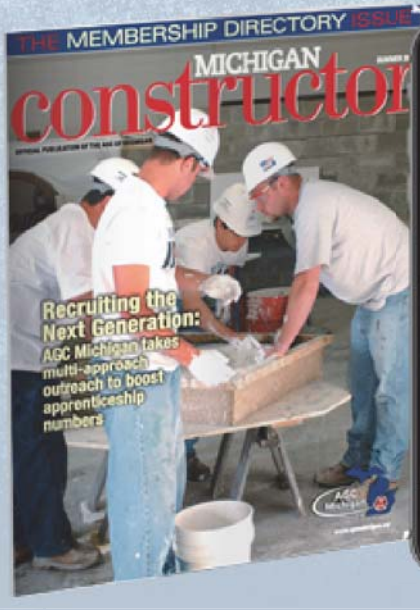




# Media Kit



# MICHIGAN constructor

**Construct a successful marketing plan this year!**

*Michigan Constructor* helps you reach members  
with \$3.7 billion in annual buying power.

Print and digital tri-annual magazine (*Directory now included in the summer issue*)

FOR MORE INFORMATION, PLEASE CONTACT:

**Jamie Williams**  
Publication Director  
(352) 333-3393  
jwilliams@naylor.com

[www.agcmichigan.org](http://www.agcmichigan.org)

**NAYLOR**   
ASSOCIATION SOLUTIONS

# Michigan CONSTRUCTOR



Members include top contractors and builders in the state's growing \$6 billion construction industry.



Members spend approximately \$3.7 billion on products and services each year.

AGC Michigan members provide commercial construction to a variety of companies including, but not limited to:

- **Big 3 Automakers**
- **Detroit Medical Center**
- **Dow Chemical**
- **Detroit Metro Airport Authority**
- **Whirlpool**
- **Henry Ford Health System**
- **University of Michigan**
- **DTE Energy**
- **And Many More!**

## Michigan Constructor

TRI-ANNUAL PRINT AND DIGITAL MAGAZINE



On average, the digital edition receives more than 5,230 page views and 308 clicks on links per issue!

## Distribution Profile

Each issue of *Michigan Constructor* is distributed to AGC Michigan members with purchasing power, including:

**Contractors**

**Builders**

**Architects**

**Hospital Officials**

**Colleges**

**Legislators**

**Congressional Officials**

**County Administrators**

Get your name in front of more than **3,000** of Michigan's construction leaders. Contact your Naylor representative today!

## 2017 Content Plan\*

### Spring 2017 Issue (MAG-T0117) - **Build Michigan Awards**

**Ship Date: March 2017    Space Reservation Deadline: February 6, 2017**

- Now in its 22nd year, the Build Michigan Awards are presented by the AGC of Michigan, recognizing high quality construction in four categories—projects under \$5 million in value, project over \$5 million in value, construction management and design-build.
- Judges' photo and profiles
- Training Excellence and Apprentice of the Year
- Safety Awards
- Recap of annual meeting

### Summer 2017 Issue (MAG-T0217) - **AGC Michigan Directory Issue/Workforce Development**

**Ship Date: July 2017    Space Reservation Deadline: May 30, 2017**

- **Feature:** An article summarizing programs preparing the next generation of skilled construction workers and how the current shortage of construction workers is affecting the industry.
- **Member Roster:** a directory of general contractors/construction managers, subcontractors/specialty trades, professional service providers and suppliers.

### Winter 2017 Issue (MAG-T0317) - **Technology**

**Ship Date: November 2017    Space Reservation Deadline: October 4, 2017**

For construction companies, new technology continues to hit the market. From project **management and accounting to capital program management, the construction market** has many new and updated options to better manage critical business processes. This issue will look at some of these advancements and how they will impact the construction in industry in Michigan specifically.

### ***In Every Issue:***

- Letter from the AGC of Michigan President Bart Carrigan or the Current AGC Chairman
- Chapter News
- Safety News
- Index of advertisers/Advertisers.com



## Net Advertising Rates

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

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

Full-Color Rates	1x	2-3x
Double-Page Spread	\$3,049.50	\$2,899.50
Outside Back Cover	\$2,689.50	\$2,589.50
Inside Front or Inside Back Cover	\$2,459.50	\$2,359.50
Full Page	\$1,899.50	\$1,799.50
2/3 Page	\$1,369.50	\$1,299.50
1/2 Page	\$1,019.50	\$969.50
1/3 Page	\$819.50	\$779.50
1/4 Page	\$639.50	\$609.50
1/6 Page	\$529.50	\$499.50
1/8 Page	\$419.50	\$399.50

## Digital Edition Branding Opportunities

**Skyscraper: \$770**

**Sponsorship: \$460**

**Toolbar: \$310**

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

Black-and-White Rates	1x	2-3x
Full Page	\$1,279.50	\$1,219.50
2/3 Page	\$1,119.50	\$1,059.50
1/2 Page	\$979.50	\$929.50
1/3 Page	\$689.50	\$659.50
1/4 Page	\$519.50	\$489.50
1/6 Page	\$419.50	\$399.50
1/8 Page	\$319.50	\$299.50

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.

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 September 2016)

# Michigan CONSTRUCTOR



## Digital Edition - [www.naylor.com/mag-nxt2](http://www.naylor.com/mag-nxt2)

In addition to print, *Michigan Constructor* 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 Michigan 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
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles 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

On average, the digital edition receives more than 5,230 page views and 308 clicks on links per issue!

## Ad Positions



### Digital Sponsorship (550 x 480 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.

### 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 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.

### 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.

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

## Past Advertisers

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

ACEC Michigan  
Airgas On-Site Safety Services  
Allingham Corp.  
Alta Equipment Company  
Ameriprise Financial Services, Inc.  
Association Benefits Co.  
Benesys, Inc.  
Blue Cross Blue Shield of Michigan  
Bricklayers Local 1  
BSJZ Law  
Chrysler Group LLC - Commercial Vehicles  
Connelly Crane Rental Corporation  
Delta Dental of Michigan  
Deneweth, Dugan & Parfitt, PC  
Desai/Nasr Consulting Engineers, Inc.  
Detroit Spectrum Painters, Inc.  
Disabato Advisors, LLC  
Doeren Mayhew Construction Services  
EctoHR, Inc.  
Efficiency Production, Inc.  
Enterprise Leasing Co.  
Facca, Richter, Pregler  
Foster, Swift, Collins & Smith, PC  
G2 Consulting Group, LLC  
Gorno Ford  
Great Lakes Tile & Contracting Corp.  
Guy, Hurley Blaser & Heuer, LLC  
Hardman Construction  
Harley Ellis Devereaux  
Inosencio & Fisk, PLLC  
IUOE Local 324

J.J. Curran Crane Co.  
JP Morgan Asset Management  
Kotz Sangster Wysocki, PC  
Liberty Mutual Surety  
Masonpro, Inc.  
McDonald Modular Solutions  
McNally Nimergood Co.  
Meketa Investment Group  
Michigan LECET  
Michigan Occupational Safety & Health  
Administration (MiOSHA)  
Mourer & Foster  
Plante & Moran  
Pro-Tec  
Safety Hats - Direct Digital Manufacturing  
Services  
Sani-Vac Service, Inc.  
SMRCA  
Soil and Materials Engineers  
Superior Materials  
Temp-Air  
Testing Engineers & Consultants, Inc.  
The Rehmann Group  
TurnKey Network Solutions  
Ullico Investment Advisors, Inc. Investment  
Operations  
Valenti, Trobec, Chandler, Inc.  
Wade Trim  
Zervos Group, Inc.

## 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.*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Accounting / Management Consultants</li> <li><input type="checkbox"/> Acoustical Materials &amp; Contractors</li> <li><input type="checkbox"/> Aggregate &amp; Asphalt</li> <li><input type="checkbox"/> Asbestos &amp; Lead Inspection</li> <li><input type="checkbox"/> Attorneys</li> <li><input type="checkbox"/> Barricade Systems</li> <li><input type="checkbox"/> Building Inspection Services</li> <li><input type="checkbox"/> Building Restoration</li> <li><input type="checkbox"/> Cabinets</li> <li><input type="checkbox"/> Cellular Phone Repair</li> <li><input type="checkbox"/> Commercial Truck Bodies &amp; Equipment</li> <li><input type="checkbox"/> Concrete Products - Precast, Prestressed</li> <li><input type="checkbox"/> Concrete Tools &amp; Accessories</li> <li><input type="checkbox"/> Construction Publications</li> <li><input type="checkbox"/> Construction Signs</li> <li><input type="checkbox"/> Consultants</li> <li><input type="checkbox"/> Countertops</li> <li><input type="checkbox"/> Crane Rental</li> <li><input type="checkbox"/> Cutting &amp; Breaking</li> <li><input type="checkbox"/> Drilling Contractors</li> <li><input type="checkbox"/> Drug Testing</li> <li><input type="checkbox"/> Engineering - Consulting &amp; Testing</li> <li><input type="checkbox"/> Engineering - Infrastructure &amp; Environmental</li> <li><input type="checkbox"/> Engines</li> <li><input type="checkbox"/> Equipment Sales, Services &amp; Rental</li> <li><input type="checkbox"/> Fencing</li> <li><input type="checkbox"/> Fire Alarms</li> <li><input type="checkbox"/> Formwork</li> <li><input type="checkbox"/> Generators</li> <li><input type="checkbox"/> Guardrails</li> <li><input type="checkbox"/> Health Care Providers</li> <li><input type="checkbox"/> Highway Construction &amp; Engineering</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> HVAC</li> <li><input type="checkbox"/> Insurance &amp; Bonding</li> <li><input type="checkbox"/> Investment Services &amp; Management</li> <li><input type="checkbox"/> Labor Leasing</li> <li><input type="checkbox"/> Man Lifts</li> <li><input type="checkbox"/> Mechanical Insulation Contractors</li> <li><input type="checkbox"/> Millwork</li> <li><input type="checkbox"/> Mobile &amp; Modular Buildings</li> <li><input type="checkbox"/> Pipe Coverings</li> <li><input type="checkbox"/> Pipe Restoration &amp; Corrosion Control</li> <li><input type="checkbox"/> Plastering Contractors</li> <li><input type="checkbox"/> Ready Mix</li> <li><input type="checkbox"/> Refractory Contracting</li> <li><input type="checkbox"/> Roofing &amp; Sheet Metal</li> <li><input type="checkbox"/> Safety Consultants</li> <li><input type="checkbox"/> Scaffolding</li> <li><input type="checkbox"/> Snow &amp; Ice Control</li> <li><input type="checkbox"/> Software</li> <li><input type="checkbox"/> Subcontractor Assistance</li> <li><input type="checkbox"/> Surveyors</li> <li><input type="checkbox"/> Trailer Sales &amp; Rental</li> <li><input type="checkbox"/> Trench Shoring Equipment</li> <li><input type="checkbox"/> Trucking Services</li> <li><input type="checkbox"/> Trusses</li> <li><input type="checkbox"/> Utility Line Locator</li> <li><input type="checkbox"/> Waste Management</li> <li><input type="checkbox"/> Workers' Compensation</li> <li><input type="checkbox"/> Other: _____</li> <li>_____</li> <li>_____</li> </ul> |
|---|---|

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

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

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

## Print Advertising Specifications

Magazine 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"

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

## Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

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