



AGCSETX.COM

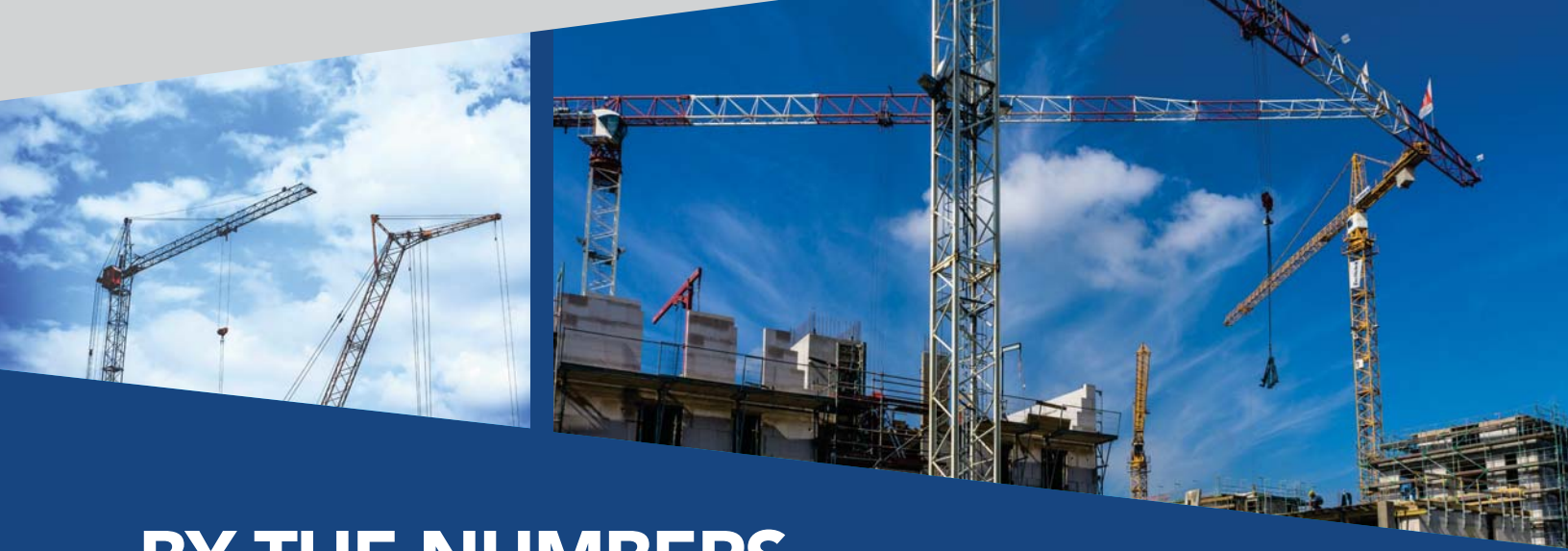
# ASSOCIATED GENERAL CONTRACTORS OF SOUTHEAST TEXAS MEDIA GUIDE

*Membership Directory & Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS



## BY THE NUMBERS

**9/10**

AGC Southeast Texas members make up approximately 90% of the general and specialty contractors in the region.

**\$1.48 B**

Nonresidential construction starts in Southeast TX total approximately \$1.48 billion annually.

**4%+**

Construction employment in the Beaumont-Port Arthur metro area has increased by 4% since August 2017.

## OUR MEMBERS

Our members represent Jefferson, Jasper, Newton, Liberty, Orange, and Tyler counties in Southeast Texas. Our members perform construction across all sectors of the industry, including:

- Commercial
- Industrial
- Heavy-highway
- Municipal/utility



**Membership Directory &  
Resource Guide**

**Last year's  
digital edition  
received nearly  
3,500 page  
views!**

# 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
Double Page Spread	\$ 2,889.50
Outside Back Cover	\$ 2,279.50
Inside Front or Inside Back Cover	\$ 2,079.50
Full Page	\$ 1,879.50
1/2 Page	\$ 1,189.50
1/4 Page	\$ 689.50
1/8 Page	\$ 419.50

Black-and-White Rates	1x
Full Page	\$ 1,339.50
1/2 Page	\$ 839.50
1/4 Page	\$ 479.50
1/8 Page	\$ 299.50

*Members receive a 5% discount!*

*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

**Sponsorship** | \$480  
**Sponsorship Max** | \$600

**Skyscraper** | \$810  
**Toolbar** | \$270

**Belly Band** | \$1,000  
**Leaderboard** | \$790

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).



# MEMBERSHIP DIRECTORY & RESOURCE GUIDE



Extend your print advertising investment with the unique benefits of digital media!

- 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
- A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory & Resource Guide* 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. The directory is emailed to readers as well as posted on the AGC of SETX website.



## Toolbar | \$270

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

## Skyscraper | \$810

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

## Leaderboard | \$790

The Leaderboard ad displays the entire time the digital edition above the pages of the directory.

## Sponsorship\* | \$480

## Sponsorship MAX\* | \$600

Your message will be prominently displayed directly across from the cover of the magazine.

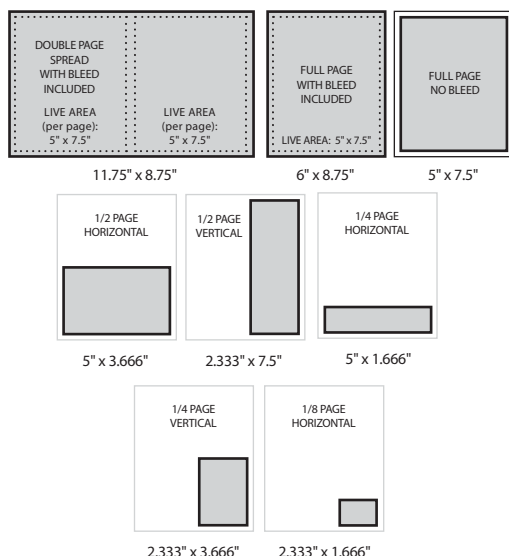
\*Video capabilities are not supported for Sponsorship MAX.

## Belly Band | \$1,000

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

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

**Trim Size: 5.75" x 8.5"**



## Specs for Outsert/Inserts

Postal flysheets 5.75" x 8.5"

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.

Go to the Naylor website at **[www.naylor.com](http://www.naylor.com)**

## Production Services, 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.

## Digital Edition

<http://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).