



GCA of Hawaii
GENERAL CONTRACTORS ASSOCIATION OF HAWAII
Quality People. Quality Projects.

WWW.GCAHAWAII.ORG

GENERAL CONTRACTORS ASSOCIATION OF HAWAII MEDIA GUIDE

**SHARE YOUR BRAND WITH
LEADERS IN HAWAII'S \$5.6 BILLION
CONSTRUCTION INDUSTRY!**

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR ➤
ASSOCIATION SOLUTIONS



WHY GCA HAWAII?

- Hawaii's construction industry generates **\$5.6 billion** in annual revenue.*
- GCA Hawaii members spend approximately **\$4 billion** on products and services annually.**
- GCA Hawaii members represent **21 of the top 25 contractors** in Hawaii, including the largest general contractors on Oahu.**



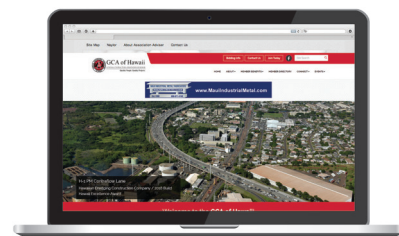
MEMBERSHIP PROFILE

Your message will be sent to over **550** GCA Hawaii members including:

- General Contractors
- Subcontractors
- Material/Equipment Dealers
- Architects
- Engineers
- Legislators
- Government Agencies
- And More!

CONTACT YOUR NAYLOR REPRESENTATIVE FOR MORE INFORMATION!

Source: files.agc.org/files/economic_state_facts/HIstim.pdf
2016 Marketing Questionnaire**



WWW.GCAHAWAII.ORG
WEBSITE SALES



INSIDE GCA HAWAII
ANNUAL MAGAZINE &
MEMBERSHIP DIRECTORY



INSIDE GCA HAWAII MAGAZINE AND MEMBERSHIP DIRECTORY

Net Advertising Rate

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	\$3,839.50	\$3,649.50
Outside Back Cover	\$3,199.50	\$3,079.50
Inside Front or Inside Back Cover	\$2,869.50	\$2,749.50
Full Page	\$2,369.50	\$2,249.50
2/3 Page	\$1,799.50	\$1,709.50
1/2 Page	\$1,269.50	\$1,209.50
1/3 Page	\$809.50	\$769.50
1/4 Page	\$669.50	\$639.50
1/6 Page	\$499.50	\$469.50
1/8 Page	\$439.50	\$419.50

Black-and-White Rates	1x	2x
Full Page	\$1,549.50	\$1,469.50
2/3 Page	\$1,499.50	\$1,419.50
1/2 Page	\$1,149.50	\$1,089.50
1/3 Page	\$739.50	\$699.50
1/4 Page	\$499.50	\$469.50
1/6 Page	\$439.50	\$419.50
1/8 Page	\$349.50	\$329.50

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.

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. (Rates as of August 2017)

WWW.GCAHAWAII.ORG

Advertising on the GCA of Hawaii Website:

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

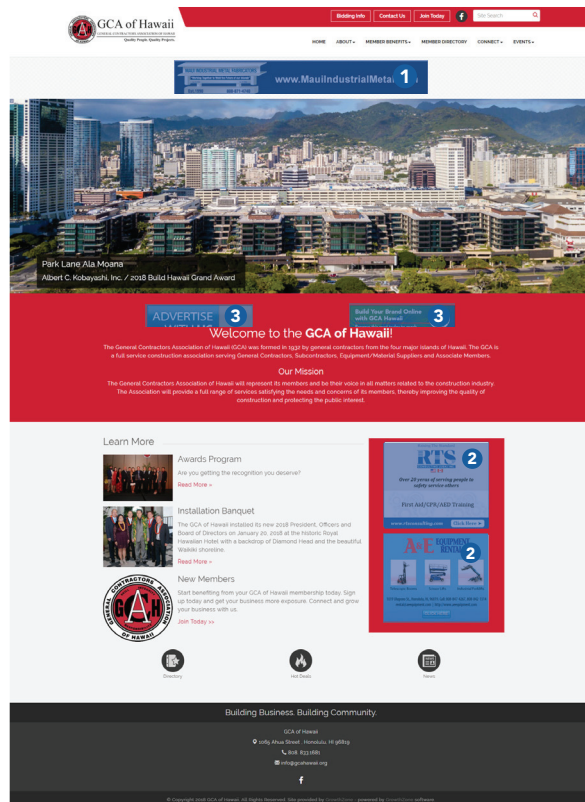
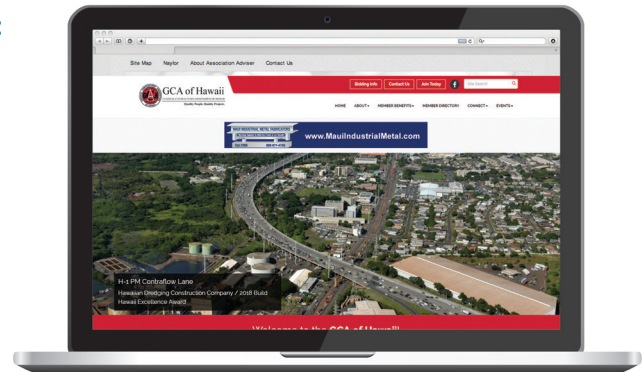
Features of GCA Hawaii's website advertising:

- Cross-promoted in other GCA Hawaii 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, GCAHawaii.org receives:

- 12,100 visits per month
- 22,400 page views per month

*Traffic numbers from 01/2017 - 08/2017



1 Leaderboard

12 Months | **\$3,230**

6 Months | **\$1,820**

- Highly visible position near the **top of every page** on the site. One position, 6 rotations.

2 Large Rectangle

12 Months | **\$2,700**

6 Months | **\$1,575**

- Available on **every page of the site**. 2 positions, 5 rotations.

3 Medium Rectangle

12 Months | **\$1,800**

6 Months | **\$1,000**

- 2 positions, 5 rotations

For the latest online specs, please visit:

www.naylor.com/online specs

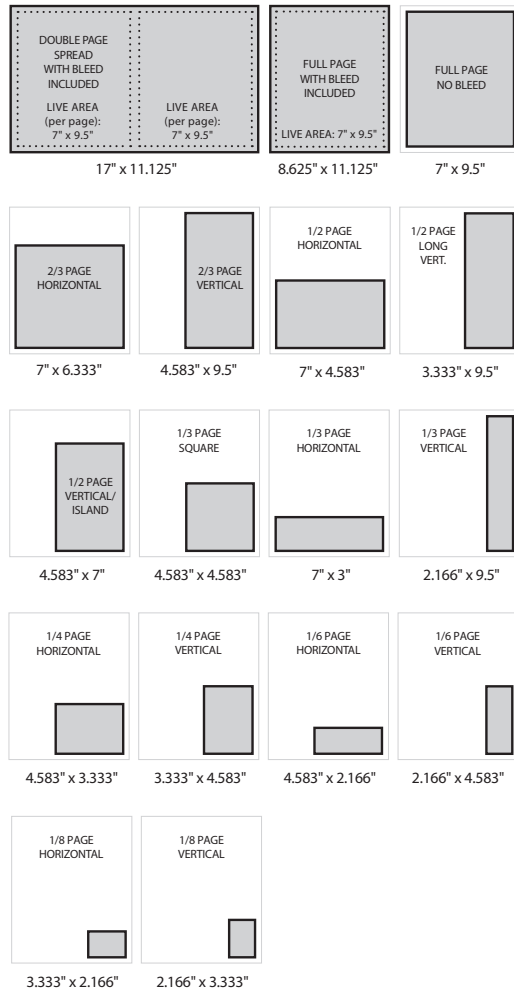
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INSIDE GCA HAWAII MAGAZINE AND MEMBERSHIP DIRECTORY

PRINT ADVERTISING SPECS

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/adupload

Production Services, Proofs and Revisions

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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/linespecs

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INSIDE GCA HAWAII MAGAZINE AND MEMBERSHIP DIRECTORY

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.*

- | | | |
|---|--|--|
| ☐ Accessibility Equipment | ☐ Digital Printing Equipment & Supplies | ☐ Mobile Offices |
| ☐ Accountants | ☐ Employee Providers | ☐ Painting Contractors |
| ☐ Access Control | ☐ Engines | ☐ Pile Driving Equipment |
| ☐ Acoustical Materials & Contractors | ☐ Environmental Contractors | ☐ Pipes & Accessories |
| ☐ Aerial Lifts, Compressors, Cranes | ☐ Equipment Sales/Rental | ☐ Plumbing Contractors |
| ☐ Aerial Work Platforms | ☐ Erosion Control | ☐ Post-Tensioning Installation |
| ☐ Aggregates | ☐ Excavating Equipment | ☐ Power Tools & Construction Supplies |
| ☐ Anchor Systems | ☐ Existing-building Retrofit | ☐ Pumps |
| ☐ Architectural Pre-cast Products | ☐ Fire Doors | ☐ Rebar Fabrication |
| ☐ Asbestos/Lead Paint Abatement | ☐ Fire Protection | ☐ Rebar Installation |
| ☐ Attorneys | ☐ Fleet Truck/ Vehicle Sales/Service | ☐ Rock Bolts |
| ☐ Banks | ☐ Floor Coverings | ☐ Roofing |
| ☐ Barricades | ☐ General Contractors | ☐ Roofing-Commercial/Industrial |
| ☐ Bar Supports | ☐ Generators | ☐ Sawmills |
| ☐ Block & Brick | ☐ Glass | ☐ Scaffolding & Accessories |
| ☐ Blueprinting Equipment & Services | ☐ Glazing | ☐ Scrap Metal |
| ☐ Boilers | ☐ Grading | ☐ Sheet Metal/Cladding Systems |
| ☐ Boiler Supply | ☐ Guardrails/Highway Signs | ☐ Shipping Cargo |
| ☐ Bonding | ☐ Gypsum Wallboard | ☐ Signs/Pavement Marking |
| ☐ Bridge Systems | ☐ Hand Cleaners | ☐ Site Preparation & Management |
| ☐ Building Products & Materials | ☐ Heavy Construction Equipment | ☐ Site Utilities-Installation/Repair |
| ☐ Carpenters & Carpentry Contractors | ☐ Healthcare Benefits | ☐ Stakes, Laths & Hubs |
| ☐ Ceilings | ☐ Hospital Systems/Healthcare | ☐ Steel |
| ☐ Commercial & Industrial Roofing | ☐ Insulated Concrete Forms | ☐ Storage On Site |
| ☐ Commercial Hardware | ☐ Insulation | ☐ Surety |
| ☐ Commercial Trucks & Bodies | ☐ Insurance | ☐ Survey Instruments |
| ☐ Computer Hardware | ☐ Insurance & Bonding | ☐ Surveyors |
| ☐ Concrete Contractors | ☐ Interior Finishers | ☐ Temporary Labor |
| ☐ Concrete Forms | ☐ Lead | ☐ Tire Service |
| ☐ Concrete Formwork | ☐ Lifts | ☐ Tools & Supplies |
| ☐ Concrete Products | ☐ Lighting Products | ☐ Trailer Sales & Rentals |
| ☐ Concrete Resurfacing | ☐ Locksmiths | ☐ Trucks-Sales & Service |
| ☐ Concrete Tools | ☐ Lumber | ☐ Trench Shoring Equipment |
| ☐ Construction Cleanup Services | ☐ Lumber & Hardware | ☐ Utility Line Locators |
| ☐ Construction Companies | ☐ Masonry Contractors | ☐ Waste Management |
| ☐ Construction Equipment/Supplies | ☐ Material Handling | ☐ Waterproofing |
| ☐ Construction Management | ☐ Materials Testing | ☐ Welding Supply |
| ☐ Consulting Engineers | ☐ MBE-Structural Steel Erectors | ☐ Wheelchair Lifts |
| ☐ Cooling Towers | ☐ Mechanical Contractors & Engineers | ☐ Windows |
| ☐ Crane Rentals | ☐ Mechanical Insulation | ☐ Wireless Communications/Radios |
| ☐ Cranes & Hoists | ☐ Metal Fabrication & Erection | ☐ Workers' Compensation |
| ☐ Crushing Equipment | ☐ Metal Roofing | ☐ Other _____ |
| ☐ Curtain Wall Contractors | | ☐ _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$_____

Initial: _____ Date: _____

INSIDE GCA HAWAII MAGAZINE AND MEMBERSHIP DIRECTORY

PAST ADVERTISERS

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.

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A Team Pacific Roofing, Inc.	GPRM Prestress, LLC	Pacific Guardian Life Insurance Co. Ltd.
A&E Equipment Rentals	Grace Pacific, LLC	Pacific Pump and Power
Airgas USA, LLC	Hawaii Geophysical Services, LLC	Painting & Decorating Contractors Association (PDCA) of HI
Alakona Corporation	Hawaiian Cement Oahu Concrete & Aggregates	Preferred Mechanical, LLC
Aloha Marine Lines	Hawaiian Crane & Rigging, Ltd.	Project Transport
Aloha Marketing	Hawaiian Dredging Construction Co. Inc.	PVT Land Company, Ltd.
American Machinery	Hawthorne CAT	Pyramid Insurance
Approved Freight Forwarders	HC&D, LLC	Raising the Standard Consulting Inc. (USA)
Bays Lung Rose & Holma	Honsador Lumber	Risk Solution Partners, LLC
Nehr	HPM Building Supply	Robert A. Bothman Construction
Cache Valley Electric	Iron Planet	SA Healy Company
Clay Chapman Iwamura Pulive & Nervell	Island Ready-Mix Concrete , Inc.	Safety Systems And Signs Hawaii, Inc.
Crane Tech	Jack Wolfe Insurance Inc.	Safway Services, LLC
D H X Dependable Hawaiian Express	Jayar Construction	Sause Bros.
DC Asphalt Services, Inc.	JBL Hawaii, Ltd.	Sky Climber of Hawaii
Drayko Construction, Inc.	Jensen Precast	SL Construction, LLC
Drill Pro Company	Kiewit Building Group, Inc.	Sunbelt Rentals
Dynatek, Inc.	Kloekner Metals Corporation	Swinerton Builders
Earthworks Pacific, Inc.	Koga Engineering & Construction, Inc.	Termimesh
Enterprise Holdings	Layton Construction Co., Inc.	The Lane Constrction Corporation
Environmental Science International	Matson Navigation Company	The Pasha Group
Essex Rental Corp.	Maui Industrial Metal Fabrications	Tileco
Finishing Edge Curb & Sidewalk, LLC	Michels Corporation	Unistrut Hawaii
GATORBAR/Honolulu Wood Treating, LLC	Moss & Associates	Young Brothers
Geotech Solutions, Inc.	New City Nissan	Zelinsky Company
Glover, Jas. W. Ltd.	Oahu Metal & Glazing LP	Zurich North America
Goodfellow Bros., Inc.	Ohana Environmental Construction, Inc.	