

Associated General Contractors of Michigan
MEDIA GUIDE



**CONNECT WITH CONSTRUCTION LEADERS
IN MICHIGAN WHO SPEND \$3.7 BILLION
EVERY YEAR!**

Michigan Constructor Print and Digital Tri-Annual Magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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(352) 333-3404





ASSOCIATED GENERAL CONTRACTORS

AT A GLANCE

- AGC Michigan is made up of over **3,000 construction leaders and decision makers.**
- AGC Michigan members spend approximately **\$3.7 billion** on products and services every year.
- Michigan's construction industry is currently worth **over \$6 billion** and is constantly growing.
- AGC Michigan members provide commercial construction to companies including the **big 3 automakers, Detroit Medical Center, Dow Chemical, Whirlpool, Henry Ford Health System** and many more!

SHARE YOUR MESSAGE WITH OVER 3,000 OF MICHIGAN'S TOP CONSTRUCTION LEADERS.

CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!



**MICHIGAN CONSTRUCTOR
PRINT AND DIGITAL TRI-ANNUAL
MAGAZINE**

**THE DIGITAL EDITION RECEIVES
OVER 5,100 PAGE VIEWS AND
OVER 350 CLICKS PER ISSUE!**

MICHIGAN constructor

2018 Content Plan*

Spring 2018 Issue (MAG-T0118) - Build Michigan Awards

Ship Date: March 2018 Space Reservation Deadline: February 7, 2018

- 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 2018 Issue (MAG-T0218) - AGC Michigan Directory Issue/Workforce Development

Ship Date: July 2018 Space Reservation Deadline: June 8, 2018

- **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 2018 Issue (MAG-T0318) - Technology

Ship Date: November 2018 Space Reservation Deadline: October 10, 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 Damian Hill or the Current AGC Chairman
- Chapter News
- Safety News
- Index of advertisers/Advertisers.com



**This plan is subject to modification without notice.*

Net Advertising Rates

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

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

Full-Color Rates	1x	2-3x
Double-Page Spread	\$3,139.50	\$2,979.50
Outside Back Cover	\$2,749.50	\$2,649.50
Inside Front or Inside Back Cover	\$2,519.50	\$2,419.50
Full Page	\$1,959.50	\$1,859.50
2/3 Page	\$1,409.50	\$1,339.50
1/2 Page	\$1,049.50	\$999.50
1/3 Page	\$839.50	\$799.50
1/4 Page	\$659.50	\$629.50
1/6 Page	\$549.50	\$519.50
1/8 Page	\$429.50	\$409.50

Digital Edition Branding Opportunities

Skyscraper: \$809.50

Sponsorship: \$479.50

Toolbar: \$329.50

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

Black-and-White Rates	1x	2-3x
Full Page	\$1,319.50	\$1,249.50
2/3 Page	\$1,149.50	\$1,089.50
1/2 Page	\$1,009.50	\$959.50
1/3 Page	\$709.50	\$669.50
1/4 Page	\$539.50	\$509.50
1/6 Page	\$429.50	\$409.50
1/8 Page	\$329.50	\$309.50

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 August 2017)

Digital Edition - 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:

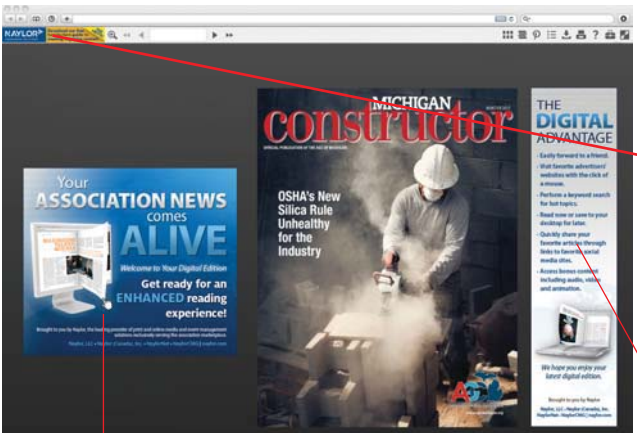
- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and 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 5,100 page views and 350 clicks on links per issue!

Ad Positions



Digital Sponsorship | \$480

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 | \$330

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 | \$810

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/linespecs

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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, 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.

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed	Full-Page Bleed	Full-Page No Bleed	2/3 Page Horizontal	2/3 Page Vertical	
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
1/2 Page Horizontal	1/2 Page Long Vertical	1/3 Page Square	1/3 Page Horizontal	1/3 Page Vertical	1/4 Page Vertical
7" x 4.583"	3.333" x 9.5"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"	3.333" x 4.583"
1/6 Page Horizontal	1/6 Page Vertical	1/8 Page Horizontal	1/8 Page Vertical		
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 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

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.

Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875"
- 1 Pg / 2 Surface 8.375" x 10.875"
- 2 Pg / 4 Surface 8.375" x 10.875"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 8.25" x 10.75"
- 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

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).