

# BW

## BUILDING WASHINGTON

THE VOICE OF CONSTRUCTION  
IN WASHINGTON, DC



### 2017 MEDIA KIT

*For More Information*

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Metro Washington  
Chapter





### Who We Are

Established in 1958, Associated Builders and Contractors of Metro Washington (ABC) is one of 70 chapters in a nationwide federation of more than 22,000 merit shop construction and construction-related firms with nearly two million employees. Locally, ABC of Metro Washington is more than 500 member companies strong. ABC members are dedicated to free enterprise, open competition and the merit shop philosophy. They are the builders of schools, hospitals, government buildings, recreational facilities, commercial centers, industrial plants, bridges, museums and much more.



### Keep your company in the forefront of key decision makers in the area.

3,000 plus of the region's top construction users; architecture, engineering and design professionals; general and specialty contractors; elected and appointed officials; and other affiliated industry professionals read *Building Washington*.

Advertising and sponsorship sales in print media outperform those in digital **73 to 27 percent**  
– *The Angerosa Research Foundation*

**49% of contractors** consider magazines their top reference for industry news (17% say it's websites)  
– *Randall-Reilly*

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### AD DEADLINES

#### SPRING

Ad Sales Deadline: February 8, 2017  
Artwork Deadline: February 17, 2017  
Estimated Delivery: March 10, 2017

#### FALL

Ad Sales Deadline: August 9, 2017  
Artwork Deadline: August 23, 2017  
Estimated Delivery: September 20, 2017

#### SUMMER

Ad Sales Deadline: April 28, 2017  
Artwork Deadline: May 19, 2017  
Estimated Delivery: June 10, 2017

#### WINTER

Ad Sales Deadline: November 1, 2017  
Artwork Deadline: November 16, 2017  
Estimated Delivery: December 10, 2017

*Excellence In Construction Awards Edition*



**Building Washington Magazine,  
Spring 2015**  
Print Media – Publications  
Magazine





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**SIGN UP ONLINE!** [www.emconsultinginc.com/adreservation/ABCMWMAG/](http://www.emconsultinginc.com/adreservation/ABCMWMAG/)

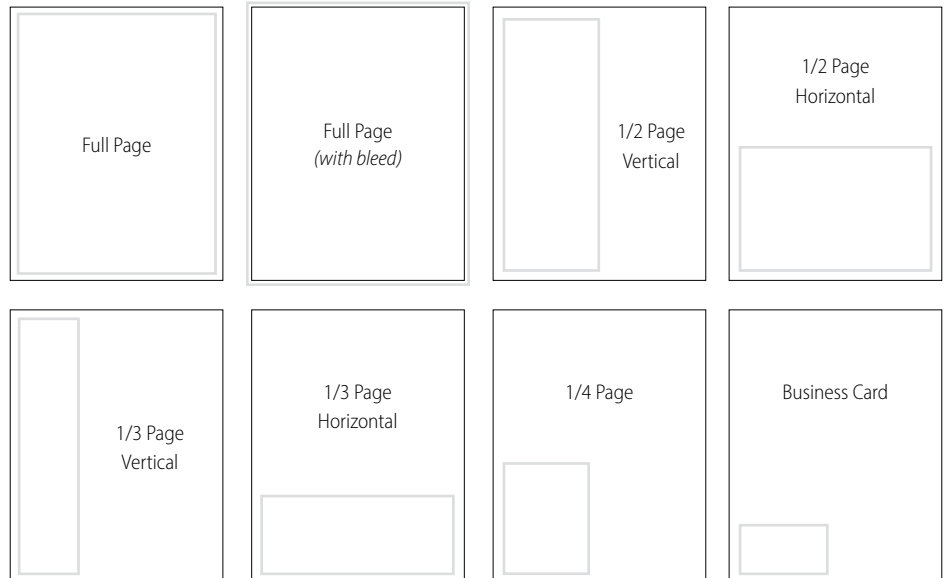
Rates listed are per issue.

Size	1 Issue	4 Issues	Digital Link
<b>Full Color Ad Rates</b>			
Business Card	\$599	\$499	<p><b>\$125 / issue</b></p> <p>Add your company website to the online ad and enhance your web traffic from the digital publication.</p> <p>Available at any ad size or placement.</p>
1/4 Page	\$799	\$699	
1/3 Page	\$1,049	\$949	
1/2 Page	\$1,399	\$1,299	
Full Page	\$1,999	\$1,799	
Facing Inside Front Cover	\$2,099	\$1,999	
Inside Front Cover	\$2,499	\$2,399	
Inside Back Cover	\$2,499	\$2,399	
Outside Back Cover	\$2,799	\$2,599	

<b>Black &amp; White Ad Rates</b>			
Business Card	\$449	\$349	<p><b>\$125 / issue</b></p>
1/4 Page	\$649	\$549	
1/3 Page	\$749	\$649	
1/2 Page	\$999	\$899	
Full Page	\$1,599	\$1,499	

**Ad Specs (width by height)**

- Full Page ..... 8.375" x 10.875"
- Full Page (with bleed) ..... 8.625" x 11.125"
- 1/2 Page Horizontal ..... 7.5" x 5"
- 1/2 Page Vertical ..... 3.75" x 10"
- 1/3 Page Horizontal ..... 7.5" x 3.125"
- 1/3 Page Vertical ..... 2.5" x 10"
- 1/4 Page ..... 3.75" x 5"
- Business Card ..... 3.5" x 2"



## Digital Flipbook

Digital versions of *Building Washington* deliver traditional media to an audience with an additional 10,000+ page views per year. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing. The average reader spends almost three minutes per session and with the capability to deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.



### Ad Specs (width by height)

Full Side Banner.....	200 x 860px
Double Box.....	200 x 567px
Single Box.....	200 x 275px

Digital Magazine Banners*	1 Issue	4 Issues
Single Box	\$250	\$1,000
Double Box	\$400	\$1,600
Full Side Banner	\$500	\$1,800

\* 2 banners available or up to 6 single box ads available.

In addition to print, *Building Washington* is also available 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 your company's website.

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

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

**SIGN UP ONLINE!** [www.emconsultinginc.com/adreservation/ABCMWMAG/](http://www.emconsultinginc.com/adreservation/ABCMWMAG/)



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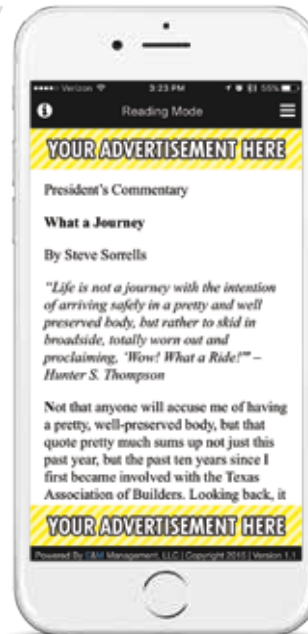
**NEW**



### **Publications Reader App**

Catch up on the latest news in the construction industry at any time, any place, with the Publications Reader App! You can easily access full issues of the *Building Washington* magazine from your mobile phone or tablet device.

Reader App Banners	Annually
Top Banner	\$1,999
Bottom Banner	\$1,799
Splash Page	\$1,499



### **Market your company by:**

- Maximizing your exposure with premium full-color banner ads that remain visible to readers at all times.
- Reaching fellow construction industry professionals and potential customers by advertising on the Publications Reader App banners or in the magazine itself.
- Promoting your products and services on cell phones and tablets, where customers and colleagues can easily save your info and look you up online.



Building Metro Washington Weekly - November 22, 2016

[View this email in your browser](#)



## Chapter News

### ABC NATIONAL BEAM CLUB HONORED

ABC National held a celebration of the 50<sup>th</sup> Anniversary of the Beam Club at the November National Board meeting in Dallas last week. The honored guests at the reception were ABC members who have recruited 50+ members over their lifetime. Each guest was given a special 50<sup>th</sup> Anniversary burgundy Beam club blazer and recognized for their enormous contribution to ABC by promoting the association with the enrollment of new members. Congratulations to ABC of Metro Washington members Jim Angliemyer, WCS Construction, LLC and George Nash, ABC Mid-Atlantic Region Vice Chair. [photo >](#)

### COFFEE AND CONVERSATION AT LEND LEASE (US) CONSTRUCTION

Thank you Lend Lease (US) Construction for hosting last Thursday's "Coffee & Conversation" at their offices for new, current, and prospective ABC of Metro Washington members. We are #ABC proud! [more >](#)

### HELP US SERVE YOU BETTER

We value your membership and want to serve you better. Please give us your honest feedback on our services and programs. While this short survey will take less than 10 minutes of your time, your feedback is priceless to us. [SURVEY >](#)

### RIISING STAR OF THE YEAR AWARD GOES TO STACEY HOLSINGER, SHAPIRO & DUNCAN, INC.

Three young professionals were honored at the Rising Star Awards on November 16, 2015. Congratulations to the 2015 Rising Star, Stacey Holsinger, Shapiro & Duncan, Inc., and finalists Ibrahim Sagatov of Kastle Systems and Jennifer Bowers of Henley Construction Co. The Rising Star Awards honor young professionals for their participation with the ABC of Metro Washington chapter, support for legislative activity for the construction industry and commitment to making the industry stronger. [more >](#)



## Legislative News

### DEC 2 WHAT WILL A TRUMP ADMINISTRATION MEAN FOR EMPLOYERS?

To find out, sign up today for the Federal Regulatory Review seminar being conducted by ABC legal counsel Maury Baskin. Maury will provide insight on the future of pending NLRB decisions, Obama Executive Orders and other regulatory actions affecting your ability to do business. [more >](#)

## Weekly eNewsletter

Reach more than 2,000 key stakeholders in the commercial construction Industry with ABC of Metro Washington's weekly eNewsletter. Filled with information that every construction professional needs, *Building Metro Washington Weekly* provides advertisers the ability to create awareness and brand their business.

### Weekly eNewsletter Banner Rates

1x	\$125
4x	\$450
8x	\$850
12x	\$1,250

### Ad Submissions

Ads are due by Thursday for the following week's newsletter. Submissions should be emailed to Cathy Calliotte at [ccalliotte@abcmetrowashington.org](mailto:ccalliotte@abcmetrowashington.org).

### Ad Specs (width by height)

Banner ..... 550 x 153px  
 Formats accepted .....JPEG or PNG files  
 Maximum size .....1MB

*All banner ads are footers*

*Specific date requests for advertising will be honored if possible.*

*Advertising is available for ABC of Metro Washington members only.*

