



CHICAGOLAND
ASSOCIATED GENERAL CONTRACTORS

WWW.CHICAGOLANDAGC.ORG



CHICAGOLAND AGC MEDIA GUIDE

*Building Chicagoland annual magazine
Membership Directory and Resource Guide
The Blueprint eNewsletter | Website Advertising*

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



ABOUT CAGC

Our print and online publications are distributed to top executives around the Chicagoland area, with more than 4 out of 5 being in upper management positions.

Our general contractor members range from large, national firms to smaller, specialized companies and build private and public projects worth more than \$17 billion annually.

General Contractors
Service Providers
Specialty Contractors
Suppliers
Subcontractors
Architects
Engineers
Owners/Developers



Source: 2018 Marketing Questionnaire

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CHICAGOLAND
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MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

BUILDING CHICAGOLAND annual 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	1x	2x
Double Page Spread	\$2,989.50	\$2,689.50
Outside Back Cover	\$2,659.50	\$2,439.50
Inside Front or Inside Back Cover	\$2,459.50	\$2,239.50
Full Page	\$2,159.50	\$1,939.50
2/3 Page	\$1,759.50	\$1,579.50
1/2 Page	\$1,429.50	\$1,289.50
1/3 Page	\$1,199.50	\$1,079.50
1/4 Page	\$819.50	\$739.50
1/6 Page	\$639.50	\$579.50
1/8 Page	\$439.50	\$399.50

Black-and-White Rates	1x	2x
Full Page	\$1,539.50	\$1,389.50
2/3 Page	\$1,249.50	\$1,119.50
1/2 Page	\$989.50	\$889.50
1/3 Page	\$739.50	\$669.50
1/4 Page	\$559.50	\$499.50
1/6 Page	\$439.50	\$399.50
1/8 Page	\$349.50	\$309.50

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

Sponsorship | \$420
Bellyband | \$1,000

Skyscraper | \$630
Toolbar | \$260

Leaderboard | \$575

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.

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

In addition to print, the magazine and directory are 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 | \$260**

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 | \$630**

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

• **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.

• **Leaderboard | \$575**

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

• **Sponsorship | \$420**

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

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

BUILDING CHICAGOLAND annual magazine

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Building Chicagoland is available in a fully interactive digital publication. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital publication 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 publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print publication. 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.



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$700

The leaderboard ad appears on-screen in both the reading view and page view of the digital publication.

2 Rectangle (all views) | \$750

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$600

4 2nd TOC Mobile Banner | \$500

Additional TOC Mobile Banner | \$450

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

HTML5 Ad | \$725

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 | \$300

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 publication.

• Large Insert | \$500

• Medium Insert | \$450

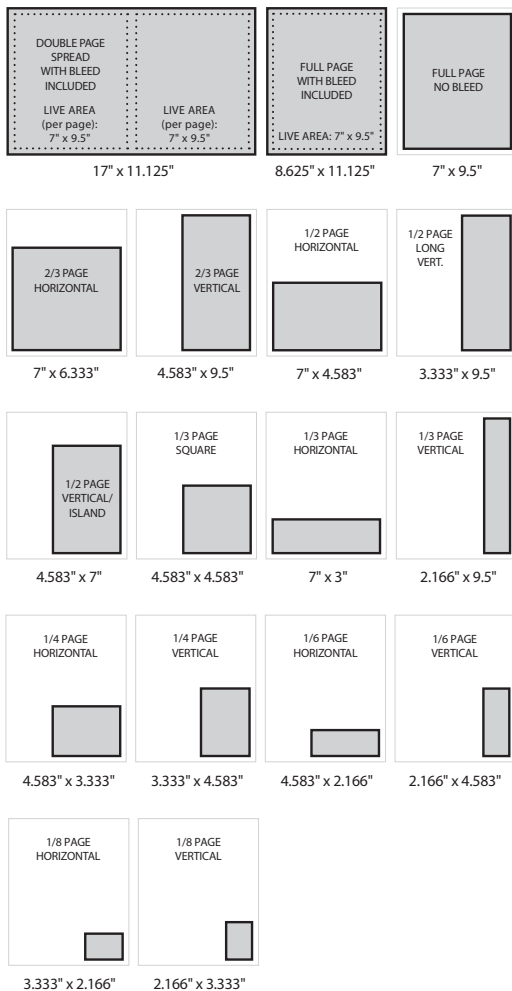
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For the latest online specs, please visit www.naylor.com/online-specs

PRINT ADVERTISING SPECIFICATIONS

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE BUILDING CHICAGOLAND annual magazine

Magazine/Directory 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

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 Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://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.

CHICAGOLAND AGC WEBSITE

Advertising on the Chicagoland AGC Website – chicagolandagc.org

Advertising on the Chicagoland AGC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to chicagolandagc.org to learn about upcoming association events, discover ways to maximize their membership, and view the latest issues of Chicagoland AGC publications. Advertising on the website offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

Features of Chicagoland AGC website advertising:

- Cross-promoted in other Chicagoland AGC 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, chicagolandagc.org receives:

- More than 1,010 visitors per month
- More than 3,940 page views per month
- Nearly 3 pages viewed per visit

*Traffic numbers from April - Oct. 2018



1 Run of Site Leaderboard | \$2,445

One position with three advertisers rotating.

2 Run of Site Square Tiles | \$2,225

Three positions with two rotations each for a total of 6 ads.

Online Specifications - For more information, visit:

<http://www.naylor.com/onlinepecs>

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THE BLUEPRINT eNEWSLETTER

ABOUT THE eNEWSLETTER

Now more than ever, professionals consume information on the go. *The Blueprint* 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 decision-makers
- 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 CAGC 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 Rectangle Banners

12 Months | \$2,415

- Only six spots available – NO ROTATION
- 180 x 150 pixels
- Located at the top of the eNewsletter

2 Sponsored Content

12 Months | \$2,800

- 3-5 word header, 30-50 words for the summary text
- 180 x 150 pixel image/logo

Distributed monthly to top construction professionals! Sections include

- CAGC Bulletin
- Industry
- Upcoming Events
- Education & Training
- Member Spotlight

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