

MEDIA KIT

- . **IN FOCUS** – quarterly magazine
- . **Membership Directory & Resource Guide**
- . **ONSITE** – bi-weekly eNewsletter



FOR MORE INFORMATION, PLEASE CONTACT:

Paul Walley
Media Consultant
352-333-3487
pwalley@naylor.com





TEXO

The Construction Association

ABOUT TEXO:

68% TEXO represents 17 out of 25 general contractors, according to *Dallas Business Journal's* Top 25 General Contractors in Dallas.

\$15B

The Dallas-Fort Worth metroplex construction industry spends an estimated \$15 billion annually on products and services.

+27%

TEXO has had a 27.4 percent growth in contractor members since December 2016.



The Dallas-Fort Worth metroplex is the largest metro area in the southern U.S. and fourth-largest metro area in the country.

PLUS

Our print and online resources are distributed to TEXO members, as well as industry professionals, in North and East Texas. Additional readers include members of:

- Associated General Contractors of America (AGC)
- Builders Owners and Managers Association (BOMA)
- American Institute of Architects (AIA)
- Associated Builders and Contractors (ABC)

Contact your Naylor Account Executive and reach the leaders of the North and East Texas construction industry!

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

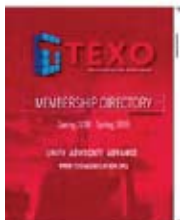
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4-5x	Directory Only
Double Page Spread	\$ 4,139.50	\$ 3,729.50	\$ 3,519.50	\$ 3,809.50
Outside Back Cover	\$ 3,509.50	\$ 3,239.50	\$ 3,099.50	\$ 3,619.50
Inside Front or Inside Back Cover	\$ 3,269.50	\$ 2,999.50	\$ 2,859.50	\$ 3,379.50
Full Page	\$ 2,719.50	\$ 2,449.50	\$ 2,309.50	\$ 2,829.50
2/3 Page	\$ 2,149.50	\$ 1,929.50	\$ 1,829.50	\$ 2,229.50
1/2 Page	\$ 1,629.50	\$ 1,469.50	\$ 1,389.50	\$ 1,699.50
1/3 Page	\$ 1,209.50	\$ 1,089.50	\$ 1,029.50	\$ 1,279.50
1/4 Page	\$ 929.50	\$ 839.50	\$ 789.50	\$ 979.50
1/6 Page	\$ 669.50	\$ 599.50	\$ 569.50	\$ 699.50
1/8 Page	\$ 559.50	\$ 499.50	\$ 479.50	\$ 589.50

Black-and-White Rates	1x	2-3x	4-5x	Directory Only
Full Page	\$ 1,759.50	\$ 1,579.50	\$ 1,499.50	\$ 1,829.50
2/3 Page	\$ 1,499.50	\$ 1,349.50	\$ 1,269.50	\$ 1,569.50
1/2 Page	\$ 1,149.50	\$ 1,029.50	\$ 979.50	\$ 1,189.50
1/3 Page	\$ 889.50	\$ 799.50	\$ 759.50	\$ 929.50
1/4 Page	\$ 679.50	\$ 609.50	\$ 579.50	\$ 709.50
1/6 Page	\$ 489.50	\$ 439.50	\$ 419.50	\$ 529.50
1/8 Page	\$ 429.50	\$ 389.50	\$ 369.50	\$ 449.50

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.

Tab Special - Directory Only



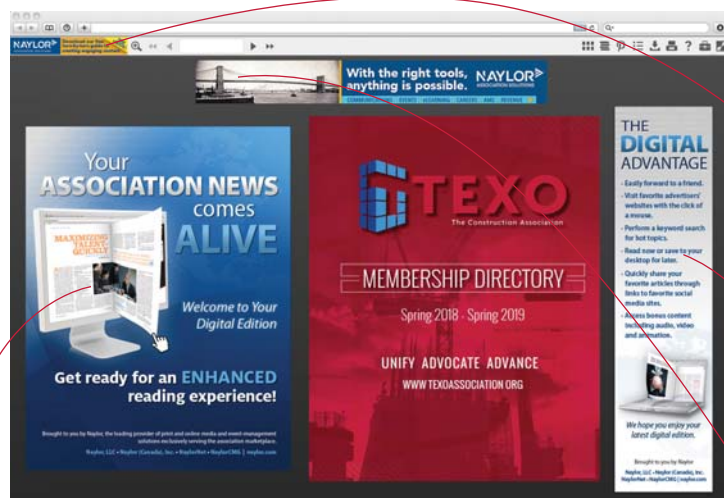
Capitalize on this opportunity to showcase your business in a prominent location. A full-color ad attracts readers' attention and prominently displays your message to TEXO's membership.
Price: \$2,469.50

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.

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

In addition to print, the *Membership Directory and Resource 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.



Sponsorship* | \$1,245

Your message will be prominently displayed across from the directory the entire time the digital edition is open. Video capabilities available.

Sponsorship MAX* | \$1,480

Your message will be prominently displayed directly across from the cover of the magazine. Takes up most real estate of any digital edition ad. Video capabilities not available.

Large Toolbar | \$570

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 | \$965

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

Leaderboard | \$965

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

Ad Jolt Upgrade | \$280

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Extend your print advertising investment with the unique benefits of digital media!

IN FOCUS is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 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 your ad to the landing page of your choice
- 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 TEXO's website. A full archive of past issues is available, ensuring longevity for your online presence.



DIGITAL OPTIONS

1 Leaderboard | \$800

The leaderboard ad will appear right above the magazine on all pages of the replica page view.

2 Top TOC Banner | \$700

The top TOC mobile banner will appear as the top banner in the table of contents of the HTML reading view.

3 Rectangle | \$600

The rectangle ad will appear below the table of contents, locked on screen for all pages of the replica page view.

4 2nd TOC Mobile Banner | \$500

The second TOC mobile banner will appear between key article listings in the table of contents of the HTML reading view.

HTML5 Ad | \$900

Placed between article pages in the digital magazine, this mobile-responsive ad option gives you the freedom to include your content across a variety of devices. HTML5 ads allow you to include text, images, hyperlinks, and video.

1/2-Page Digital Insert | \$350

Your message will display as a half-page ad between any article pages in the digital magazine.

2/3-Page Digital Insert | \$400

Your message will appear as a 2/3rds display ad between any article pages in the digital magazine.

Digital Magazine Video | \$250

Displaying between or within digital magazine articles, the video option will let your company deliver its message to your target audience.



Replica Page View

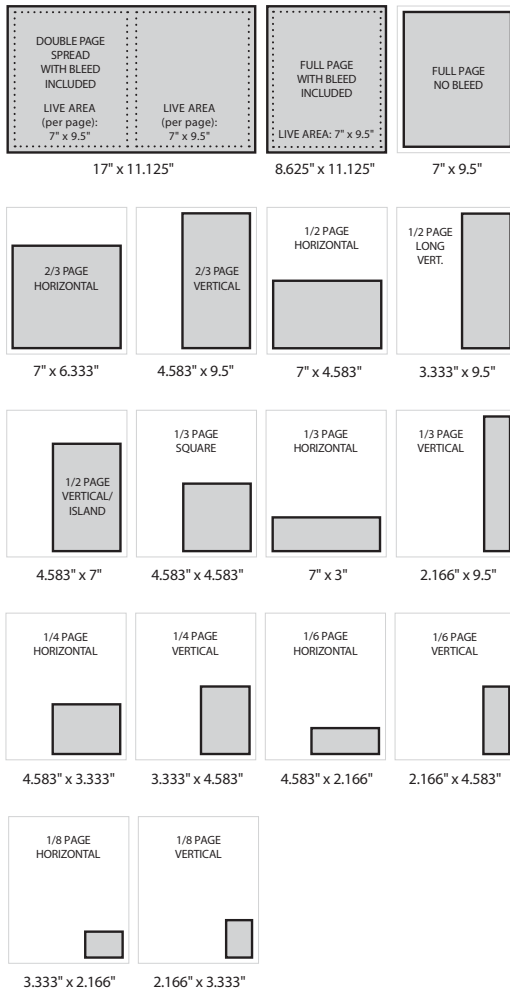


HTML Reading View

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

Print Advertising Specifications

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

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 Flyers: 8.5" x 11"

Digital Edition

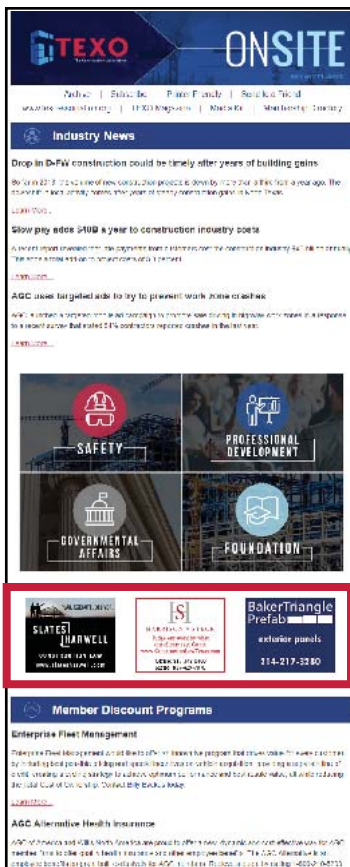
For the latest online specs, please visit www.naylor.com/onlinepecs.

About the eNewsletter – naylornetwork.com/dfw-nwl

Now more than ever, professionals consume information on the go. Our *ONSITE* 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 more than 5,600 decision-makers that represent 4 out of 5 commercial contractors in North and East Texas
- Targets the largest commercial construction association in Texas
- In addition to TEXO members, opt-in subscription means that professionals in the market for your products and services see your message
- Cross-promoted in other TEXO publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Top Rectangles

12 Months | \$3,205

- Only three spots available – NO ROTATION
- Located toward the top of the eNewsletter

Middle Rectangles

12 Months | \$2,755

- Only three spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Lower Rectangles

12 Months | \$2,490

- Only three spots available – NO ROTATION
- Located below the content of the eNewsletter

Distributed every other Tuesday!

Sections include:

- Hot Topics
- News Briefs
- Upcoming Events
- Training Opportunities

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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.