

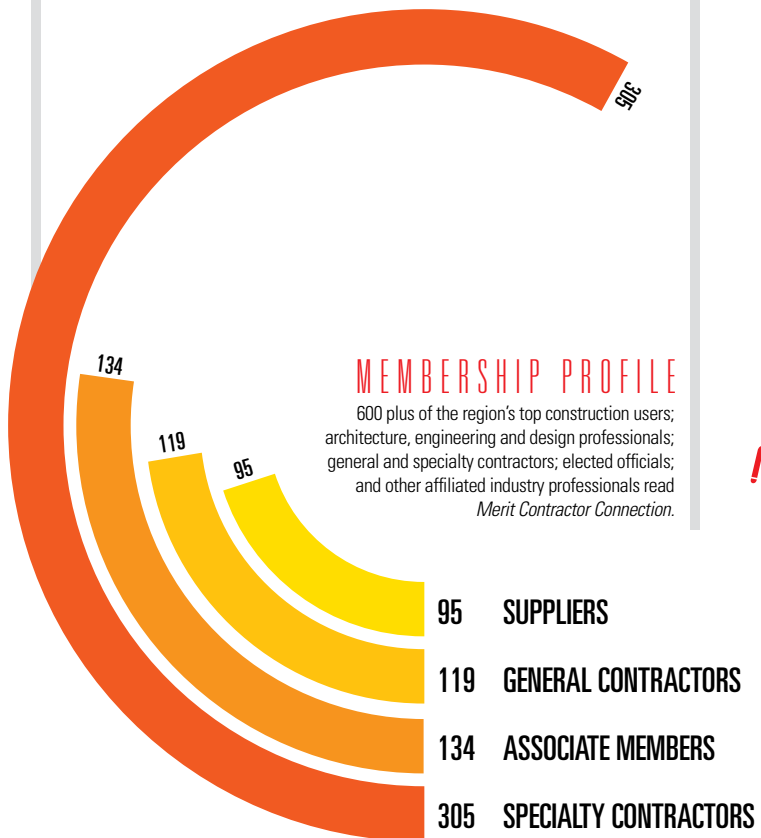


2018 MEDIA KIT



WHO

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.



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*.



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

91% 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 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.

[CLICK HERE](#) to see a past issue!

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



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DETAILS

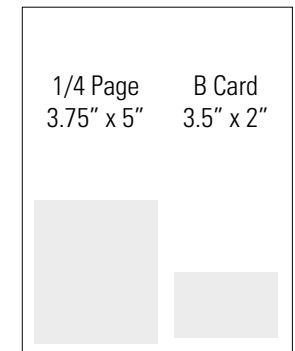
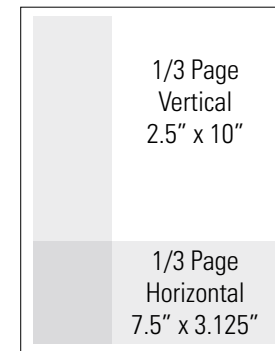
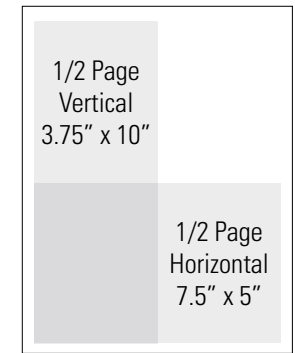
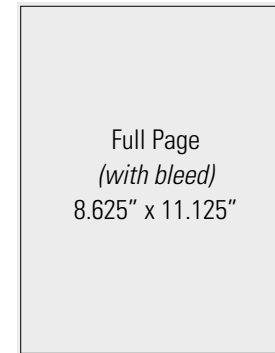
AD RATES

Size	1 Issue	4 Issues	Digital Link	Vertical	Horizontal
Full Color					
Back Cover	\$1,199	\$1,099	\$149 / issue <i>Add your company website to the online ad and enhance your web traffic from the digital publication.</i> <i>Available at any ad size or placement.</i>	8.625" x 11.125"	N/A
Inside Front Cover	\$1,099	\$999		8.625" x 11.125"	N/A
Inside Back Cover	\$1,099	\$999		8.625" x 11.125"	N/A
Facing Inside Front Cover	\$999	\$899		8.625" x 11.125"	N/A
Full Page	\$899	\$799		8.625" x 11.125"	N/A
1/2 Page	\$699	\$599		3.75" x 10"	7.5" x 5"
1/4 Page	\$499	\$449		3.75" x 5"	N/A
Business Card	\$349	\$299		3.5" x 2"	2" x 3.5"
Black & White					
Full Page	\$799	\$699	\$149 / issue <i>Rates per issue</i>	8.625" x 11.125"	N/A
1/2 Page	\$599	\$499		3.75" x 10"	7.5" x 5"
1/4 Page	\$449	\$349		3.75" x 5"	5" x 3.75"
Business Card	\$299	\$249		3.5" x 2"	2" x 3.5"

AD SPECS



[CLICK HERE](#)
to see a
past issue!



DEADLINES

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

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DIGITAL EDITION

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.

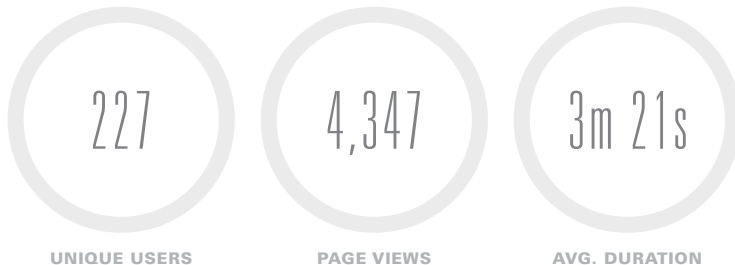
In addition to print, *The Merit Contractor Connection* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

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



[CLICK HERE](#)
to see a
past issue!

Banner Sizes*	1 Issue	4 Issues
Banner Package	\$900	\$3,450
Full Side Banner	\$500	\$1,850
Double Box	\$400	\$1,500
Single Box	\$250	\$900

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



AD SPECS (WIDTH BY HEIGHT)

Full Side Banner.....	200 x 860px
Double Box.....	200 x 567px
Single Box.....	200 x 275px

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CONTRACT FOR ADVERTISEMENT



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

ADVERTISEMENT COST: \$ _____ ***TOTAL**
AD COST: \$ _____ PF
 (per issue)
 AD CREATION COST: \$ _____ Invoice In Full
 AD CHANGE COST: \$ _____ Invoice Per Issue
 PREFERRED AD LOCATION (\$59): \$ _____

ADVERTISER INFORMATION
 NAME OF BUSINESS _____
 ADVERTISING: _____
 CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ CELL #: _____
 FAX #: _____
 EMAIL: _____
 WEBSITE: _____

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 artwork@emconsultinginc.com
 Chaska, MN 55318 www.emconsultinginc.com

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: _____

BILLING INFORMATION
 CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ FAX #: _____
 EMAIL: _____

AD/BILLING INSTRUCTIONS

***PAYMENT INFORMATION:** ***A \$4.50 PROCESSING FEE WILL APPLY TO ALL CREDIT CARD PAYMENTS.**

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____
 CARD NUMBER: _____ SIGNATURE FOR CARD PAYMENT: _____ SECURITY CODE: _____
 EXP. DATE: _____



Terms Net 30 days, unless otherwise specified. A finance charge of 1 1/2% per month (18% annum) will be added to all amounts over 30 days.

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

RESERVATION

[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

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

FOR ANY QUESTIONS

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 mitchell@emconsultinginc.com



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