

THE MERIT

CONTRACTOR

CONNECTION



For More Information

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Who We Are

Founded on the merit shop philosophy, Associated Builders and Contractors, Indiana/Kentucky Chapter helps its members develop people, win work and deliver that work safely, ethically, profitably and for the betterment of the communities in which ABC and its members work. From best-in-class safety and apprenticeship programs to discounts with leading vendors, ABC has the solutions for merit-shop companies nationwide.

What They Are Saying

“We are very choosy with who advertise and have found our *Merit Contractor Connection* advertisement has consistently paid off for us. It is where we connect with the customers we desire to partner with!”

– **Chuck Goodrich, President of Gaylor Electric, Inc.**



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*

Trade magazines are the **number two source of information** for builders (number one is their peers)

– *Home Builder Magazine Reader Survey*

AD DEADLINES

SPRING

Ad Sales Deadline: February 23, 2017

Artwork Deadline: March 2, 2017

Estimated Delivery: March 23, 2017

FALL

Ad Sales Deadline: August 24, 2017

Artwork Deadline: August 31, 2017

Estimated Delivery: September 21, 2017

SUMMER

Ad Sales Deadline: May 18, 2017

Artwork Deadline: June 1, 2017

Estimated Delivery: June 22, 2017

WINTER 2017

Ad Sales Deadline: November 16, 2016

Artwork Deadline: November 28, 2016

Estimated Delivery: December 19, 2016





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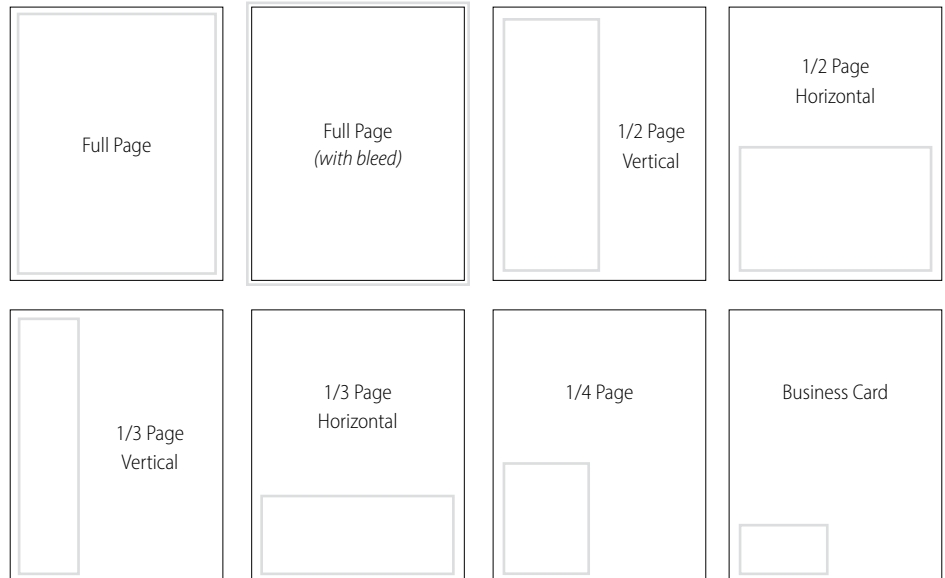
SIGN UP ONLINE! www.emconsultinginc.com/adreservation/ABCIKMAG/

Size	1 Issue	4 Issues	Digital Link
Full Color Ad Rates			
Business Card	\$299	\$249	<p>\$125 / issue</p> <p><i>Add your company website to the online ad and enhance your web traffic from the digital publication.</i></p> <p><i>Available at any ad size or placement.</i></p>
1/4 Page	\$449	\$399	
1/2 Page	\$599	\$499	
Full Page	\$799	\$699	
Facing Inside Front Cover	\$899	\$799	
Inside Front Cover	\$999	\$899	
Inside Back Cover	\$999	\$899	
Outside Back Cover	\$1,099	\$999	

Black & White Ad Rates			
Business Card	\$249	\$199	<p>\$125 / issue</p>
1/4 Page	\$399	\$299	
1/2 Page	\$499	\$399	
Full Page	\$699	\$599	

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"
- 1/4 Page 3.75" x 5"
- Business Card 3.5" x 2"



Digital Edition

Digital versions of *Merit Contractor Connection* 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.



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, the *Merit Contractor Connection* 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.

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/ABC/KMAG/



CONTRACT FOR ADVERTISEMENT

DATE:	AD SIZE	QTY	COST	AD CREATION COST
SALESPERSON:	BUSINESS CARD	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
AD LOCATION:	1/8 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
COLOR:	1/4 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
Y: N:	1/3 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
PAST ADVERTISER:	1/2 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$69
PAST AD PROOF SENT:	FULL PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
RUN SAME AD:	INSIDE FRONT COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
Y: N:	INSIDE BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
# OF ISSUES:	BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
<input type="checkbox"/> 1 Issue		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> 4 Issues		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> Annual		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> ___ Issues		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>

ADVERTISEMENT COST: \$ _____

AD CREATION COST: \$ _____

AD CHANGE COST: \$ _____

PREFERRED AD LOCATION (\$59): \$ _____

***TOTAL AD COST: \$ _____** ^{PF}
(per issue)

Invoice In Full

Invoice Per Issue

ADVERTISER INFORMATION

NAME OF BUSINESS _____
ADVERTISING: _____

CONTACT PERSON: _____

ADDRESS: _____

PH #: _____ CELL #: _____

FAX #: _____

EMAIL: _____

WEBSITE: _____

OFFICE ONLY

OP: _____ UNKN: AD CODE: _____ LAND PG:

ISSUE	DATE	AMOUNT	PAYMENT	TRANS. ID #

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. and/or E&M Management, LLC (E&M) are registered trademarks of my company, and that I am not infringing on any other person's copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements and listings placed with E&M. Issues of this publication may be archived online indefinitely. The publication sponsor determines the time each publication is archived. Contact E&M to have your ad taken down or revised for a fee.

SIGNATURE: _____ DATE: _____

SEND THIS CONTRACT, AD LAYOUT & FULL PAYMENT PAYABLE TO:

E&M Consulting, Inc. Phone: 800-572-0011
E&M Management, LLC Fax: 952-448-9928
 1107 Hazeltine Blvd, Ste #350 email: artwork@emconsultinginc.com
 Chaska, MN 55318 www.emconsultinginc.com

BILLING INFORMATION





CONTACT PERSON: _____

ADDRESS: _____

PH #: _____ FAX #: _____

EMAIL: _____

AD/BILLING INSTRUCTIONS

***PAYMENT INFORMATION:**     ***A \$3.50 PROCESSING FEE WILL APPLY TO ALL CREDIT CARD PAYMENTS.**

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____

CARD NUMBER: _____ SECURITY CODE: _____

SIGNATURE FOR CARD PAYMENT: _____ EXP. DATE: _____

