



San Antonio
CHAPTER
SKILL. INTEGRITY. RESPONSIBILITY.

Target nearly 2 out of 3 of San Antonio's commercial contractors

The San Antonio Chapter Advantage

- AGC San Antonio members consist of **general contractors, suppliers, engineers, architects, specialty contractors and service providers** who are responsible for making purchasing decisions at their companies.
- Members represent **nearly two-thirds of the the commercial construction industry in San Antonio.**
- On average, our half banner and rectangle ads on sanantonioagc.org receive **more than 6,000** impressions per month.

Projects members are working on this year include:

- University Health Center.....**\$778 million**
- UTSA Athletic Complex — Phase I.....**\$16 million**
- Sommerset ISD New Middle School.....**\$12 million**
- Skidmore-Tynan New Elementary School**\$6.8 million**
- Wheatly Height Sports Complex.....**\$6.6 million**

Who We Are

The San Antonio Chapter of Associated General Contractors of America serves over member firms in 19 counties throughout South Texas. The San Antonio Chapter has contributed much to the community and has been responsible for building or renovating many of our area's most recognizable landmarks.

To target the contractors in charge of the purchasing decisions at their firms, contact your Naylor representative today.

For more information, please contact:

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ONLINE ADVERTISING OPPORTUNITIES

Official Website of AGC San Antonio

www.sanantonioagc.org



The San Antonio Chapter website is the gateway for members and non-members to access information about the association and industry online. **Position your company in front of San Antonio's construction leaders year-round.**

Now more than ever — make sure San Antonio Chapter members know your brand

The growth of San Antonio has brought in increased competition in the commercial construction industry — this is your opportunity to build your brand and network with commercial contractors. **When our visitors are looking for suppliers, make sure they know about you!**

To learn more about San Antonio Chapter of AGC, visit:

www.sanantonioagc.org



San Antonio Chapter of AGC Website

Advertising on the San Antonio Chapter Website

www.sanantonioagc.org

Advertising on the San Antonio Chapter website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.sanantonioagc.org to learn about upcoming association events, discover ways to maximize their San Antonio Chapter membership, learn about educational, development and networking opportunities, and more! Advertising on www.sanantonioagc.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of commercial construction professionals.

Features of San Antonio Chapter website advertising:

- Cross-promoted in other San Antonio Chapter 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.sanantonioagc.org receives:

- More than 1,300 visitors per month
- Nearly 5,800 page views per month
- Sessions lasting more than 7 minutes
- Averages 4 pages per visit

**Traffic numbers from 10/01/2011 - 03/31/2012*



Page Peel – EXCLUSIVE POSITION

12 Months | \$2,625 6 Months | \$1,575

Display your business uniquely on the San Antonio Chapter website home page. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your company's site.

Half Banner

12 Months | \$2,100 6 Months | \$1,260

The Half Banner displays your message on every page of San Antonio Chapter's website. One position, a maximum of three ads rotate in this highly visible position.

Rectangle

12 Months | \$840 6 Months | \$495

This position displays your message on every page of San Antonio Chapter's website. One position, a maximum of three ads rotate in this highly visible position.

Half Banner ad receives more than 5,300 impressions/month

Rectangle ad receives more than 5,300 impressions/month





San Antonio Chapter of AGC Website

Online Specifications

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

Website

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

Rectangle

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted

Half Banner

- 234 x 60 pixels
- JPG, GIF or Flash/SWF* accepted

*Website Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.