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

THE MISSOURI AGC VOICE
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Net Advertising Rates

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

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-Color Rates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$3,539.50</td>
<td>$3,269.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,269.50</td>
<td>$3,139.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,979.50</td>
<td>$2,849.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,639.50</td>
<td>$2,509.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,539.50</td>
<td>$1,459.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$889.50</td>
<td>$849.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$539.50</td>
<td>$509.50</td>
</tr>
<tr>
<td><strong>Black-and-White Rates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,599.50</td>
<td>$1,519.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$959.50</td>
<td>$909.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$539.50</td>
<td>$509.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$329.50</td>
<td>$309.50</td>
</tr>
</tbody>
</table>

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

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
- Large Insert | $650
- Medium Insert | $550
- Leaderboard | $1,000
- Mobile Banner (2nd TOC) | $430
- Mobile Banner (Top TOC) | $500
- Rectangle | $925
- Video | $1,200

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!

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/digitalmagsspecs/roster
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.

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

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.
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

User visits our website
After leaving our site
Your ad displays to that user around the web
User clicks ad and takes action!

PROCGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th>GO</th>
<th>PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,400</td>
<td>12 Months</td>
</tr>
<tr>
<td>60,000 Campaign Impression Goal</td>
<td>90,000 Campaign Impression Goal</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Category</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountants</td>
<td>Building Materials</td>
<td>Plumbing Contractors</td>
</tr>
<tr>
<td>Aerial Surveying</td>
<td>Building Wiring Consultation</td>
<td>Pipe Supply</td>
</tr>
<tr>
<td>Aggregates</td>
<td>Buried Pipe &amp; Cable Locators</td>
<td>Plumbing Contractors</td>
</tr>
<tr>
<td>Airlines</td>
<td>Commercial Vehicle Equipment</td>
<td>Political Parties</td>
</tr>
<tr>
<td>Aluminum</td>
<td>Cleaning Concrete, Sealing &amp; Floor</td>
<td>Portable Restrooms</td>
</tr>
<tr>
<td>Architects</td>
<td>Commercial Vehicle Equipment</td>
<td>Ports / Shipping</td>
</tr>
<tr>
<td>Asphalt &amp; Asphalt Products</td>
<td>Construction Support Services</td>
<td>Power Tool Repair</td>
</tr>
<tr>
<td>Asphalt Paving &amp; Maintenance</td>
<td>Construction Castings</td>
<td>Precast Concrete Products</td>
</tr>
<tr>
<td>Attorneys</td>
<td>Construction Castings</td>
<td>Pressure Wash Systems</td>
</tr>
<tr>
<td>Auction Services</td>
<td>Construction Castings</td>
<td>Protecting Coatings</td>
</tr>
<tr>
<td>Barristers &amp; Solicitors</td>
<td>Construction Castings</td>
<td>Public Utilities</td>
</tr>
<tr>
<td>Benefits</td>
<td>Construction CASTINGS</td>
<td>Railings</td>
</tr>
<tr>
<td>Blasting</td>
<td>Construction Castings</td>
<td>Railway Systems</td>
</tr>
<tr>
<td>Bonding</td>
<td>Construction Castings</td>
<td>Refigeration</td>
</tr>
<tr>
<td>Bonds</td>
<td>Construction Castings</td>
<td>Reinforcing Steel &amp; Accessories</td>
</tr>
<tr>
<td>Boom Repair</td>
<td>Construction Castings</td>
<td>Roofing Contractors</td>
</tr>
<tr>
<td>Building Materials</td>
<td>Construction Castings</td>
<td>Safety Consultants</td>
</tr>
<tr>
<td>Building Wiring Consultation</td>
<td>Construction Castings</td>
<td>Safety Footwear</td>
</tr>
<tr>
<td>Buried Pipe &amp; Cable Locators</td>
<td>Construction Castings</td>
<td>Sand &amp; Gravel</td>
</tr>
<tr>
<td>Catch Basins</td>
<td>Construction Castings</td>
<td>Scaffolding</td>
</tr>
<tr>
<td>Certified Public Accountants</td>
<td>Construction Castings</td>
<td>Septic Tanks</td>
</tr>
<tr>
<td>Civil Engineering Products</td>
<td>Construction Castings</td>
<td>Site Work / Excavation</td>
</tr>
<tr>
<td>Cleaning Concrete, Sealing &amp; Floor</td>
<td>Construction Castings</td>
<td>Staffing Services</td>
</tr>
<tr>
<td>Commercial Vehicle Equipment</td>
<td>Construction Castings</td>
<td>Steel Products</td>
</tr>
<tr>
<td>Community Colleges</td>
<td>Construction Castings</td>
<td>Stone / Masonry</td>
</tr>
<tr>
<td>Concrete Products</td>
<td>Construction Castings</td>
<td>Structural Steel</td>
</tr>
<tr>
<td>Concrete Sawing &amp; Drilling</td>
<td>Construction Castings</td>
<td>Submersible Pumps</td>
</tr>
<tr>
<td>Construction &amp; Trades Councils</td>
<td>Construction Castings</td>
<td>Swimming Pools</td>
</tr>
<tr>
<td>Construction Castings</td>
<td>Construction Castings</td>
<td>Tank Removal &amp; Testing</td>
</tr>
<tr>
<td>Construction Clean-Up Rough &amp; Final</td>
<td>Construction Castings</td>
<td>Tanks - Underground</td>
</tr>
<tr>
<td>Construction Engineers</td>
<td>Construction Castings</td>
<td>Temporary Heating &amp; Air Conditioning</td>
</tr>
<tr>
<td>Construction Equipment</td>
<td>Construction Castings</td>
<td>Tile &amp; Marble</td>
</tr>
<tr>
<td>Construction Labor Relations</td>
<td>Construction CASTINGS</td>
<td>Tire Sales &amp; Service</td>
</tr>
<tr>
<td>Construction Management</td>
<td>Construction Castings</td>
<td>Tool Service</td>
</tr>
<tr>
<td>Construction Publications</td>
<td>Construction Castings</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Construction Safety Programs</td>
<td>Construction Castings</td>
<td>Training Centers</td>
</tr>
<tr>
<td>Construction Specialties</td>
<td>Construction Castings</td>
<td>Truck Caps &amp; Covers</td>
</tr>
<tr>
<td>Construction Support Services</td>
<td>Construction Castings</td>
<td>Trucking / Hauling</td>
</tr>
<tr>
<td>Corrosion Control</td>
<td>Construction Castings</td>
<td>Unions</td>
</tr>
<tr>
<td>Craft Council</td>
<td>Construction Castings</td>
<td>Upholstery</td>
</tr>
<tr>
<td>Cranes &amp; Hoists</td>
<td>Construction Castings</td>
<td>Used Equipment Sales</td>
</tr>
<tr>
<td>Credit Unions</td>
<td>Construction Castings</td>
<td>Utilities Providers</td>
</tr>
<tr>
<td>Crushed Stone</td>
<td>Construction Castings</td>
<td>Welding Supplies</td>
</tr>
<tr>
<td>Customized Vehicles</td>
<td>Construction Castings</td>
<td>Window Treatments</td>
</tr>
<tr>
<td>Demolition</td>
<td>Construction Castings</td>
<td>Work Clothing</td>
</tr>
<tr>
<td>Design &amp; Consulting Engineers</td>
<td>Construction Castings</td>
<td>Work Clothing</td>
</tr>
<tr>
<td>Design Build</td>
<td>Construction Castings</td>
<td>Work Clothing</td>
</tr>
<tr>
<td>Dewatering</td>
<td>Construction Castings</td>
<td>Work Clothing</td>
</tr>
</tbody>
</table>

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

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**Additional Categories X $20.00 = $**

Initial:________ Date:____________________
Print Advertising Specifications

The Missouri AGC Voice

Magazine/Directory 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

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

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 flysheets: 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 flysheets 5.75" x 8.5"

Digital Edition

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