



WWW.AGCIL.ORG

# AGC OF ILLINOIS MEDIA GUIDE

**Your connection to Illinois' \$5.9 billion  
highway and road construction industry.**

**Website Advertising Opportunities**

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS



## AGC OF ILLINOIS BY THE NUMBERS

### \$12.8B

Nonresidential construction starts in Illinois totaled \$12.8 billion in 2017, according to ConstructConnect.

### 4.6%

Over the next five years, industry revenue in Illinois is expected to grow at an annualized rate of 4.6%.

### \$3B

For the next two years, IL will receive \$3 billion in highway and transportation funds from the FAST Act.

## FEATURED PROJECTS

- Illinois River Bridge at Meredosia - \$65 million
- I 57 rehabilitation Southern Illinois - \$52 million
- Route FAI 57/70 reconstruction - \$45.7 million
- Martin Luther King Ramp construction - \$27 million
- Bridge deck repair on I-74 - \$10.8 million



**Reach the only statewide association representing highway, heavy and utility contractors!**  
**Contact your Naylor representative today!**

**On average, AGCIL.org receives:**

- More than 470 unique visitors per month
- 822 visits per month
- 1,764 page views per month
- Sessions lasting nearly two minutes

\*Traffic numbers from Nov. 2017 - Nov. 2018

Sources: IBISWorld Industry Report IL23622a

[files.agc.org/files/economic\\_state\\_facts/ILstim.pdf](https://files.agc.org/files/economic_state_facts/ILstim.pdf)

[www.idot.illinois.gov/Assets/uploads/files/About-IDOT/Fact-Sheet/FAST%20Act%20Flyer.pdf](https://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/Fact-Sheet/FAST%20Act%20Flyer.pdf)

# AGC OF ILLINOIS WEBSITE

## ADVERTISING ON OUR WEBSITE - AGCIL.ORG



Advertising on the AGC of Illinois website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.agcil.org](http://www.agcil.org) to learn about upcoming association events and discover ways to maximize their AGC of Illinois membership. Advertising on [www.agcil.org](http://www.agcil.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

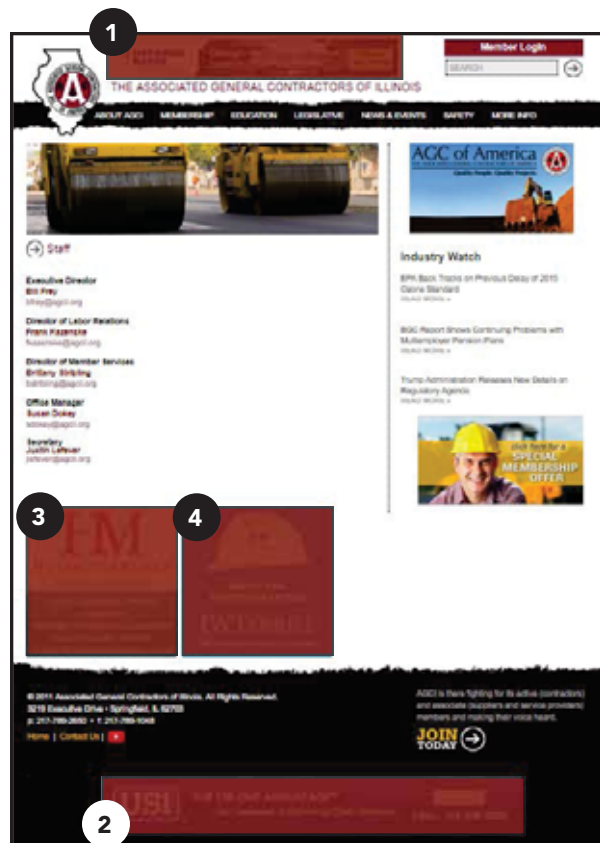
### Features of AGC of Illinois website advertising:

- Cross-promoted in other AGC of Illinois 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, AGCIL.org receives:

- Up to 1,050 impressions per ad per month
- 1,225 page views per month

\*Traffic numbers from Feb. 2019 - Aug 2019



### 1 Horizontal Banner | \$2,225

Run of site position. One spot, three rotations. 468 x 60 pixels.

### 2 Custom Banner | \$1,380

Run of site position. One spot, three rotations. 700 x 90 pixels.

### 3 Squares | \$925

Run of sub-pages. Two spots, three rotations. 250 x 250 pixels.

For the latest online specs, please visit  
[www.naylor.com/online specs](http://www.naylor.com/online specs)

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.