



WWW.AGCMN.ORG

AGC OF MINNESOTA MEDIA GUIDE

Member Directory | Centennial Edition
Website Sales

Help us Celebrate our Centennial!

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR ➤
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$3.5 B

AGC of Minnesota members spend \$3.5 billion annually on products and services.

80%

Members perform 80% of the construction projects in the state.

\$4.5 B

Members average nearly \$4.5 billion in construction projects each year.

ALL

Members work in every sector, including commercial building, highway and transportation, and utility infrastructure.

OUR PUBLICATIONS

Member Directory,
print & digital editions



The 2019
Member Directory
is the Centennial
Edition!

AGC of Minnesota
website sales



Contact your Naylor representative today to reach key players in Minnesota's commercial construction industry!

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This year marks 100 years of AGC of Minnesota!



MEMBER 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
Outside Back Cover	\$1,769.50
Inside Front or Inside Back Cover	\$1,619.50
Tab Position	\$1,359.50
Full Page	\$1,139.50
1/2 Page	\$679.50
1/4 Page	\$509.50

Black-and-White Rates	1x
Full Page	\$999.50
1/2 Page	\$509.50
1/4 Page	\$389.50

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 | \$490

Skyscraper | \$830

Toolbar | \$335

Leaderboard | \$840

For the latest online specs, please 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.

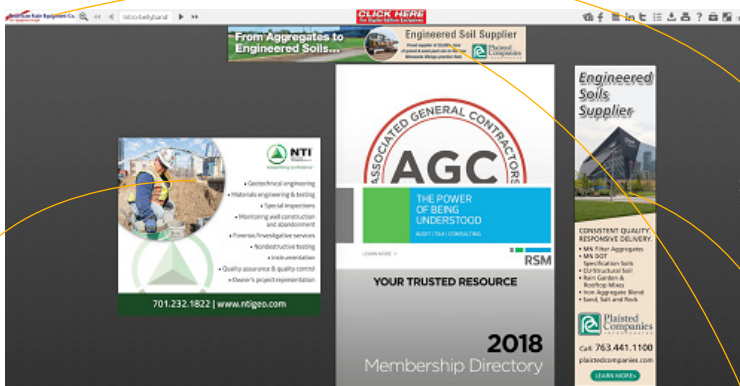


MEMBER DIRECTORY

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 Minnesota's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Member 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.



Sponsorship* | \$490

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

**Video capabilities are not supported for Sponsorship MAX.*

Belly Band | \$750

Ensure your message is the first things interact with by placing your ad atop the *Member Directory*.

Toolbar | \$335

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 | \$830

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

Leaderboard | \$840

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

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

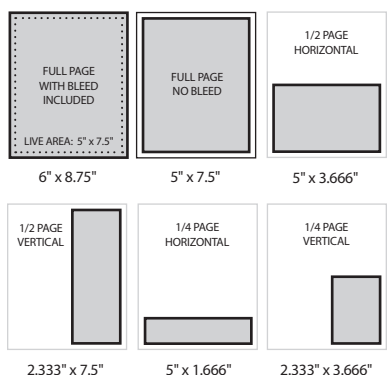
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PRINT ADVERTISING SPECIFICATIONS



MEMBER DIRECTORY

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.

Specs for Outsert/Inserts

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 flyersheets 5.75" x 8.5"

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

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.

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.

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MEMBER DIRECTORY

CENTENNIAL CONGRATULATIONS

Show your support of AGC of Minnesota by including a congratulatory message in Centennial Congratulations, a readily-accessible special section in the Centennial Edition of the *Member Directory*. Within Centennial Congratulations, you may also include a company biography and logo for maximum co-branding, or combine a congratulatory message with your company's bio; the choice is yours. Take advantage of this unique opportunity to support AGC of Minnesota in our centennial year!

Full Color	Rates
Double Page Spread	☐ \$2,000
Full Page	☐ \$1,100
1/2 Page	☐ \$650
1/4 Page	☐ \$450

**Get involved and
help us celebrate
our Centennial!**

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AGC OF MINNESOTA WEBSITE

ADVERTISING ON WWW.AGCMN.ORG

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

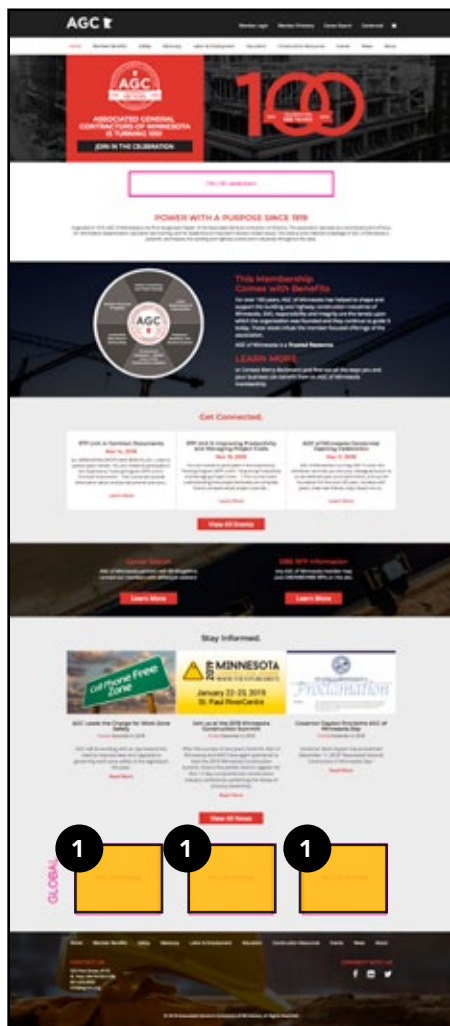
Features of AGC of Minnesota website advertising:

- Cross-promoted in other AGC of Minnesota 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, AGCMN.org receives:

- More than 1,000 unique visitors per month
- 4,400 page views per month
- Sessions lasting more than 4 minutes

*Traffic numbers from September 2018 - March 2019



1 Rectangle | \$1,890 (300 x 250 pixels)

Three run-of-site with 5 rotations.

ALL PRICES ARE FOR 12 MONTHS!

Online Specifications - For more information, visit:

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

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