

**CONNECT WITH
LEADERS IN
MISSOURI'S
\$11 BILLION
CONSTRUCTION
INDUSTRY!**



ASSOCIATED GENERAL CONTRACTORS OF MISSOURI MEDIA KIT

FOR MORE INFORMATION, PLEASE CONTACT:

Ken Kepler

Publication Director

(352) 333-6022

kkepler@naylor.com





AGC OF MISSOURI BY THE NUMBERS:

90%

AGC of Missouri members represent **90%** of highway contractors in the state.

76%

AGC of Missouri represents **76%** of the top general contractors in St. Louis.

\$11 B

Missouri's construction industry generates **\$11 billion** in annual revenue

\$5.2 B

Private, nonresidential spending in Missouri is approximately **\$5.2 billion** annually.

PRODUCTS AND SERVICES PROFILE:

AGC of Missouri members are constantly in the market for products and services such as:

- Networking
- Labor Relations
- Government Advocacy
- BIM Training
- Prefabricated Steel and Concrete
- Safety Training
- Inclusion Assistance
- Professional Development
- Petroleum Products
- And More!



The Missouri AGC Voice Magazine

print and digital editions



Membership Directory & Resource Guide

print and digital editions



AGC of Missouri Website

www.agcmo.org

Audience Retargeting

Use AGC of Missouri's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

The recently passed FAST Act will provide Missouri with over \$5 BILLION to spend on transportation from 2017-2020.

*Sources: The Economic Impact of Construction in Missouri: files.agc.org/files/economic_state_facts/MOstim.pdf, MODOT Plans and Projects, STIP 2015-2019: www.modot.org/plansandprojects/construction_program/STIP2015-2019/

THE MISSOURI AGC VOICE MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Net Advertising Rates

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

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

Full-Color Rates	1x	2x
Double Page Spread	\$3,539.50	\$3,269.50
Outside Back Cover	\$3,269.50	\$3,139.50
Inside Front or Inside Back Cover	\$2,979.50	\$2,849.50
Full Page	\$2,639.50	\$2,509.50
1/2 Page	\$1,539.50	\$1,459.50
1/4 Page	\$889.50	\$849.50
1/8 Page	\$539.50	\$509.50

Black-and-White Rates	1x	2x
Full Page	\$1,599.50	\$1,519.50
1/2 Page	\$959.50	\$909.50
1/4 Page	\$539.50	\$509.50
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.

Digital Edition Branding Opportunities

Directory Rates

Skyscraper | \$840

Sponsorship | \$525

Toolbar | \$370

Magazine Rates

HTML5 Ad | \$950

Leaderboard | \$1,000

Rectangle | \$925

Large Insert | \$650

Mobile Banner (2nd TOC) | \$430

Video | \$1,200

Medium Insert | \$550

Mobile Banner (Top TOC) | \$500

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 January 2018)

THE MISSOURI AGC VOICE DIGITAL EDITION

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

The Missouri AGC Voice is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$1,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$925

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$500

4 2nd TOC Mobile Banner | \$430

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$950

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$650

• Medium Insert | \$550

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.

For the latest online specs, please visit www.naylor.com/onlinespecs

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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

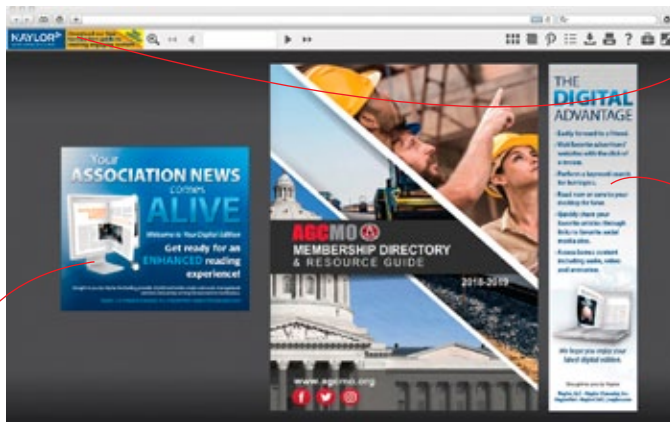
In addition to print, *Membership Directory & Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

- **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 AGC Missouri's website. A full archive of past issues is available, ensuring longevity for your online presence.**



www.naylornetwork.com/mgc-directory/

MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION



Toolbar | \$370

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.

Skyscraper | \$840

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

Sponsorship* | \$525

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

Ad Link | *included in display rates*

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



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

WWW.AGCMO.ORG

ADVERTISING ON THE AGC OF MISSOURI WEBSITE

Advertising on the AGC of Missouri website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.agcmo.org to learn about upcoming association events, discover ways to maximize their AGC of Missouri membership, view the latest issues of The Missouri AGC Voice digital edition and search the Membership Directory and Resource Guide Advertising on www.agcmo.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Missouri's construction professionals.

Features of www.agcmo.org website advertising:

- Cross-promoted in other AGC of Missouri publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

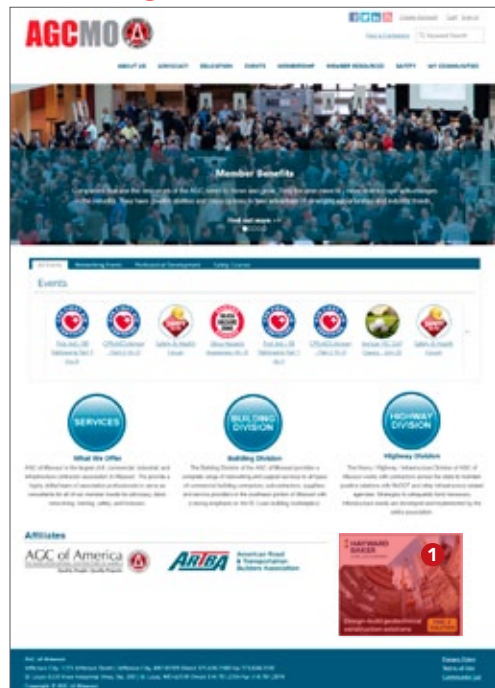
On average, www.agcmo.org receives:

- More than 2,700 visitors per month
- 4,300 sessions per month
- Over 10,650 page views per month



*Traffic numbers from 1/2019 to 5/2019

Home Page



1 Run-of-Site Rectangle
12 Months | \$3,595

4,800+ IMPRESSIONS/MO

One position with 3 advertisers rotate throughout all pages of the AGC of Missouri website, including the home page. 300 x 250 pixels.

2 Sub Page Rectangle
12 Months | \$3,010

3,000+ IMPRESSIONS/MO

One position with 3 advertisers rotate throughout all subpages of the AGC of Missouri website. 300 x 250 pixels.

Sub-Page



Online Specifications - For more information, visit:
<http://www.naylor.com/onlinespecs>

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AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond AGC of Missouri's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to WWW.AGCMO.ORG site visitors as they frequent other sites across the web. **AGC of Missouri members represent 90% of highway contractors in the state. Private, nonresidential spending in Missouri is approximately \$5.2 billion annually.** AGC of Missouri members and other industry professionals contribute to **over 10,650 pageviews per month to AGC of Missouri's website.** Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO
\$2,400 12 Months	\$3,150 12 Months
60,000 Campaign Impression Goal	90,000 Campaign Impression Goal

ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

Rick Jones

Digital Advertising Manager

(352) 333-3450

rjones@naylor.com

AGC OF MISSOURI COMMUNICATIONS

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.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Doors | <input type="checkbox"/> Petroleum Equipment |
| <input type="checkbox"/> Aerial Surveying | <input type="checkbox"/> Drainage Systems | <input type="checkbox"/> Pipe Supply |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Drug & Alcohol Testing | <input type="checkbox"/> Plumbing Contractors |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Dump Trucks | <input type="checkbox"/> Political Parties |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Electrical Contractors | <input type="checkbox"/> Portable Restrooms |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Elevator Sales & Service | <input type="checkbox"/> Ports / Shipping |
| <input type="checkbox"/> Asphalt & Asphalt Products | <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Power Tool Repair |
| <input type="checkbox"/> Asphalt Paving & Maintenance | <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Precast Concrete Products |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Pressure Wash Systems |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Equipment | <input type="checkbox"/> Propane |
| <input type="checkbox"/> Banquet & Conference Facilities | <input type="checkbox"/> Equipment Rentals | <input type="checkbox"/> Property Managers/Developers |
| <input type="checkbox"/> Barristers & Solicitors | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Protective Coatings |
| <input type="checkbox"/> Benefits | <input type="checkbox"/> Excavating Equipment | <input type="checkbox"/> Public Utilities |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Fasteners | <input type="checkbox"/> Railings |
| <input type="checkbox"/> Bonding | <input type="checkbox"/> Fencing | <input type="checkbox"/> Railway Systems |
| <input type="checkbox"/> Bonds | <input type="checkbox"/> Fire & Sprinkler Systems | <input type="checkbox"/> Refrigeration |
| <input type="checkbox"/> Boom Repair | <input type="checkbox"/> Floor Care | <input type="checkbox"/> Reinforcing Steel & Accessories |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Forklifts | <input type="checkbox"/> Roofing Contractors |
| <input type="checkbox"/> Building Wiring Consultation | <input type="checkbox"/> Fuel Suppliers | <input type="checkbox"/> Safety Consultants |
| <input type="checkbox"/> Buried Pipe & Cable Locators | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Safety Footwear |
| <input type="checkbox"/> Catch Basins | <input type="checkbox"/> Granite | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Certified Public Accountants | <input type="checkbox"/> Guardrails | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Civil Engineering Products | <input type="checkbox"/> Gunite | <input type="checkbox"/> Septic Tanks |
| <input type="checkbox"/> Cleaning Concrete, Sealing & Floor | <input type="checkbox"/> Hazardous Waste Removal | <input type="checkbox"/> Site Work / Excavation |
| <input type="checkbox"/> Commercial Vehicle Equipment | <input type="checkbox"/> Heavy Equipment & Trailer Suppliers | <input type="checkbox"/> Staffing Services |
| <input type="checkbox"/> Community Colleges | <input type="checkbox"/> Heavy Hauling | <input type="checkbox"/> Steel Products |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Highway Engineering | <input type="checkbox"/> Stone / Masonry |
| <input type="checkbox"/> Concrete Sawing & Drilling | <input type="checkbox"/> Hotels / Motels | <input type="checkbox"/> Storage Containers |
| <input type="checkbox"/> Construction & Trades Councils | <input type="checkbox"/> Insulating Contractors | <input type="checkbox"/> Structural Steel |
| <input type="checkbox"/> Construction Castings | <input type="checkbox"/> Insurance | <input type="checkbox"/> Submersible Pumps |
| <input type="checkbox"/> Construction Clean-Up Rough & Final | <input type="checkbox"/> Interior Finishing | <input type="checkbox"/> Swimming Pools |
| <input type="checkbox"/> Construction Engineers | <input type="checkbox"/> Investment Funds | <input type="checkbox"/> Tank Removal & Testing |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Iron Works | <input type="checkbox"/> Tanks - Underground |
| <input type="checkbox"/> Construction Labor Relations | <input type="checkbox"/> Job Safety Programs | <input type="checkbox"/> Temporary Heating & Air Conditioning |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Kitchen Cabinets | <input type="checkbox"/> Tile & Marble |
| <input type="checkbox"/> Construction Publications | <input type="checkbox"/> Labor Groups | <input type="checkbox"/> Tire Sales & Service |
| <input type="checkbox"/> Construction Safety Programs | <input type="checkbox"/> Landscape Contractors | <input type="checkbox"/> Tool Service |
| <input type="checkbox"/> Construction Specialties | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Training & Development |
| <input type="checkbox"/> Construction Support Services | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Training Centers |
| <input type="checkbox"/> Corrosion Control | <input type="checkbox"/> Management Consultants | <input type="checkbox"/> Truck Caps & Covers |
| <input type="checkbox"/> Craft Council | <input type="checkbox"/> Material Handling Specialists | <input type="checkbox"/> Trucking / Hauling |
| <input type="checkbox"/> Cranes & Hoists | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Unions |
| <input type="checkbox"/> Credit Unions | <input type="checkbox"/> Metal Fabrication & Erection | <input type="checkbox"/> Upholstery |
| <input type="checkbox"/> Crushed Stone | <input type="checkbox"/> Metalworking | <input type="checkbox"/> Used Equipment Sales |
| <input type="checkbox"/> Customized Vehicles | <input type="checkbox"/> Mobile Offices | <input type="checkbox"/> Utilities Providers |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Natural Gas | <input type="checkbox"/> Welding Supplies |
| <input type="checkbox"/> Design & Consulting Engineers | <input type="checkbox"/> New Equipment Sales | <input type="checkbox"/> Window Treatments |
| <input type="checkbox"/> Design Build | <input type="checkbox"/> Oils | <input type="checkbox"/> Work Clothing |
| <input type="checkbox"/> Dewatering | <input type="checkbox"/> Pavement Marking Specialists | <input type="checkbox"/> Other: _____ |

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

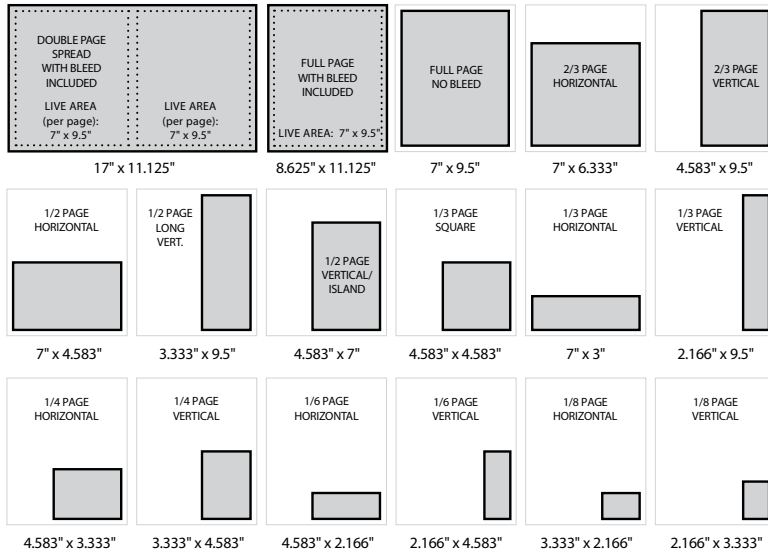
_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____

PRINT ADVERTISING SPECIFICATIONS

THE MISSOURI AGC VOICE

Magazine/Directory Trim Size: 8.375" x 10.875"



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.

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

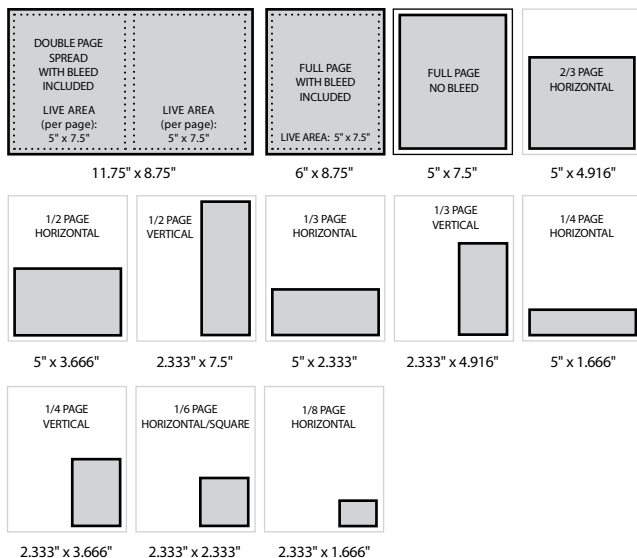
Go to the Naylor website at www.naylor.com

Proofs and Revisions

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MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Directory/Magazine

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 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 flyers: 8.5" x 11"

Roster

- 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 flyers 5.75" x 8.5"

Digital Edition

For more information, visit:
<http://www.naylor.com/digitalmagspecs>

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).