



## AGC of Wisconsin — [www.agcwi.org](http://www.agcwi.org)

**Your connection to the leading decision-makers in Wisconsin's commercial construction industry.**

### The AGC of Wisconsin Members

- More than 475 AGC and BID+Builders Exchange members are accessible through AGC of Wisconsin; **representing the largest commercial contractors in the state of Wisconsin.**
- In 2011, **7 out of 10 members plan on purchasing construction equipment** with an average dollar value of **more than \$1 million.**
- More than half of all AGC Wisconsin members are **expecting the construction market to grow again in 2012.**

### 2011 Major Construction Projects:

Members are working on:

- St. Mary's Janesville Hospital: **\$150 million project**
- The Moderne Condominiums: **\$51.3 million project**
- Meriter Health Clinics: **\$6.5 million project**
- UW Health Clinics: **\$4.3 million project**

**Contact your Naylor representative today!**

**For more information, please contact:**

#### Amanda Blanchard

Project Leader

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### Official Website - [www.agcwi.org](http://www.agcwi.org)

The AGC of Wisconsin website is the gateway for members and non-members to access information about the association online. Position your company in front of the general contractors, specialty contractors, and suppliers in the Wisconsin commercial construction industry!



### Who We Are

The AGC of Wisconsin's strength as an organization lies in its membership. The chapter represents members that include: large and small general and specialty contractors; union and open shop general and specialty contractors; members working in a variety of markets; and industry related companies. In addition, more than 200 construction firms are aligned with the AGC of Wisconsin through its' plan room, Bid + Builders Exchange.

To learn more about AGC of Wisconsin, visit:

[www.agcwi.org](http://www.agcwi.org)



# AGC of Wisconsin



4814 East Broadway, Madison, WI 53716 • (608) 221-3821 • (608) 221-4446 FAX • [www.agcwi.org](http://www.agcwi.org)

Dear Friends and Colleagues in the Construction Industry:

AGC of Wisconsin is pleased to offer you the opportunity to promote your business now ONLINE –on our official website, [www.agcwi.org](http://www.agcwi.org). With more than 1,300 visits per month, advertising on [www.agcwi.org](http://www.agcwi.org) is a great way to target your purchasing audience and support the industry as our organization fights for the issues that matter to you.

We are also pleased to announce we have chosen to partner with Naylor, North America's leading media partner for AGC chapters across the country, to begin offering you exciting and interactive ways to advertise on our website. By working with Naylor, we are confident we will significantly increase the benefits we already offer to YOU – our members.

AGC of Wisconsin's new online opportunity enables you to effectively communicate your marketing message to the Wisconsin commercial construction community. Our media opportunity is YOUR messaging tool. This is your opportunity to deliver your message to the decision-makers who control the purchasing budgets! When a representative from Naylor contacts you, please consider using a portion of your advertising dollars to promote your products and services and also support your industry.

On behalf of AGC of Wisconsin, I would like to thank you in advance for your support.

Sincerely,  
**AGC of Wisconsin**

Robert L. Barker  
Executive Vice President



# AGC of Wisconsin Website

## Advertising opportunities on www.agcwi.org

Advertising on the AGC of Wisconsin's official website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.agcwi.org to learn about upcoming association events, education and training, legislative updates, professional services, ways to maximize their membership, other members, and more. Advertising on www.agcwi.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Wisconsin commercial construction professionals.

### Features of AGC of Wisconsin website advertising:

- Cross-promoted in other AGC of Wisconsin 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, advertisements on agcwi.org receive:

- 1,840 impressions per month
- .314% Click-through rate (.2% more than the internet-wide average)



### Page Peel — EXCLUSIVE POSITION

12 months | \$3,000.00

Display your business on **every page** of the AGC of Wisconsin website. 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.

### Horizontal Banner

12 months | \$2,250.00

The Horizontal Banner displays your message in the header of **every page** of the AGC of Wisconsin website. A maximum of four ads rotate in this highly visible position.

### Spotlight Tile

12 months | \$1,250.00

The Square Tile ads display your message on **every page** of the AGC of Wisconsin website. A maximum of four ads rotate in these two highly visible positions.



# AGC of Wisconsin Website



## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### AGC of Wisconsin Website

#### Page Peel

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

#### Spotlight Tile

- 150 x 150 pixels
- JPG, GIF or Flash/SWF<sup>†</sup> 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

#### Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF<sup>†</sup> accepted

- 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) {  
    gotoURL(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.