

LOUISIANA ASSOCIATED GENERAL CONTRACTORS

MEDIA GUIDE



**CONNECT WITH NEARLY 800 GENERAL
CONTRACTORS, SUBCONTRACTORS, SUPPLIERS
AND SERVICE FIRMS IN LOUISIANA!**

Membership Directory

FOR MORE INFORMATION, PLEASE CONTACT:

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Publication Director
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NAYLOR 
ASSOCIATION SOLUTIONS



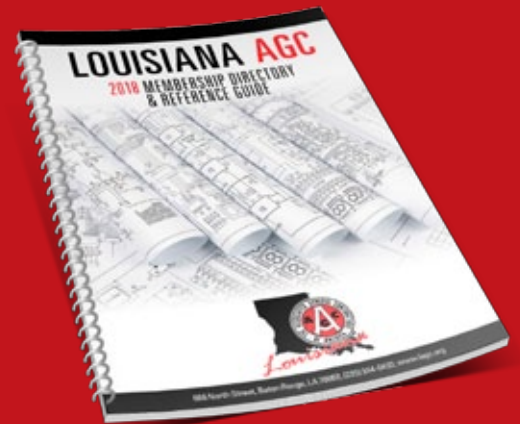
AT A GLANCE

- Louisiana AGC members represent **9 out of 10** highway contractors, **2 out of 3** building contractors and **half** of all utility contractors in Louisiana.
- The Louisiana construction industry annually generates **\$13 billion** in revenue!*
- Private, nonresidential spending in Louisiana is approximately **\$14.6 billion**. *
- Louisiana AGC members spend approximately **\$3.3 billion** annually on products and services.
- AGC Louisiana members represent over **700** of the top construction professionals in Louisiana!

REACH LEADERS IN THE LOUISIANA CONSTRUCTION INDUSTRY!

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

Sources: AGC of America Economic Fact Sheet, Louisiana,*



**MEMBERSHIP DIRECTORY
PRINT AND DIGITAL EDITIONS**

**THE DIGITAL EDITION OF
MEMBERSHIP DIRECTORY RECEIVED
OVER 4,400 PAGE VIEWS!**



MEMBERSHIP DIRECTORY AND REFERENCE GUIDE

Net Advertising Rates

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

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

Full-Color Rates	
Double Page Spread	\$3,899.50
Outside Back Cover	\$3,339.50
Inside Front or Inside Back Cover	\$3,079.50
Full Page	\$2,189.50
2/3 Page	\$1,819.50
1/2 Page	\$1,339.50
1/3 Page	\$1,009.50
1/4 Page	\$649.50
1/6 Page	\$459.50
1/8 Page	\$409.50

Black-and-White Rates	
Full Page	\$1,339.50
2/3 Page	\$1,159.50
1/2 Page	\$1,009.50
1/3 Page	\$669.50
1/4 Page	\$589.50
1/6 Page	\$409.50
1/8 Page	\$339.50

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 | \$550

Sponsorship Max | \$660

Skyscraper | \$880

Toolbar | \$390

Special Advertising Sections:

Products and Services Marketplace



Our resource that allows suppliers to promote their new and existing products and services to Louisiana AGC's membership. Enhance your image in the Membership Directory and Reference Guide by including your ad in this targeted section.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of August 2017)

MEMBERSHIP DIRECTORY AND REFERENCE GUIDE - DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

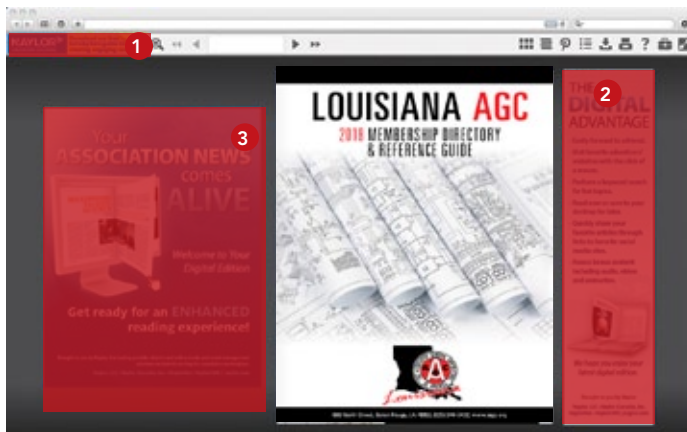
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on the Louisiana AGC website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, *Membership Directory and Reference Guide* 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.

<http://www.naylornetwork.com/lcm-directory>

DIGITAL AD POSITIONS



1 Toolbar | \$390

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$880

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

Ad "Jolt" Upgrade | \$270

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Ad Link | *included in display 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.

3 Sponsorship | \$550 Sponsorship MAX* | \$660

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

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs#roster>

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MEMBERSHIP DIRECTORY AND REFERENCE GUIDE

PAST ADVERTISERS

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

A & B Concrete Coring Co., Inc.	Doggett Machinery Services	Martin Marietta Ready Mix
Aerial Access Equipment	Dunham Price Group, LLC.	McElroy Metal, Inc
AG Building Specialists	Editorial Advertisement	Mid South Fire Solutions, LLC
Allen & LeBlanc, Inc.	Enterprise Fleet Services	Moore Fire Extinguisher Service, Inc.
American Mat & Timber Co.	ESC Consultants, Inc.	Morvant Precast Concrete Products, LLC
Arkansas Aggregates	Eustis Insurance & Benefits	Neel-Schaffer, Inc.
Arthur J. Gallagher Risk Management Services, Inc.	Facility Automation, Inc.	Port Aggregates, Inc.
Ash Grove Cement Company	Flynn Building Specialties, Inc.	Powerscreen Texas, Inc.
ATC Group Services, LLC	Forterra Pipe and Precast	Quality Concrete Comm. Contrs., Inc.
Baldwin Redi-Mix	Gainey's Concrete Products, Inc.	R. D. Owens Construction, Inc.
BancorpSouth Insurance Services	Gallagher Benefit Services, Inc.	Scott Equipment Company, L.L.C.
Barriere Construction Co., LLC	GeoShack	Sitech Louisiana
BCS Fence, LLC	H&E Equipment Services	SMECO Concrete Pumping, LLC
Blue Williams, L.L.P.	Hannis T. Bourgeois, LLP	Sun Coast Resources, Inc.
Braun Intertec	Headwaters Resources	Tiger Demolition, Inc
BREAZEALE, SACHSE & WILSON	Heavy Machines, Inc	Traffic Control Products of Louisiana
Chris Paving	Heavy Machines, Inc.	Traffic Doc, LLC
CMC Construction Services	Highway Graphics, Inc.	Trinity Materials, Inc.
Coastal Bridge Company, Inc .	Horne, LLP	Tri-State Trenchless, LLC
Coats/Rose	Industrial Fabrics	United Rentals - New Orleans District
D & G Construction, LLC	JPS Equipment Rental, LLC	US Lime & Minerals
Daenen Henderson & Company	LaFarge	Vanguard Modular Building Systems
Deep South Equipment Company	Lafarge North America	Wray & Pierce, LLP
Diamond B Construction Co, LLC	Lafayette Winwater Works Inc.	
DiversiFIRE, Inc.	Louisiana Cat	
	Louisiana One Call	

MEMBERSHIP DIRECTORY AND REFERENCE 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.

Please note: Your category listing(s) in the Index of Advertisers section may differ from the "Associates Member by Category" section of this directory.

- | | | |
|--|---|---|
| <input type="checkbox"/> Acoustical Contractors | <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Drywall |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Concrete: Decorative,
Stamped, Scored & Stained | <input type="checkbox"/> Drywall & Acoustical Ceilings |
| <input type="checkbox"/> Aggregate | <input type="checkbox"/> Concrete Floors | <input type="checkbox"/> Electrical |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Electrical Equipment &
Supplies |
| <input type="checkbox"/> Architectural Millwork | <input type="checkbox"/> Concrete Pumping | <input type="checkbox"/> Energy Management
Systems |
| <input type="checkbox"/> Asphalt Testing | <input type="checkbox"/> Concrete - Ready Mix | <input type="checkbox"/> Environmental Site
Assessments |
| <input type="checkbox"/> Audio-Visual Contractors | <input type="checkbox"/> Concrete Reinforcement | <input type="checkbox"/> Equipment - Rental & Sales |
| <input type="checkbox"/> Bathroom Accessories | <input type="checkbox"/> Concrete - Residential | <input type="checkbox"/> Erosion Control Services |
| <input type="checkbox"/> Bolts & Nuts | <input type="checkbox"/> Concrete Equipment - Sales,
Service & Rental | <input type="checkbox"/> Fireproofing |
| <input type="checkbox"/> Bricks | <input type="checkbox"/> Construction Tools | <input type="checkbox"/> Fire Protection Systems |
| <input type="checkbox"/> Building - Products/Materials | <input type="checkbox"/> Consulting Contractors | <input type="checkbox"/> Fire Stopping |
| <input type="checkbox"/> Building Restoration | <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Floor Coverings |
| <input type="checkbox"/> Buildings - Metal | <input type="checkbox"/> Containers | <input type="checkbox"/> Flooring - Wood |
| <input type="checkbox"/> Carpet | <input type="checkbox"/> Contractors/Industrial Tools | <input type="checkbox"/> Fuel & Lubricants |
| <input type="checkbox"/> Carports & Canopies | <input type="checkbox"/> Custom Moldings | <input type="checkbox"/> Garage Doors |
| <input type="checkbox"/> Ceramic Tile | <input type="checkbox"/> Demolition | <input type="checkbox"/> General Contractors |
| <input type="checkbox"/> Chillers | <input type="checkbox"/> Dirt | <input type="checkbox"/> Generators |
| <input type="checkbox"/> Clay | <input type="checkbox"/> Drilling Shaft/ Caissons | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Clean Room Installation | <input type="checkbox"/> Drilling Contractors | <input type="checkbox"/> Glass Block |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Drug Testing / Occupational
Health | |
| <input type="checkbox"/> Concrete & Asphalt Paving | | |
| <input type="checkbox"/> Concrete Breaking, Coring &
Sawing | | |

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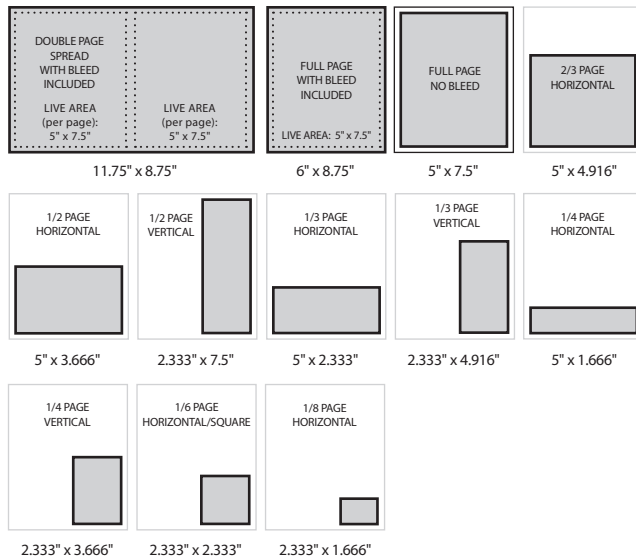
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- | | | |
|---|---|---|
| <input type="checkbox"/> Hardware Flooring
Manufacturers | <input type="checkbox"/> Overhead Doors | <input type="checkbox"/> Steel Structures |
| <input type="checkbox"/> Hardwood Lumber | <input type="checkbox"/> Painting Contractors | <input type="checkbox"/> Stone |
| <input type="checkbox"/> Highway Construction | <input type="checkbox"/> Plasterers | <input type="checkbox"/> Stone Quarries |
| <input type="checkbox"/> Insulation | <input type="checkbox"/> Plastics - Fabricating | <input type="checkbox"/> Surveying Instruments |
| <input type="checkbox"/> Insurance & Bonds | <input type="checkbox"/> Plumbing Contractors | <input type="checkbox"/> Tenant Improvements |
| <input type="checkbox"/> Landscaping | <input type="checkbox"/> Plumbing Supplies | <input type="checkbox"/> Testing & Balancing |
| <input type="checkbox"/> Landscaping Stone | <input type="checkbox"/> Pre-cast Concrete Erection | <input type="checkbox"/> Tile & Marble |
| <input type="checkbox"/> Lasers & Machine Control | <input type="checkbox"/> Pumps | <input type="checkbox"/> Mile - Natural Stones |
| <input type="checkbox"/> Light Gauge Steel Wall
Panels & Trusses | <input type="checkbox"/> Radio Rental & Sales | <input type="checkbox"/> Trailers - Renting & Leasing |
| <input type="checkbox"/> Limestone | <input type="checkbox"/> Ready Mix | <input type="checkbox"/> Trailers - Sales & Rental |
| <input type="checkbox"/> Lubricants | <input type="checkbox"/> Reprographics | <input type="checkbox"/> Trailers - Office & Storage |
| <input type="checkbox"/> Masonry Contractors | <input type="checkbox"/> Roofing | <input type="checkbox"/> Trencher Equipment |
| <input type="checkbox"/> Masonry Supplies | <input type="checkbox"/> Safety & Health | <input type="checkbox"/> Truck Sales, Parts & Service |
| <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Scaffolding | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Mechanical Engineers | <input type="checkbox"/> Sealants | <input type="checkbox"/> Trusses |
| <input type="checkbox"/> Milling, Planning & Profiling | <input type="checkbox"/> Septic System Installation | <input type="checkbox"/> Utility Contractors |
| <input type="checkbox"/> Millwork Mirrors | <input type="checkbox"/> Signage/
Promotional | <input type="checkbox"/> Valves |
| <input type="checkbox"/> Mobile Offices | <input type="checkbox"/> Site Work | <input type="checkbox"/> Wallcover |
| <input type="checkbox"/> Mobile Storage | <input type="checkbox"/> Steel Distributors | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Modular Offices | <input type="checkbox"/> Steel Erection | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Office/Storage Trailers | <input type="checkbox"/> Steel Fabrication | <input type="checkbox"/> Wood Flooring |
| <input type="checkbox"/> Onsite Refueling | <input type="checkbox"/> Steel Reinforcing | <input type="checkbox"/> Worker Compensation |
| | | <input type="checkbox"/> Other : _____ |

PRINT ADVERTISING SPECIFICATIONS

MEMBERSHIP DIRECTORY AND REFERENCE GUIDE

Roster Trim Size: 5.75" x 8.5"



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.

Specs for Outsert/Inserts

Membership Directory and Reference Guide

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

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

Production Services, 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.

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

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