



# WHO

134

119

Founded on the merit shop philosophy, Associated Builders and Contractors, Indiana/Kentucky Chapter helps it 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.

#### MEMBERSHIP PROFILE 600 plus of the region's top construction users;

architecture, engineering and design professionals; general and specialty contractors; elected officials; and other affiliated industry professionals read *Merit Contractor Connection.* 

- 95 SUPPLIERS
- 119 GENERAL CONTRACTORS
- 134 ASSOCIATE MEMBERS
- 305 SPECIALTY CONTRACTORS

# WHAT

Your *Merit Contractor Connection* Magazine provides a vehicle to disseminate valuable ideas, practices, observations and research in the commercial construction industry. The magazine reaches a broad audience, including general contractors, engineers, architects and students.

4 OUT OF 5 ADVERTISERS RENEW THEIR ADS MONTHLY AS THEY FIND THEIR ROI MORE THAN WORTH IT!

• (\$)•

74% OF READERS ARE MORE WILLING TO BUY PRODUCTS AND/ OR SERVICES FROM ADVERTISERS



8 OF OUT 10 MEMBERS SEE ADVERTISERS AS A SUPPORTING MEMBER OF THEIR INDUSTRY

> OF AMERICAN ADULTS HAVE
> READ A MAGAZINE IN THE LAST SIX MONTHS

# WHY

When you advertise in *Merit Contractor Connection*, everyone you reach is a potential customer! Trade publications serve to reach targeted audiences, and the primary readers

CLICK HERE to see a past issue!

of trade publications are management who are in charge of purchasing decisions. That means, the industry professionals you reach are interested in investing in their businesses, staying up-to-date on current trends, and looking to see what products and services are available to them, specifically within their industry. *Merit Contractor Connection* operates on a controlled circulation, not paid subscription, meaning every issue is guaranteed to make it to nearly 600 industry professionals during each circulation, which provides an excellent opportunity for a positive ROI.

#### WHAT THE **ADVERTISERS** ARE SAYING:

Chuck Goodrich, President of Gaylor Electric, Inc.

"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!"

#### FOR ANY QUESTIONS

Mitchell Kleinschmidt p. 317.536.1084 tf. 800.572.0011 fx. 952.448.9928 mitchell@emconsultinginc.com

CLICK HERE TO SIGN UP ONLINE!



ND RATES			1	AD SPECS				Indiana/Kentucky Chapter
Size	1 Issue	4 Issues	Digital Link	Vertical	Horizontal			CK HERE
Full Color								see a st issue!
Back Cover	\$1,199	\$1,099		8.625" x 11.125"	N/A			
Inside Front Cover	\$1,099	\$999	\$149 / issue	8.625" x 11.125"	N/A			
Inside Back Cover	\$1,099	\$999	Add your company website to	8.625" x 11.125"	N/A		1/0 0	
Facing Inside Front Cover	\$999	\$899	the online ad and enhance	8.625" x 11.125"	N/A		1/2 Page Vertical	
Full Page	\$899	\$799	– your web traffic from the digital publication.	8.625" x 11.125"	N/A	Full Page	3.75" x 10"	
1/2 Page	\$699	\$599	Available at any ad size	3.75″ x 10″	7.5″ x 5″	<i>(with bleed)</i> 8.625" x 11.125"		
1/4 Page	\$499	\$449	or placement.	3.75″ x 5″	N/A			1/2 Page Horizontal
Business Card	\$349	\$299		3.5″ x 2″	2" x 3.5"			7.5″ x 5″
Black & White								
Full Page	\$799	\$699		8.625" x 11.125"	N/A	1/3 Page	1/4 Page	B Card
1/2 Page	\$599	\$499	\$149 / issue	3.75″ x 10″	7.5″ x 5″	Vertical 2.5" x 10"	3.75" x 5"	3.5" x 2"
1/4 Page	\$449	\$349		3.75″ x 5″	5" x 3.75"			
Business Card	\$299	\$249	Rates per issue	3.5″ x 2″	2" x 3.5"			
					]	1/3 Page Horizontal		

### DEADLINES

DETAILS

#### SPRING

Reservation: 2/14/2018 Ad Material: 2/21/2018 Delivery: Mid March

SUMMER Reservation: 5/16/2018 Ad Material: 5/23/2018 Delivery: Mid June

#### FALL

Reservation: 8/15/2018 Ad Material: 8/22/2018 Delivery: Mid September WINTER Reservation: 11/14/2018 Ad Material: 11/21/2018 Delivery: Mid December

#### FOR ANY QUESTIONS

7.5" x 3.125"

Mitchell Kleinschmidt p. 317.536.1084 tf. 800.572.0011 fx. 952.448.9928 mitchell@emconsultinginc.com CLICK HERE TO SIGN UP ONLINE!



### AD SPECS



### A D V E R T O R I A L

#### Company A Set to Open A Brand New 100,000sf Facility



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6 Spring Magazine

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Use your membership in a way that highlights your company and takes your business further. Stand out from the rest of the industry and reserve your space for an Advertorial today! FEATURE MEMBER

#### FEATURED MEMBER



Functions a sofery enhance can significantly impact the productivity and profidability of an engation strategies who an engationation infrastructure. We try to take the most proactive approach provides, examining excepting from subcontractor quilification to personal size sofery anrees.

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Ultimately, we recognize that if we can identify tislo, provide real solutions, opportunities for improvement, and hands on training sossion, we can reduce exposure, help foster conversity of a solidy extract, and facilitate a transparent, and efficient safety infrastructure. Sequed voles quare delayter flight telegraph, and exists incerto area receiving an obstantia most existence and motion analysis telefoxa are timos, das autopospasis en najavane nodera autopost quites, exceptiones flight request da quare repe endopost qui tet, exceptiones flight request double notes in travels where tourist all autorics conditione notes incurstito wereche flight participation disopter doubles incurstitos wereche flight participation.

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Spring Magazine 7

CLICK HERE to see a past issue!

If you know a member who deserves some recognition for the hard work and dedication they have put into the Association or industry, showcase them in a Feature Member profile in the next magazine issue. These Feature Members get their own half to full page write up on their work within the Association or their company that makes them stand out from the rest.

This feature can be written and sent in by you OR allow one of E&M's full time writers to do the work for you. They can take care of the interview questions and the write-up, the Feature Member gets a quality article they deserve.

Advertorial Rates	per issue
Center Spread	\$1,799
Two Page	\$1,649
One Page	\$899

Feature Member Rate	per issue
Full Page*	\$800
Half Page*	\$500
*Assistance in writing is availble for a	an additional fee of \$200

FOR ANY QUESTIONS

Mitchell Kleinschmidt p. 317.536.1084 tf. 800.572.0011 fx. 952.448.9928 mitchell@emconsultinginc.com CLICK HERE TO SIGN UP ONLINE! Digital versions of *The 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.

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

When you use your advertising opportunities to market alongside the Associated Builders & Contractors of Indiana/Kentucky, you are directing your marketing directly to your target audience. With every page view, readers have the opportunity to view your ad and click directly to your website or social media pages to contact you. The Publication Reader App also provides analytics for advertisers, so you can see for yourself how many views and clicks your ad is bringing in.

THE DIGITAL EDITION ANALYTICS FROM 6/30/16-7/1/17





1 Issue	4 Issues
\$900	\$3,450
\$500	\$1,850
\$400	\$1,500
\$250	\$900
	\$900 \$500 \$400

\*2 banners available or up to 6 single box ads available.



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#### AD SPECS (WIDTH BY HEIGHT)

Full Side Banner	
Double Box	
Single Box 200 x 275px	

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UNIQUE USERS

PAGE VIEWS

AVG. DURATION

#### 2018 ABC Indiana/Kentucky - Merit Contractor Connection Magazine

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

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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 casts, 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 authoriz 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 $E\mathcal{S}M$ to have your ad taken down or revised for a fee.

\*PAYMENT INFORMATION: 🚾 🌉 🔳

**E&M** Consulting, Inc.

professional sales • marketing • advertising

SIGNATURE:

BILLING ADDRESS:

CARD NUMBER:

	CONTRACT	FOR	ADVERT	ISEMEN <sup>®</sup>
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CDEATION COST	ADVERTISEMENT COST: \$	*TOTA	
CREATION COST \$29		AD CC	ST: \$ (per issue)
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\$29	PREFERRED AD LOCATION (\$59): \$		Invoice Per Issue
\$49			
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\$99	ADDRESS:		
\$99	PH #:	CELL #:	
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NAME AS IT APPEARS ON CARD:

SIGNATURE FOR CARD PAYMENT:



## R E S E R V A T I O N

CLICK HERE to see a past issue!

#### **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 if needed are welcomed
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

#### MAILING ADDRESS

SECURITY CODE:

EXP. DATE

Terms Net 30 days, unless otherwise specified. A finance charge of 1 1/2% per

A \$40 PROCESSING CHARGE APPLIES TO ALL INTERNATIONAL CHECKS.

month (18% annum) will be added to all amounts over 30 days.

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

#### FOR ANY DUESTIONS

Mitchell Kleinschmidt p. 240.393.4149 tf. 800.572.0011 fx. 952.448.9928 mitchell@emconsultinginc.com

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