



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 CONTRA	ACTORS
13% INDUSTRY ASSOC	ATES
15% SUPPLIERS	
3,000+	700+

PRINT COPIES ONLINE VIEWS





HERMES CREATIVE AWARD Building Washington Spring 2015

FOR MORE INFORMATION MITCHELL KLEINSCHMIDT

p. 240.393.4149 / tf. 800.572.0011 mitchell@emconsultinginc.com



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

AD RAIE2				AD 2662	
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 S	PECS
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″
All rates listed are per issu	ue.				

DEADLINES

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





SPECIFICATIONS

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 SPECS

AD RATES

SIZE	B&W RATE	COLOR RATE	VERTICAL	HORIZONTAL
Premium Ads				
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
Display Ads				
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″

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

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

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



PUBLICATION READER





10.0 Reading Mode = C YOUR ADVERTISEMENT HERE **SIX WOMEN Changing the Face of Construction** By Mary Lou Jay To celebrate Women in Construction Week (May 4-10, 2018), Building Washington takes a look at six women thriving in the construction industry. According to the U.S. Bureau of Labor Statistics, women made up only 9.2 percent of the construction workforce in 2015. With the shortage of construction workers, more companies are making efforts to recruit this minority. They have a big pool to draw from; only 1.3 percent of women who are currently employed are working in the industry. The six women profiled in this story work in different construction trades and their current jobs reflect a variety of experience, ranging YOUR ADVERTISEMENT HERE

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 navagate 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!

Associated Funder Associated Funder Metro Washington

ALL AND AL		
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



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







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.

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







2019 ABC Metro Washington Chapte	r - Building Washington Magazine	

MAGAZINE ADVERTISING CONTRACT

ADVERTISER & BILLING INFORMATION

OTHER

ARTWORK DETAILS

SIGNATURE REQUIRED

CONTACT NAME.					
ADDRESS:					
 PH #:	CELL #:				
FX #:	EMAIL:				
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1 ISSUE	·				
4 ISSUES					
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SUBMIT THIS CONTRACT, ARTWORK & FULL PAYMENT PAYABLE TO:

E&M Consulting, Inc.	TF: 800-572-0011
1107 Hazeltine Blvd, Ste #350	P: 952-448-9920
Chaska, MN 55318	F: 952-448-9928
www.emconsultinginc.com	artwork@emconsultinginc.com

E&M OFFICE USE ONLY					
ISSUE PAYMEN	T INFO				
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Recurring Payment: I hereby authorize E&M to charge a recurring fee to the selected payment method at the agreed upon rate. FUIT R ISSUE This authorization is for a minimum term PAYMENT matching the current contract for advertising

ES & PAYMENT INFORMATION

AD	VERTISEMENT COST:	\$
*CREATIO	N / **CHANGE FEE:	\$
***PREFERRE	D AD LOCATION FEE:	\$
PROCESSIN	G & HANDLING FEE:	\$
VISA	TOTAL AD COST:	\$
		(PER ISSUE)
CARD NUMBER:		
EXP. DATE:	SEC. CODE	E:
NAME ON CARD:		
BILLING ADDRESS:		
CITY, STATE:	ZIP CODE:	
SIGNATURE:		

RESERVATION

CLICK HERE! TO RESERVE YOUR SPACE ONLINE...

IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera ready art
- Clean logos, email preferred. If not, please send (business cards/letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc.
- Development plats
- Link to company website
- Past ads

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Adobe Illustrator, Photoshop or InDesign files or a high-res PDF are preferred
- "Stuffed" or compressed files are welcomed if necessary
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

MAILING ADDRESS

E&M CONSULTING, INC. 1107 Hazeltine Boulevard, Suite #350 Chaska, MN 55318 fx. 952.448.9928 artwork@emconsultinginc.com

FOR MORE INFORMATION

MITCHELL KLEINSCHMIDT p. 240.393.4149 / tf. 800.572.0011 mitchell@emconsultinginc.com