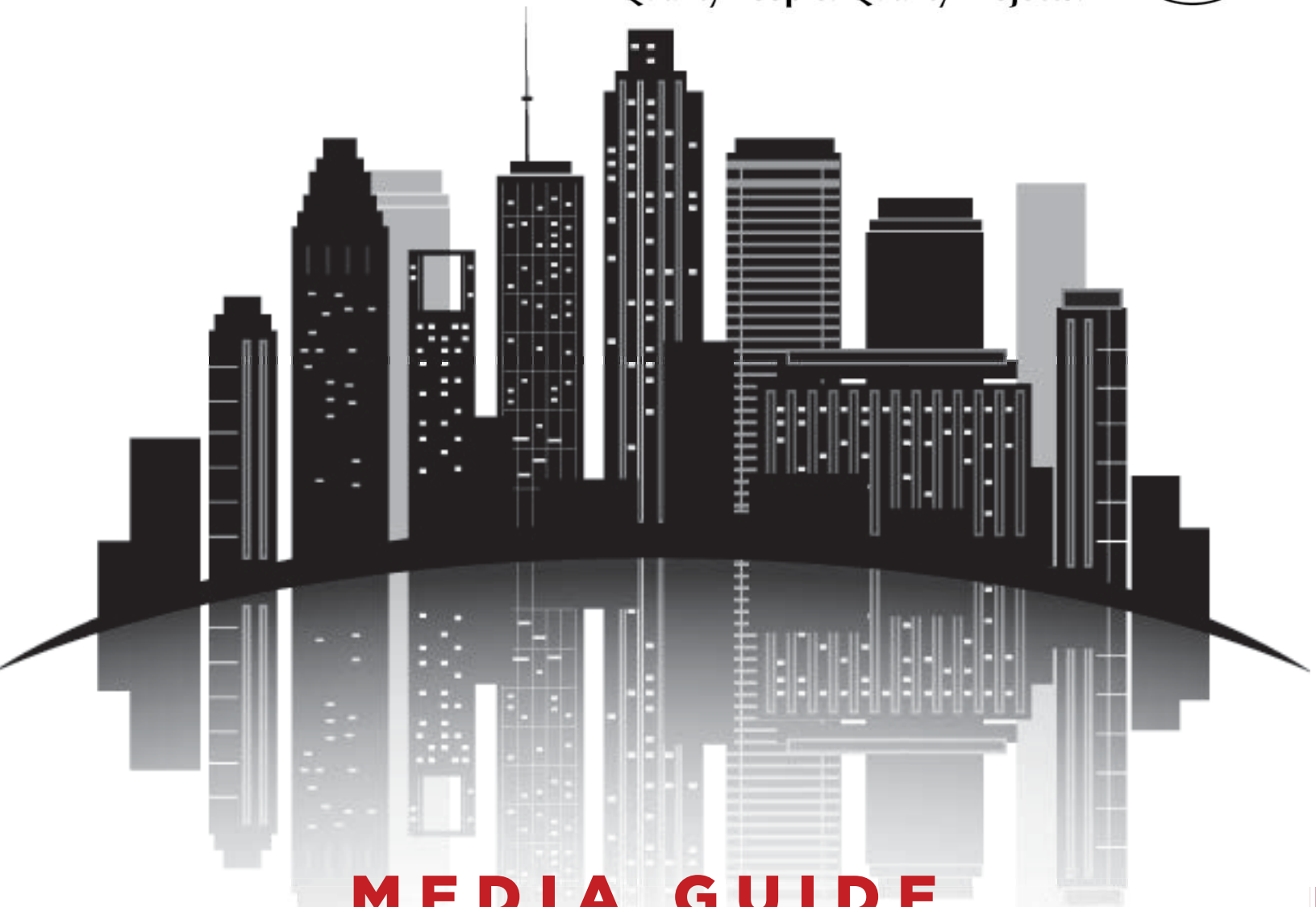


# AGC Houston

THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA

Quality People. Quality Projects.



## MEDIA GUIDE

**Dominate the Houston construction market.**

Reach the \$7.1 billion buying power of our members by participating in AGC Houston communications.

FOR MORE INFORMATION, PLEASE CONTACT:

[agchouston.org](http://agchouston.org)

**NAYLOR**   
ASSOCIATION SOLUTIONS



## ASSOCIATED GENERAL CONTRACTORS OF HOUSTON

### ABOUT US

- Our members **spend approximately \$7.1 billion** annually on products and services!
- We represent **3 out of 4 contractors** throughout the Houston area.
- Our **members build \$6.4 billion worth** of construction projects each year.

### ABOUT HOUSTON

- Houston is the nation's **4th largest metro** economy.
- Houston's gross metropolitan product is **expected to grow by 4% each year** through 2020.
- Houston is a growing market and recently hit **3 million jobs** for the first time in the region's history!

### ABOUT OUR COMMUNICATIONS RESOURCES

Our communication resources are distributed locally and throughout the state. We reach decision-makers who are in charge of the purchasing decisions such as:

**General Contractors  
Subcontractors  
Suppliers**

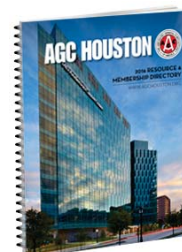
**Architects  
Engineers  
Many More!**

**Cornerstone**  
quarterly print and  
digital magazine  
[naylornetwork.com/hca-nxt](http://naylornetwork.com/hca-nxt)



**Each digital issue of Cornerstone averages 2,800 page views and more than 275 clicks on links**

**Resource & Membership Directory**  
annual print and  
digital publication



**Members' Edge**  
bi-monthly eNewsletter  
[naylornetwork.com/hca-nwl](http://naylornetwork.com/hca-nwl)



**Ads featured in Members' Edge average between 1,500-2,000 impressions per month**

**Now is the perfect time to promote your company to Houston's top contractors!  
Contact your Naylor representative today.**

# Cornerstone quarterly magazine

## Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.  
Members receive a 15% discount.

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

Full-Color Rates	1-2x	3-4x
Double Page Spread	\$3,509.50	\$3,159.50
Outside Back Cover	\$3,049.50	\$2,799.50
Inside Front or Inside Back Cover	\$2,849.50	\$2,599.50
Full Page	\$2,449.50	\$2,199.50
2/3 Page	\$1,979.50	\$1,779.50
1/2 Page	\$1,829.50	\$1,649.50
1/3 Page	\$1,329.50	\$1,199.50
1/4 Page	\$1,039.50	\$939.50
1/6 Page	\$739.50	\$669.50
1/8 Page	\$599.50	\$539.50
<b>Black-and-White Rates</b>	<b>1-2x</b>	<b>3-4x</b>
Full Page	\$2,059.50	\$1,849.50
2/3 Page	\$1,779.50	\$1,599.50
1/2 Page	\$1,319.50	\$1,189.50
1/3 Page	\$989.50	\$889.50
1/4 Page	\$849.50	\$759.50
1/6 Page	\$579.50	\$519.50
1/8 Page	\$459.50	\$409.50

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.

## Digital Edition Branding Opportunities

Sponsorship MAX | \$460    Toolbar | \$310    Skyscraper | \$770    Belly Band | \$770    Leaderboard | \$770

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### What our readers are saying...

**Cornerstone magazine is the best way to feel the pulse of the commercial construction industry.**

- Keith Coulter, P.C., KECLaw

**Cornerstone magazine consistently provides relevant and timely information for the Houston area contractors in a highly professional package. We use it as a valuable resource in our tool kit.**

- Kevin M. Camarata, Camarata Masonry Systems

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 August 2016)

# Resource & Membership Directory

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.  
Members receive a 15% discount.

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

### Full-Color

### Rates

Double Page Spread	\$4,089.50
Outside Back Cover	\$3,529.50
Inside Front or Inside Back Cover	\$3,389.50
Tab Position	\$3,149.50
Full Page	\$2,789.50
2/3 Page	\$2,239.50
1/2 Page	\$1,669.50
1/3 Page	\$1,209.50
1/4 Page	\$949.50
1/6 Page	\$679.50
1/8 Page	\$539.50

### Black-and-White Rates

### Rates

Full Page	\$1,859.50
2/3 Page	\$1,629.50
1/2 Page	\$1,199.50
1/3 Page	\$899.50
1/4 Page	\$709.50
1/6 Page	\$519.50
1/8 Page	\$419.50

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## Digital Edition Branding Opportunities

**Sponsorship MAX** | \$460    **Toolbar** | \$310    **Skyscraper** | \$770    **Belly Band** | \$770    **Leaderboard** | \$770

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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(Rates as of August 2016)

# Cornerstone digital edition

## Digital Edition – [www.naylor.com/hca-nxt](http://www.naylor.com/hca-nxt)

In addition to print, *Cornerstone* 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. *Each issue is emailed to readers as well as posted on the AGC Houston's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

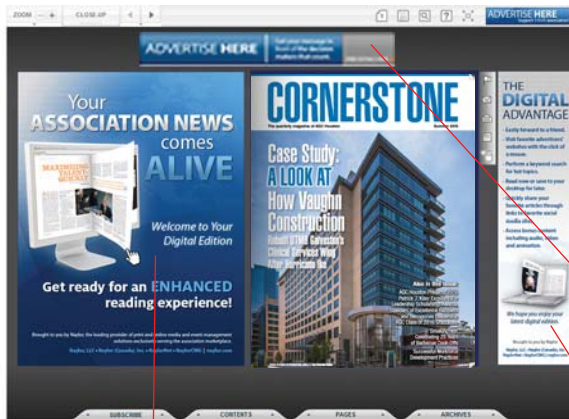
- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

### 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

**Each digital issue of *Cornerstone* averages 2,800 page views and more than 275 clicks on links**

## Ad Positions



### Digital Edition Sponsor Max (543 x 705 pixels) | \$460

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.



### Digital Toolbar (250 x 50 pixels) | \$310

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 Leaderboard (728 x 90 pixels) | \$770

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

### Digital Skyscraper (200 x 783 pixels) | \$770

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

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



# Resource & Membership Directory

## Digital Edition — [www.naylor.com/hca-directory](http://www.naylor.com/hca-directory)

In addition to print, the *Resource & Membership Directory* is now 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 Houston website. An archive is available, securing your ad a lasting online presence.**

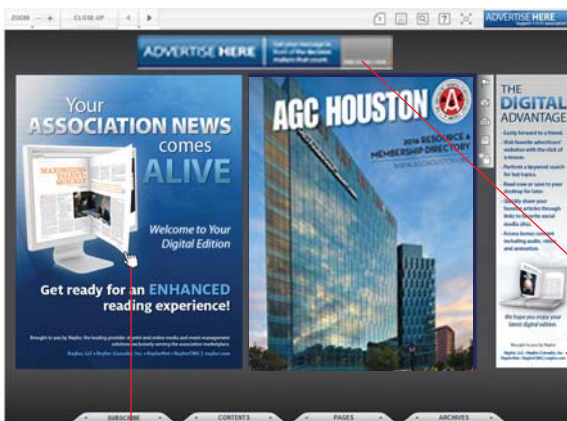
### Readers can:

- 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

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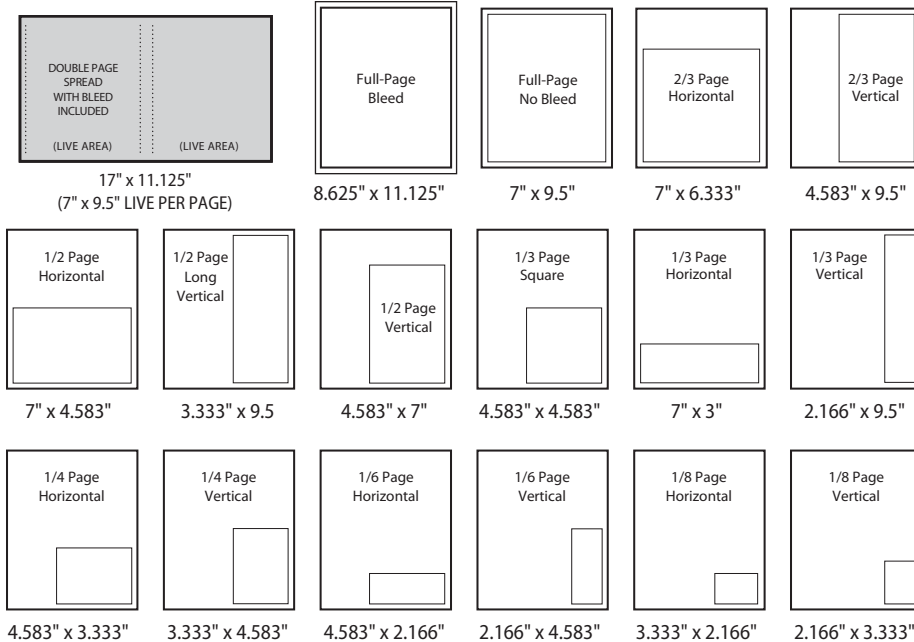
Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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# Cornerstone quarterly magazine Resource & Membership Directory

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



### 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](http://www.naylor.com)

### Proofs and Revisions

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.

### 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"

**Digital Edition - For more information, visit:** [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Thank you to our Past Advertisers

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

AECO Interior Contractors  
Allied Electrical Contractors of Houston  
Alpha Electric Company  
American Fire Systems, Inc.  
Andrews Myers, PC  
Avadek  
Baker Triangle  
Bartlett Cocke, LLC  
Batten Drilling  
Bell Bottom Foundation Co.  
Betco Scaffolds  
Big City Access Holdings, LLC  
Bishop Lifting Products, Inc.  
BlueLine Construction Equipment & Services  
BMC Houston  
Brady, Chapman, Holland & Associates  
Brookside Equipment Sales, Inc.  
Buckalew Chevrolet  
BuildingPoint Texas  
Camarata Masonry Systems, Ltd.  
Cambio Media  
CF McDonald Electric, Inc.  
Cherry Companies  
CMC Scaffolding Contractor  
Cokinos Bosien & Young

Commercial Fence Company  
Diffco  
Door Pro Systems  
Droel, PLLC  
Editorial Advertisement  
EyeSite Surveillance, Inc.  
Firetron, Inc.  
Ford Nassen & Baldwin, PC  
Foster Fence  
Geoshack  
Gray Reed & McGraw, PC  
Hayes Truck Group  
Helical Concepts, Inc.  
Hendee Enterprises Inc.  
HMD Builders, Inc.  
Houston Business Insurance Agency, Inc.  
Houston MBDA Business Center  
Iron Planet  
JB Knowledge Technologies, Inc.  
J.M. Maly, Inc.  
Joslin Construction  
Katy Blinds Commercial  
Keystone Concrete Placement/Keystone  
Structural Concrete  
Limeco, Inc.  
Lonquist Risk Management Services

M.E.K. Interiors & Floors, LLC  
McGriff, Seibels & Williams of Texas, Inc.  
Melton & Melton, LLP  
Metal Construction Materials, Inc.  
National Construction Rentals  
Network Cabling Services  
NextGen Parking, LLC  
Park Environmental Equipment  
Peackar & Abramson, P.C.  
Pieper-Houston Electric LP  
Porter Hedges, LLP  
Proline Supply Company  
R. M. Rodgers, Inc.  
Raba-Kistner, Inc.  
Raven Mechanical, LP  
ROMCO Equipment Company  
Satterfield & Pontikes Construction  
Schnabel Foundation Company  
Slack & Co. Contracting, Inc.  
TAS Commercial Concrete, LLC  
Texas Mutual Insurance Company  
Total CAD Systems, Inc.  
Treadwell Electric Contractors, Inc.  
United Rentals  
Vogler Sheet Metal



# Members' Edge

Bi-Monthly AGC Houston eNewsletter



## About the eNewsletter

[www.naylor.com/hca-nwl](http://www.naylor.com/hca-nwl)

Now more than ever, professionals consume information on the go. Our *Members' Edge* 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 1,900 decision-makers on a regular basis
- In addition to members, 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 AGC Houston 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



**Members' Edge**  
AGC Houston - Quality People. Quality Projects.

ARCHIVE/SUBSCRIBE | PRINTER FRIENDLY | SEND TO A FRIEND | WWW.AGCHOUSTON.ORG

**EVENTS**

**2017 ANNUAL BUSINESS MEETING and UPCOMING EVENTS**

- 1-26 Annual Business Meeting & Networking Breakfast - Marriott Marquis Houston
- 02-02 Member Mixer - Crisp In The Heights
- 02-14 Advocacy Sporting Clays Tournament - Greater Houston Gun Club
- 02-16 Membership Orientation - AGC Houston
- 03-24 & 25 26th Annual BBQ Cook-Off & Fair - Sam Houston Race Park - West Lot

January 26: Annual Business Meeting & Membership Networking Breakfast  
January 28-27: AGC Safety & Health Conference

February 2: Member Mixer  
February 9: Travis Building Ranch Outstanding Construction Awards Dinner

**SLACK & CO**  
CONTRACTING, INC.  
WE BUILD SUCCESS  
UTILITIES, EARTHWORK, SITE DEVELOPMENT & EXCAVATION  
[www.slackandco.com](http://www.slackandco.com)

**TAS**  
COMMERCIAL CONCRETE  
BUILDING SOLID SOLUTIONS SINCE 1980  
Houston • Dallas • Fort Worth  
281.230.7500 214.905.9950  
[www.tasconcrete.com](http://www.tasconcrete.com)

### Rectangles (180 x 150 pixels)

12 Months | \$2,750

- Only six spaces are available with no ad rotation
- Placed next to content and visible the entire time the eNewsletter is being viewed
- JPG only (no animation)
- Max file size 100 KB

### Distributed Every Two Weeks

#### Sections include

- Events
- Education/Training
- Membership Benefits
- Here's Looking At You
- Quick Links
- AGC News
- Safety
- Member News
- News You Can Use

On average, ads featured on *Members' Edge* receive between 1,500-2,000 impressions per month!

**Online Specifications** - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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