

AGC Houston
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Quality People. Quality Projects.



AGCHOUSTON.ORG

AGC HOUSTON MEDIA GUIDE

*Cornerstone quarterly magazine
Resource & Membership Directory
Members' Edge eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

Beth Palmer
Publication Director
(352) 333-3404
bpalmer@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$6.9 B

Our members spend approximately \$6.9 billion annually on products and services!

\$8.7 B

Our members build \$8.7 billion worth of construction projects each year.

3/4

We represent 3 out of 4 contractors throughout the Houston area.

3 M

Houston is a growing market and recently hit 3 million jobs for the first time in the region's history!

PUBLICATIONS

Our communication resources are distributed locally and throughout the state. We reach decision-makers who are in charge of the purchasing decisions such as general contractors, architects, subcontractors, engineers, suppliers and more!

- Each digital issue of *Cornerstone* averages 2,800 page views and more than 225 clicks on links.
- Last year's *Resource & Membership Directory* received 4,550+ page views.
- Ads featured in *Members' Edge* average between 750-1,050 impressions per month.

AGC Houston
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Quality People. Quality Projects.



Resource & Membership Directory



Members' Edge eNewsletter



Cornerstone magazine

Sources: http://www.houston.org/pdf/research/quickview/Economy_at_a_Glance.pdf, Bureau of Labor Statistics: Texas and Houston MSA, http://files.agc.org/files/economic_state_facts/TXstim.pdf



CORNERSTONE quarterly magazine

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	1-2x	3-4x
Double Page Spread	\$2,709.50	\$2,439.50
Outside Back Cover	\$2,799.50	\$2,479.50
Inside Front or Inside Back Cover	\$2,599.50	\$2,279.50
Full Page	\$2,199.50	\$1,979.50
2/3 Page	\$1,769.50	\$1,589.50
1/2 Page	\$1,609.50	\$1,449.50
1/3 Page	\$1,139.50	\$1,029.50
1/4 Page	\$889.50	\$799.50
1/6 Page	\$699.50	\$629.50
1/8 Page	\$429.50	\$389.50

Black-and-White Rates	1-2x	3-4x
Full Page	\$1,659.50	\$1,439.50
2/3 Page	\$1,449.50	\$1,299.50
1/2 Page	\$1,039.50	\$939.50
1/3 Page	\$989.50	\$889.50
1/4 Page	\$799.50	\$719.50
1/6 Page	\$639.50	\$579.50
1/8 Page	\$329.50	\$299.50

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

Leaderboard | \$800

Rectangle | \$600

Large Digital Insert | \$400

Top TOC Banner | \$700

HTML5 Ad | \$900

Video | \$600

2nd TOC Mobile Banner | \$500

Small Digital Insert | \$350

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



RESOURCE & MEMBERSHIP DIRECTORY

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	\$4,089.50
Outside Back Cover	\$3,529.50
Inside Front or Inside Back Cover	\$3,389.50
Tab Position	\$2,889.50
Full Page	\$2,789.50
2/3 Page	\$2,239.50
1/2 Page	\$1,669.50
1/3 Page	\$1,209.50
1/4 Page	\$949.50
1/6 Page	\$679.50
1/8 Page	\$539.50

Black-and-White Rates	1x
Tab Position	\$1,959.50
Full Page	\$1,859.50
2/3 Page	\$1,629.50
1/2 Page	\$1,199.50
1/3 Page	\$899.50
1/4 Page	\$709.50
1/6 Page	\$519.50
1/8 Page	\$419.50

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

Belly Band | \$810
Sponsorship Max | \$480

Skyscraper | \$810
Toolbar | \$325

Leaderboard | \$810

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



RESOURCE & MEMBERSHIP DIRECTORY

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
- Members and readers receive each issue via email and each new issue is posted on AGC Houston's website. A full archive of past issues is available, ensuring longevity for your online presence



In addition to print, the *Resource & Membership Directory* 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.



• **Toolbar | \$325**

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.

• **Belly Band | \$810**

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.

• **Leaderboard | \$810**

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

• **Sponsorship MAX* | \$480**

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

*Video capabilities are not supported for Sponsorship MAX.



CORNERSTONE quarterly magazine

DIGITAL EDITION

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

Cornerstone is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

THE DIGITAL MAGAZINE LETS YOU:

- Include ads on an HTML 5 and mobile responsive platform
- Link your ad to the landing page of your choice
- 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 Houston's website. A full archive of past issues is available, ensuring longevity for your online presence



DIGITAL OPTIONS

1 Leaderboard | \$800

The leaderboard ad will appear right above the magazine on all pages of the replica page view.

2 Top TOC Banner | \$700

The top TOC mobile banner will appear as the top banner in the table of contents of the HTML reading view.

3 Rectangle | \$600

The rectangle ad will appear below the table of contents, locked on-screen for all pages of the replica page view.

4 2nd TOC Mobile Banner | \$500

The second TOC mobile banner will appear between key article listings in the table of contents of the HTML reading view.



Replica Page View



HTML Reading View

HTML5 Ad | \$900

Placed between article pages in the digital magazine, this mobile responsive ad option gives you the freedom to include your content across a variety of devices. HTML5 ads allow you to include text, images, hyperlinks and video.

1/2-Page Digital Insert | \$350

Your message will display as a half-page ad between any article pages in the digital magazine.

2/3-Page Digital Insert | \$400

Your message will appear as a 2/3rds display ad between any article pages in the digital magazine.

Digital Magazine Video | \$250

Displaying between or within digital magazine articles, the video option will let your company deliver it's message to your target audience.

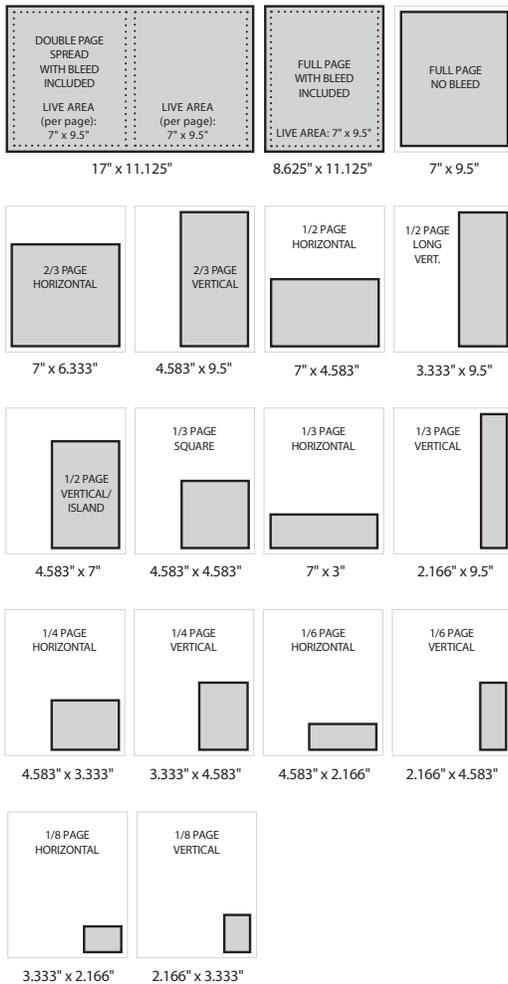
For the latest online specs, please visit: <http://www.naylor.com/gtxcelspecs>



CORNERSTONE quarterly magazine RESOURCE & MEMBERSHIP DIRECTORY

PRINT ADVERTISING SPECIFICATIONS

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 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/adupload

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.

Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 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"

Digital Edition

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



MEMBERS' EDGE eNewsletter

ABOUT THE eNEWSLETTER – naylornetwork.com/hca-nwl

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,900 decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AGC Houston publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1 Rectangles (300 x 250 pixels)

12 Months | \$3,035

- Only six spaces are available with no ad rotation
- Located between popular sections of the eNewsletter
- JPG only (no animation)
- Max file size 100 KB

Distributed every other week!

Sections include

- AGC News
- Events
- Education/Training
- Membership Benefits
- Member News
- Here's Looking at You

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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.