

2020

# MEDIA KIT

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



# About Us



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.

FOR MORE INFORMATION



**MITCH KLEINSCHMIDT**  
p. 240.393.4149 / tf. 800.572.0011  
mitchell@emconsultinginc.com

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# Building Washington Magazine



## SPECIFICATIONS

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

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.

## PREMIUM SPACE

AD SIZE	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$2,999	\$2,799	\$169	8.625" x 11.125"	N/A
Inside Front Cover	\$2,699	\$2,599	\$169	8.625" x 11.125"	N/A
Inside Back Cover	\$2,599	\$2,499	\$169	8.625" x 11.125"	N/A
Facing IFC	\$2,299	\$2,199	\$169	8.625" x 11.125"	N/A

## FULL COLOR

AD SIZE	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
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	\$599	\$499	\$169	N/A	3.5" x 2"

## NEED HELP?

GRAPHIC DESIGN	RATE
<input type="checkbox"/> Ad Creation - Full Page	\$99
<input type="checkbox"/> Ad Creation - 1/2 Page or Lower	\$49
<input type="checkbox"/> Logo Creation	\$65/hour

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## EDITORIAL CALENDAR

### SPRING

Reservation: 3/04/2020  
 Ad Material: 3/12/2019  
 Delivery: Late March

### SUMMER

Reservation: 6/03/2020  
 Ad Material: 6/11/2020  
 Delivery: Late June

### FALL

Reservation: 8/04/2020  
 Ad Material: 8/12/2020  
 Delivery: Early September

### WINTER

Reservation: 11/22/2020  
 Ad Material: 11/30/2020  
 Delivery: Mid December

*Excellence in Construction Awards*

# Ad Submission Guidelines

[CLICK HERE! TO RESERVE YOUR SPACE ONLINE...](#)

## SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Email your artwork files
- 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

## REQUIREMENTS

High resolution files are preferred (300 DPI).

We accept the following formats:

**.tif .pdf .jpg .png .eps**

## MAILING ADDRESS

**E&M CONSULTING, INC.**

1107 Hazeltine Boulevard, Suite #350

Chaska, MN 55318

fx. 952.448.9928

artwork@emconsultinginc.com

## NEED ASSISTANCE?

Utilize our fully staffed graphic design team to get beautiful advertisements without breaking the bank. Maximize your exposure and minimize your expense, choose E&M.

What we need from you:

- Contact information
- High resolution copy of your logo
- Content you want included in the ad
- Photos or listing information you'd like included

## 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

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