



Associated Builders
and Contractors, Inc.
Metro Washington
Chapter

2019

MEDIA KIT

**ASSOCIATED BUILDERS
AND CONTRACTORS, INC.
METRO WASHINGTON CHAPTER
PRINT & DIGITAL ADVERTISING**



ABOUT

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. When you advertise in *Building Washington*, you'll reach an audience of more than 3,000 industry professionals, and with three different ways to advertise—print magazine, online flipbook, and the app—advertisers have many options and opportunities to reach leaders and decision makers within the commercial construction industry.

52% SPECIALTY CONTRACTORS

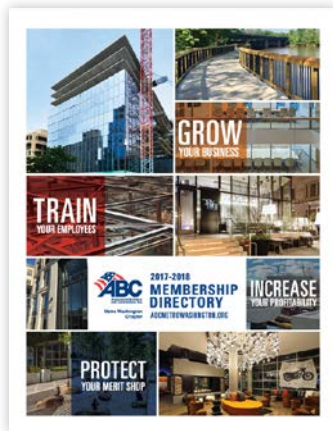
20% GENERAL CONTRACTORS

13% INDUSTRY ASSOCIATES

15% SUPPLIERS

3,000+
PRINT COPIES

700+
ONLINE VIEWS



**HERMES
CREATIVE AWARD**
Building Washington
Spring 2015
PRINT MEDIA – PUBLICATIONS

FOR MORE INFORMATION
MITCHELL KLEINSCHMIDT
p. 240.393.4149 / tf. 800.572.0011
mitchell@emconsultinginc.com
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MAGAZINE

Your award-winning *Building Washington* Magazine provides a vehicle to disseminate valuable ideas, practices, observations and research in the commercial construction industry. The magazine reaches a broad audience, including the region's top construction users; architecture, engineering and design professionals; general and specialty contractors; elected and appointed officials; and other affiliated industry professionals.



AD RATES

AD SPECS

DEADLINES

SPECIFICATIONS

COLOR ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$2,999	\$2,799	\$169	8.625" x 11.125"	N/A
Inside Covers	\$2,699	\$2,599	\$169	8.625" x 11.125"	N/A
Facing Inside Cover	\$2,299	\$2,199	\$169	8.625" x 11.125"	N/A
Full Page	\$2,199	\$1,999	\$169	8.625" x 11.125"	N/A
1/2 Page	\$1,599	\$1,499	\$169	3.625" x 10"	7.5" x 5"
1/3 Page	\$1,249	\$1,149	\$169	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$899	\$799	\$169	3.625" x 5"	N/A
Business Card	\$699	\$599	\$169	N/A	3.5" x 2"
B&W ADS	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS	
B&W - Full Page	\$1,799	\$1,699	\$169	8.625" x 11.125"	N/A
B&W - 1/2 Page	\$1,199	\$1,099	\$169	3.625" x 10"	7.5" x 5"
B&W - 1/3 Page	\$949	\$849	\$169	2.5" x 10"	7.5" x 3.125"
B&W - 1/4 Page	\$749	\$649	\$169	3.625" x 5"	N/A
B&W - Business Card	\$549	\$449	\$169	N/A	3.5" x 2"
<i>All rates listed are per issue.</i>					

SPRING 2019
AD DEADLINE: February 22
EST. DELIVERY: Late March

SUMMER 2019
AD DEADLINE: May 24
EST. DELIVERY: Late June

FALL 2019
AD DEADLINE: April 26
EST. DELIVERY: Late September

WINTER 2019
AD DEADLINE: November 15
EST. DELIVERY: Mid December

COLOR SPACE: CMYK
FREQUENCY: Quarterly
BINDING: Saddle-Stitch
TRIM SIZE: 8.375" x 10.875"

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MEMBERSHIP DIRECTORY

The ABC Metro Washington's membership directory is an essential tool in promoting members and highlighting the benefits of having a membership with an industry leader. The directory is successful with member participation and advertising! Take advantage of this essential asset for fellow members of the commercial construction industry and their peers!

AD RATES

SIZE	B&W RATE	COLOR RATE	VERTICAL	HORIZONTAL
<i>Premium Ads</i>				
Back Cover	N/A	\$3,299	8.75" x 11.25"	N/A
Inside Covers	N/A	\$3,299	8.75" x 11.25"	N/A
Facing Inside Front Cover	N/A	\$2,599	8.75" x 11.25"	N/A
Full Page Tab	N/A	\$2,599	8.75" x 11.25"	N/A
<i>Display Ads</i>				
Full Page	\$1,799	\$2,099	8.75" x 11.25"	N/A
1/2 Page	\$1,299	\$1,799	N/A	7.5" x 5"
1/4 Page	\$899	\$1,099	3.625" x 5"	N/A
Business Card	\$549	\$749	N/A	3.5" x 2"

AD SPECS

DEADLINE

EST. DELIVERY: Late July
**Dates subject to change*

SPECIFICATIONS

COLOR SPACE: CMYK
FREQUENCY: Annual
BINDING: Spiral
TRIM SIZE: 8.5" x 11"

ADDITIONAL FEATURES

SIZE	RATE
<i>Enhanced Listings</i>	
Boxed Listing	\$69
Shaded Box Listing	\$99
Boxed Listing with Logo	\$119
Boxed Listing with Logo & 50 Word Bio	\$169

	RATE
<i>Design Services</i>	
Ad Creation (<i>cost based on ad size</i>)	\$39 - \$149
Ad Change (<i>cost based on ad size</i>)	\$39 - \$99

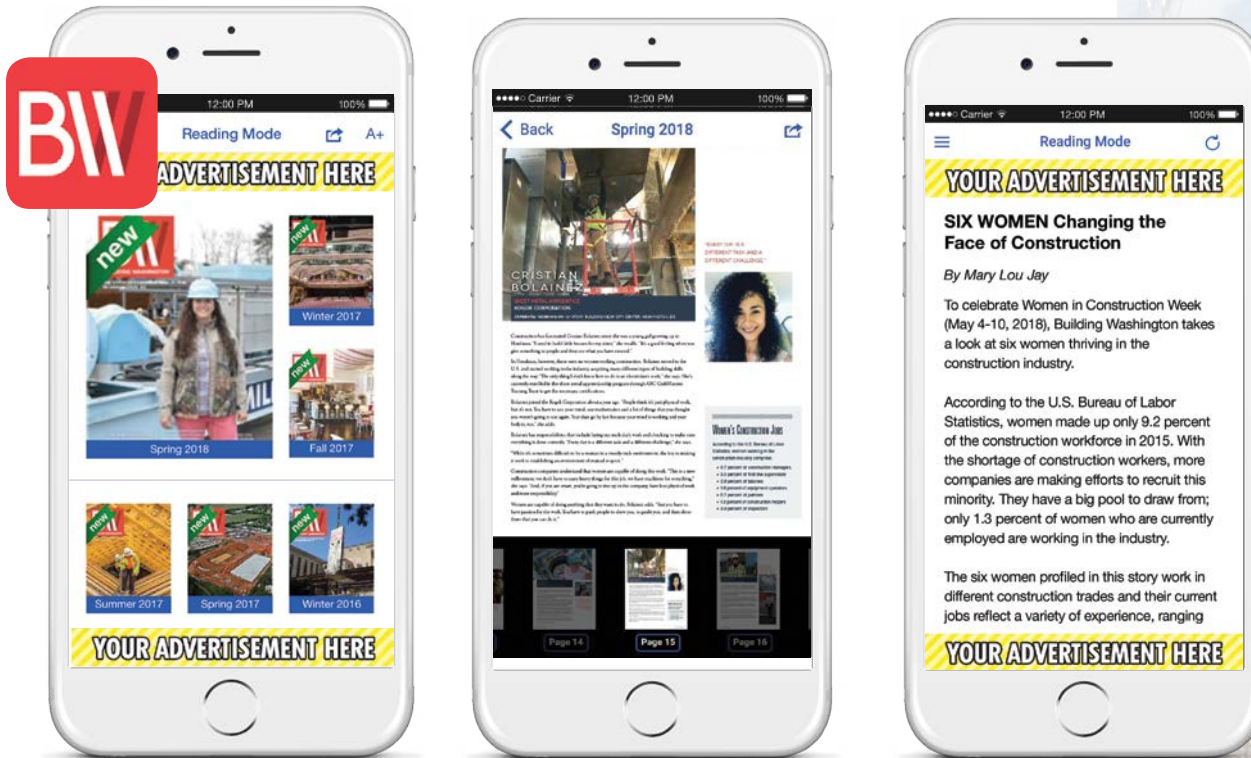
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PUBLICATION READER



READER APP BANNERS	RATE	SPECS
Top Banner	\$1,499	600 x 75px
Bottom Banner	\$1,499	600 x 75px
Splash Page - 2 Available	\$999	1242 x 2148px

Smartphone users are engaged on their downloaded mobile apps more than anything else in their phone, according to a recent study by eMarketer. This opens a world of opportunities to effectively target your audience on something they use every day with our Publication Reader App. Readers can access the information on your advertisement from their mobile phone or tablet device. By linking your ad to your social media pages or website, readers can easily navigate from the magazine to your information to save it. The world of digital marketing is expanding at an unprecedented rate and becoming the best new way to advertise your business. Take advantage of it now and connect with new clients today!



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DIGITAL

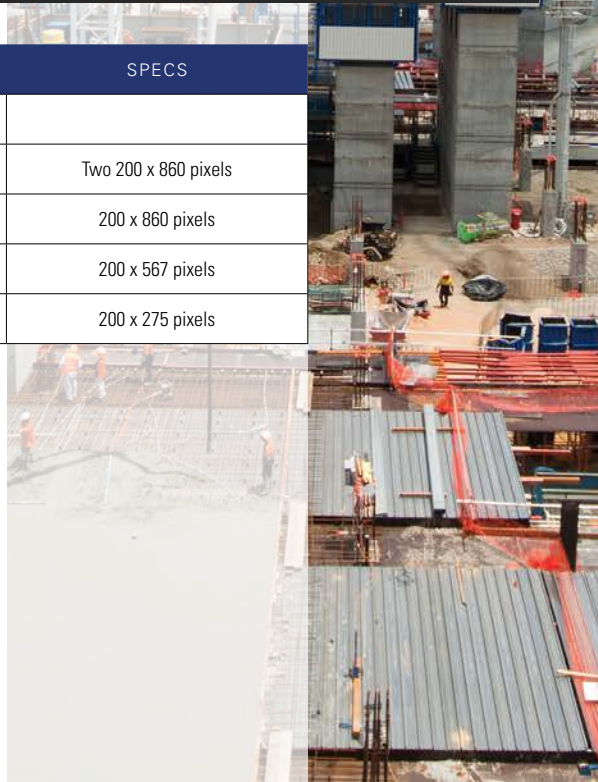
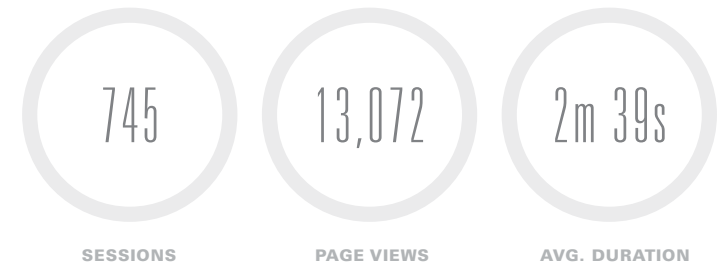


Digital versions of the *Building Washington* magazine deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver 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.

In addition to print, the *Building Washington* magazine 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 company's website.

BANNER OPTIONS	1 ISSUE	4 ISSUES	SPECS
<i>Building Washington Magazine</i>			
Exclusive (2 Full Banners)	\$900	\$862.50	Two 200 x 860 pixels
Full Side Banner	\$500	\$462.50	200 x 860 pixels
Double Box	\$400	\$375	200 x 567 pixels
Single Box	\$250	\$225	200 x 275 pixels

THE DIGITAL EDITION ANALYTICS FROM 5/1/17-5/1/18



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