

REACH
LEADERS IN
CONNECTICUT'S
\$8.3 BILLION
CONSTRUCTION
INDUSTRY!





CONNECTICUT CONSTRUCTION INDUSTRIES ASSOCIATION MEDIA GUIDE

Membership Directory & Buyers' Guide CONNstruction Magazine www.ctconstruction.org



Bill Lovett

Publication Director 352-333-3448 blovett@naylor.com







- CCIA members represent key decision-makers in Connecticut's
 \$8 billion construction industry.*
- •CCIA has **9 divisions**, representing nearly all sectors of commercial construction in the state, including general contractors, subcontractors, suppliers, architects, and engineers.
- Nonresidential starts in Connecticut totaled \$3.8 billion in 2018.*

DISTRIBUTION PROFILE:

- The digital edition of *CONNstruction* magazine reaches roughly **2,200 readers!**
- The digital edition of CCIA's *Membership Directory & Buyers' Guide* reaches over **3,500 readers!**
- The CCIA website, www.ctconstruction.org, has nearly 3,165
 page views per month!



CONNstruction
PRINT & DIGITAL MAGAZINE

REACH KEY DECISION-MAKERS IN CONNECTICUT'S \$8.3 BILLION CONSTRUCTION INDUSTRY, INCLUDING:

- General Contractors
- Subcontractors
- Building Owners
- Public Officials
- Material Producers
- Product Suppliers
- Engineers
- Architects
- Brokerage Firms
- Developers

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE AND RESERVE YOUR SPACE TODAY!



MEMBERSHIP DIRECTORY & BUYERS' GUIDE



CCIA WEBSITE
WWW.CTCONSTRUCTION.ORG

CCIA AFFILIATE DIVISIONS



Associated General Contractors of Connecticut (AGC/CT)

Represents commercial, industrial and institutional construction contractors, subcontractors, material suppliers and professionals serving the building construction industry. AGC/CT is the Connecticut chapter of the Associated General Contractors of America.



Connecticut Road Builders Association (CRBA)

Represents contractors, subcontractors, material suppliers, and professionals in the transportation construction industry. CRBA is the Connecticut chapter of the American Road and Transportation Builders Association.



Connecticut Ready-Mixed Concrete Association (CRMCA)

The mission of CRMCA is to promote the use of ready mixed concrete products and construction technologies. CRMCA is the Connecticut Chapter of the National Ready Mixed Concrete Association.



Connecticut Environmental and Utilities Contractors Association (CEUCA)

Represents contractors that engage in environmental clean water, waste water, and utility contracting and construction.



Connecticut Asphalt & Aggregate Producers Association (CAAPA)

Represents producers of asphalt pavements and aggregates, along with contractors that install asphalt pavements. CAAPA works with the National Asphalt Pavement Association and the National Stone Sand & Gravel Association.



Equipment Dealers Division

Represents construction equipment dealers in labor relation matters, in addition to addressing other concerns that impact equipment dealers, such as taxation, regulations and industry promotion.



Heavy and Highway Division

Represents heavy and highway contractors in labor relations matters, including negotiations of collective bargaining agreements, arbitration of grievances and representation on jointly administered benefit funds.



Connecticut In-Plant Operators Association

Represents quarry operators and stone producers in labor relations matters.



AGC/CCIA Building Contractors Labor Division of Connecticut Inc.

Represents AGC/CT building contractors in all areas of labor relations, including negotiation of collective bargaining agreements, arbitration of grievances and representation on jointly administered benefit funds.



CONNstruction MAGAZINE MEMBERSHIP DIRECTORY & BUYERS' 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	1-2x	3-4x	Directory Only
Double Page Spread	\$3,489.50	\$3,139.50	\$3,909.50
Outside Back Cover	\$3,219.50	\$2,969.50	\$3,599.50
Inside Front or Inside Back Cover	\$3,029.50	\$2,279.50	\$3,369.50
Full Page	\$2,529.50	\$2,279.50	\$2,809.50
2/3 Page	\$1,799.50	\$1,619.50	\$2,189.50
1/2 Page	\$1,549.50	\$1,389.50	\$1,789.50
1/3 Page	\$1,049.50	\$939.50	\$1,289.50
1/4 Page	\$799.50	\$719.50	\$919.50
1/6 Page	\$689.50	\$619.50	\$689.50
1/8 Page	\$509.50	\$459.50	\$569.50

Black-and-White Rates	1-2x	3-4x	Directory Only
Full Page	\$1,689.50	\$1,519.50	\$1,979.50
2/3 Page	\$1,419.50	\$1,279.50	\$1,699.50
1/2 Page	\$1,059.50	\$949.50	\$1,289.50
1/3 Page	\$829.50	\$749.50	\$949.50
1/4 Page	\$689.50	\$619.50	\$729.50
1/6 Page	\$489.50	\$439.50	\$589.50
1/8 Page	\$419.50	\$379.50	\$509.50

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

 $Naylor\ charges\ a\ \$50\ artwork\ surcharge\ for\ artwork\ creation\ or\ changes.\ This\ additional\ fee\ will\ appear\ on\ your\ final\ invoice\ if\ the\ artwork\ submitted\ is\ not\ publishing\ ready.$

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). Rates as of July 2018.

CONNstruction MAGAZINE DIGITAL EDITION

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

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

Harness the Power of Your Publication

Phase and police with the residence are of the residen

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.

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



1 Leaderboard (all views) | \$900

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

2 Rectangle (all views) | \$825

The rectangle ad is on the table of contents, appearing onscreen 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, onscreen 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 | \$675

4 2nd TOC Mobile Banner | \$550

In-Magazine Digital Options (HTML reading view)

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

HTML5 Ad | \$825

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 magazine.

• Large Insert | \$650

• Medium Insert | \$550





MEMBERSHIP DIRECTORY & BUYERS' GUIDE DIGITAL EDITION

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

In addition to print, Membership Directory & Buyers' Guide 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.

Readers can:

- Bookmark pages and insert notes
- · Keyword search the entire magazine
- · Navigate and magnify pages with one click
- · Share articles on news and social networking sites
- · View issues instantly from most smartphones and tablets
- · View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



www.naylornetwork.com/ctc-membership



3 Digital Large Toolbar | \$390

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.

4 Sponsorship | \$560

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

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

1 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.

2 Digital Skyscraper | \$870

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

Ad Link | included in display ad rates

WWW.CTCONSTRUCTION.ORG

ADVERTISING ON THE CCIA WEBSITE

Advertising on the Connecticut Construction Industries Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.ctconstruction.org to learn about upcoming association events, discover ways to maximize their CCIA membership, view the latest issues of *CONNstruction* digital edition and more. Advertising on www.ctconstruction.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of Connecticut's construction professionals.

Features of CCIA website advertising:

- Cross-promoted in other CCIA 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, www.ctconstruction.org receives:

- More than 1,470 sessions per month
- Over 1,100 visits per month
- Over 3,480 page views per month



AD POSITIONS

1 Home Page Custom Rectangle

12 months | \$1,815

- One position with two advertisers rotating on the home page
- 300 x 150 pixels





2 Sub Page Vertical Banner

12 months | \$1,070

- Two positions with three advertisers rotating on all subpages
- 120 x 240 pixels

3 Sub Page Wide Skyscraper

12 months | \$1,490

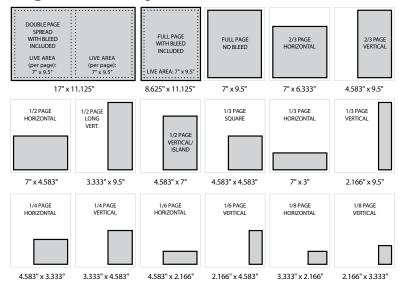
- One position with three advertisers rotating on all subpages
- 160 x 600 pixels

^{*}Traffic numbers from 01/2019 - 06/2019

PRINT ADVERTISING SPECIFICATIONS

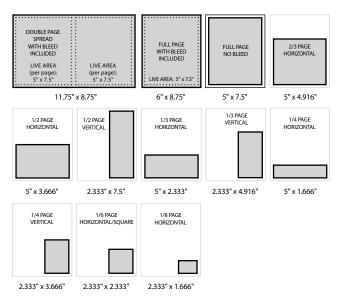
CONNSTRUCTION MAGAZINE

Magazine/Directory Trim Size: 8.375" x 10.875"



MEMBERSHIP DIRECTORY & BUYERS' GUIDE

Roster Trim Size: 5.75" x 8.5"



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 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.

Ad Material Upload

Go to the Naylor website at **www.naylor.com/adupload**

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

CONNstruction

1 page / 1 surface: 8.375" x 10.875" 1 page / 2 Surface: 8.375" x 10.875" 2 Pg / 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"

Membership Directory & Buyers' Guide

1 Pg / 2 Surface 5.75" x 8.5" 3 Pg / 6 Surface 5.75" x 8.5" Postcards 6" x 4.25" Heavy Card Stock Insert 5.25" x 8.25" Postal flysheets 5.75" x 8.5"

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 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 & BUYERS' GUIDE CONNSTRUCTION MAGAZINE

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

■ Accountants	Dewatering	☐ Pipe Supplies
■ Aggregate	☐ Drainage Systems	☐ Pipe Testing & Inspection Services
□ Aluminum	☐ Drilling-Contractors	☐ Pipe Jacking
□ Architects/Planners/Engineers	☐ Drug Testing	☐ Pipes
☐ Architectural Woodwork	☐ Drywall	☐ Precast Concrete
Asphalt & Asphalt Products	☐ Dumptrucks	☐ Public Utilities
☐ Asphalt Paving	☐ Education & Degree Programs	☐ Railings
☐ Attorneys	☐ Electrical Contractors	☐ Sand & Gravel
☐ Blasting	☐ Electrical Maintenance & Service	Saw Cutting/Core Drilling
■ Bonds & Insurance	☐ Electrical Services	☐ Scaffolding
☐ Boom Repair	☐ Elevators	☐ Sheet Metal
☐ Buried Pipe & Cable Locators	☐ Engineers	☐ Shoring & Trenching
☐ Castings	☐ Environmental Services	☐ Sitework/Excavation
☐ Catch Basins	☐ Equipment	Staffing: Skilled Trades People
☐ Cement Supplies	☐ Equipment Financing & Leasing	□ Steel
☐ Certified Public Accountants	☐ Equipment Rentals	☐ Steel Fabrication
☐ Civil Engineering Products	☐ Erosion Control	☐ Stone & Stone Products
□ Communications	☐ Excavation	☐ Stone/Masonry
☐ Concrete	☐ Fencing	☐ Stone Masonry Products
☐ Concrete Materials	☐ Fire Protection Contractors	☐ Storage Containers
■ Concrete Products	☐ Fire Protection Sprinkler Systems	☐ Structural Steel Fabrication &
☐ Construction Castings	☐ General Contractors	Erection
☐ Construction Equipment	☐ Generators	Swimming Pools
☐ Construction Management	☐ Granite	Tank Removal & Testing
☐ Construction Publications	☐ Guardrails	☐ Temporary Heating & Air
☐ Construction Specialties	☐ Gunite	Conditioning
☐ Construction Testing Laboratories	☐ Hazardous Waste Removal	☐ Tire Sales & Service
☐ Construction Training & Education	☐ Highway Engineering & Piping	☐ Toilets-Portable
☐ Consulting Engineers	Contractors	☐ Upholstery
☐ Contractors -General	☐ Insurance & Bonds	☐ Utilities
☐ Contractors -Specialty	☐ Iron Works	☐ Valves & Fittings
☐ Contractors -Sub	■ Landscaping	☐ Water Features
☐ Core Drilling/Sawcutting	Management Consultants	☐ Water, Sewer, Drain and Gas
☐ Cranes & Hoists	■ Marine Construction	Products D. Waterwarks Supplies
☐ Crushing	Mechanical Contractors	☐ Waterworks Supplies
☐ Crushed Stone	Metal Fabrication & Erection	☐ Welding/Cutting Products
☐ Demolition	■ Metalworking	□ Window Treatments□ Woodworking
Design & Consulting Engineers	☐ Natural Gas	Other:
Design Build	Pavement Marking Specialist	■ Other
One free listing with any size ad. Ac	lditional listings are \$20 each. No limit. Plea	ase list new categories on this sheet.

_Additional Categories X \$20 = \$_____ Initial: Date:

MEMBERSHIP DIRECTORY & BUYERS' GUIDE CONNstruction MAGAZINE

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Connecticut Construction Industries Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CCIA.

A.H. Harris & Sons, Inc. Able Tool & Equipment Adelman Sand & Gravel

ADF Industries

Advance Testing Company, Inc. All-State Utility Supply/Rentals

American Shoring, Inc. Bay Crane Service, Inc.

Berlin Steel Construction Company

BlumShapiro

Bobcat of Connecticut, Inc. Bruen, Deldin, Didio, Assoc., Inc.

Call Before You Dig

Campbell Foundry Company

Carvalho & McDowell Construction, Inc.

Central Connecticut State University

Ciulla & Donofrio CohnReznick

Concrete Systems, Inc.

Connecticut Ladder & Scaffolding E.A. Quinn Landscape Contracting

East PBE, Inc.

Edward Ehrbar, Inc. Epifano Builders

Fay & Wright, Inc.

Garcia & Milas, P.C.

Genalco, Inc. GEODESIGN

H.O. Penn Machinery Co, Inc.

Halloran & Sage, LLP

Hayward Baker Corporate Office Icon Equipment Distributors

Interstate Electrical Services Corp.

Joseph Merritt Company Keene State College Kelken Construction Systems Kiewit Infrastructure Co.

Mabey Inc.

Manafort Brothers, Inc.

Marcum, LLP

McElroy, Deutsch, Mulvaney & Carpenter, LLP

McINNIS Cement McInnis USA, Inc. MD Drilling & Blasting

Microsol Resources

Mohawk Northeast, Inc.

Nano Construction Services

Ocean State Oil OEM Controls, Inc.

Rain for Rent

Robinson & Cole, LLP Safety Marking, Inc. Safety Priority

Shawmut Equipment Company

Shipman & Goodwin, LLP Southington Metal Fabricating Company Stewart & Stevenson/Atlantic Division

STV

Superior Products Distributors, Inc.

The Kerin Agency, Inc.

The Lane Construction Corporation

The Roberts Agency, Inc.

The Suzio York Hill Companies

The W.I. Clark Company

Toce Brothers

Tyler Equipment Corporation United Concrete Products

Warning Lights and Scaffolding Service, Inc.

Whitney & Son