



Metro Washington Chapter

A Quarterly Magazine



When representatives of 14 construction companies met in 1959 to establish the Metropolitan Washington Chapter of the Associated Builders and Contractors (ABC), even the most hard-headed among them could not have envisioned all that has transpired since. The members would continue during the next 50 years.

In those days, most ABC chapters based in local business circles. "The areas had taken over, and we had to do it after another, county, village and other problems," said Phil Coulter, one of the founders of Coulter & Williams Construction, Inc., which was one of the original members of the Metro Washington Chapter.

"That was actually the second turning point. The first one was going to get together, but we're all going to get together, but we're all going to fight."

From the 70s to the 80s, we really struggle our minds, and then the 90s, we really had to have the way to build things," Nickelson recalls.

Today most ABC chapters perform more than 85 percent of the work done in the greater Washington, DC area. "We have the most done, we have a great business, and there hasn't been a single time since 1959," says Nickelson.

The size of the line program system and competition provided by ABC of Metro Washington has been recognized by the District of Columbia and its Maryland suburbs. Without open competition, "I think we would have done only a third of what's been done by open shop contractors."

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2009 Publishing and Editorial Calendar

VOL. 24, Issue 1 (March) Spring 2009	Editorial Deadline: 2/13/09 Advertising Deadline: 3/5/09
VOL. 24, Issue 2 (June) Summer 2009	Editorial Deadline: 4/29/09 Advertising Deadline: 5/19/09
VOL. 24, Issue 3 (September) Fall 2009	Editorial Deadline: 7/27/09 Advertising Deadline: 8/14/09
VOL. 24, Issue 4 (December) Awards Issue - Winter 2009	Editorial Deadline: 10/16/09 Advertising Deadline: 11/5/09

Distribution

- General Contractors
- Specialty Contractors
- Professional Associate Firms
- State & Local Purchasing Offices
- Architects
- Construction Managers
- Suppliers
- Construction Users
- Building Management
- Other Affiliated Industry Professionals

What's in it for YOU?

- ABC of Metro Washington offers the advertiser the opportunity to reach a diverse group of professionals within the built industry. It is used by the individuals who constitute the bulk of the purchasing power within the building community.
- ABC of Metro Washington has advertising rates to fit everyone's budget. Typesetting is complimentary.
- As an advertiser, you will receive a FREE copy of *Building Washington* magazine.
- Each advertiser receives a FREE listing in the Index to Advertisers. This categorical index in the magazine works as a second buyers' guide for readers purchasing products and services.

Secure your future business today by making sure that your company is represented in ABC of Metro Washington's *Building Washington* magazine.



"RESERVE YOUR AD SPACE TODAY."
Please complete the attached insertion order and fax to 410-560-5601.

Please Contact:
Dawson Publications, Inc. • 2236 Greenspring Drive, Timonium, MD 21093
info@dawsonpublications.com • 800-322-3448 • Fax: 410-560-5601
(rates attached)

Reserve your space today – please sign and fax to Dawson Publications, Inc. 410-560-5601

ABC OF METRO WASHINGTON

Building Washington Quarterly Magazine Insertion Order

We hereby contract for the following advertisement(s):
COSTS:

Black/White \$ _____ Guaranteed Position \$ _____ (15%)*
 Process color _____ Bleed _____ (10%)*
 Four color _____ Fax On Demand (One 8 1/2 x 11" marketing piece FREE)
 PMS color _____ Add'l. Pages: Qty. _____ x \$10.00 = _____
 Matched color _____ **TOTAL COST** \$ _____

DESCRIPTION OF AD:

Size of Ad: _____
 Specify Color: _____
 Specific Position: _____
 Index to Advertisers Category: _____

* Percentages of black and white space rate.

I have read and agree to abide by all the terms of the rate card and this contract as they apply to my company. I understand that all advertising is sold subject to the approval of the Association. The performance of this contract is in Baltimore County, Maryland. All fees associated in collection of this account will be paid by the advertiser. No verbal representations have been made to me that are not in writing. Deadlines and publication dates are determined by the Association and are subject to change as schedules require without notification. The advertiser agrees to indemnify the ABC MetroWashington and Dawson from all libel claims and copyright infringement claims which may arise with respect to the ads to be printed in this publication.

FIRM NAME: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 PHONE NO.: (____) _____
 FAX NO.: (____) _____
 INSTRUCTIONS: _____
 AUTHORIZED NAME/POSITION: _____
 SIGNATURE/DATE: _____

ISSUE	SIZE	SPECIAL REQUIREMENTS	RATE
Spring Vol24 #1			
Summer Vol24 #2			
Fall Vol24 #3			
Winter Awards Vol24 #4			

(The person signing this order is authorized to do so binding his/her company to the agreement even if no longer employed when payment is due.)

(Publishers Advertising Account Executive)

DAWSON PUBLICATIONS
 on behalf of the
ABC of Metro Washington

WE ACCEPT:



ABC of Metro Washington
c/o DAWSON PUBLICATIONS

2236 Greenspring Drive
 Timonium, Maryland 21093
 (410) 560-5600 • 1-800-322-3448

Sign and Fax to: (410) 560-5601



BLACK & WHITE RATES & SIZES (Based on inches)

Sizes	Width	Depth	1x Rate	4x Rate
OBC	7	9 1/2	\$ 2,500.00	\$ 2,250.00
IFC/ABC	7	9 1/2	2,265.00	2,040.00
DPS	15	9 1/2	2,390.00	2,150.00
Premium Page	7	9 1/2	1,490.00	1,340.00
Full Page	7	9 1/2	1,300.00	1,200.00
2/3Hz.	7	6 1/4	1,050.00	945.00
2/3Vt.	4 5/8	9 1/2	1,050.00	945.00
1/2Hz.	7	4 5/8	780.00	700.00
1/2Vt.	4 5/8	7	780.00	700.00
1/2Vt.	3 3/8	9 1/2	780.00	700.00
1/3Hz.	7	3	590.00	530.00
1/3Sq.	4 5/8	4 5/8	590.00	530.00
1/3Vt.	2 1/8	9 1/2	590.00	530.00
1/4Vt.	3 3/8	4 5/8	450.00	405.00
1/4Hz.	4 5/8	3 3/8	450.00	405.00
1/4BR	7	2 1/4	450.00	405.00
1/6Hz.	4 5/8	2 1/8	380.00	340.00
1/6Vt.	2 1/8	4 5/8	380.00	340.00
1/8Hz.	3 3/8	2 1/8	295.00	265.00
1/8Vt.	2 1/8	3 3/8	295.00	265.00
1/16	2 1/8	19/16	199.00	180.00

Color Rates:

Process color (magenta, cyan, yellow) \$300.00
 Matched color 400.00
 PMS or metallic inks 650.00
 4-color process (separations supplied by client) 600.00

SPACE RESERVATION:

To reserve your advertising space, simply complete this insertion order and fax to 410-560-5601 or mail to the address above.

MEDIA SPECIFICATIONS:

We are MAC and PC compatible. Disks: 3 1/2 floppy, Zip, CD, E-mail: (dawson2236@aol.com). Type size (live area): 7x9 1/2, Trim size: 8 1/2x11, Bleed size: 8 3/4x11 1/4. Line screen 133 to 175. 300 dpi minimum. Ads being supplied on disk must include all fonts, graphics and images and a proof.

We support: QuarkXpress, Pagemaker, Illustrator, CorelDraw, Photoshop, Acrobat.

We accept: tif, jpeg, eps, pdf formats. All fonts, graphics and images should be included and a minimum of 300 dpi. All artwork must be supplied to Dawson by the deadline. If not received, Dawson reserves the right to typeset your company's primary information as ad copy. If you do not have artwork, we'll typeset your ad for FREE!

BLACK AND WHITE REQUIREMENTS:

Please send file including all fonts and a printed proof. If files are e-mailed, send printed proof under separate cover.

FOUR (FULL) COLOR REQUIREMENTS:

CMYK Mode only. NO RGB. Match print must be supplied, or send file including all fonts, graphics and images and a printed proof. If the file is e-mailed, send a printed proof under separate cover. Full page ads with bleed must have trim and registration marks on the electronic file.

CANCELLATIONS:

Failure to supply artwork is not a form of cancellation. All cancellations must be received in writing no later than the close of sales date on this publication. No verbal cancellations will be accepted. Premium and cover positions are non-cancellable.

ADVERTISING AGENCY COMMISSIONS:

A full 15% discount will be given to all recognized agencies fulfilling normal functions including providing camera ready artwork. Agencies are billed the gross amount. The net amount is listed in the description section of your invoice and is the total amount due to Dawson.