



San Antonio
CHAPTER
SKILL. INTEGRITY. RESPONSIBILITY.

WWW.SANANTONIOAGC.ORG



SAN ANTONIO AGC MEDIA GUIDE

Construction Directory & Premier Buyers' Guide
AGC San Antonio Website

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR ➤
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$1.3 B

Members spend \$1.3 billion annually on products and services.,

\$1.7 B

Members average approximately \$1.7 billion in non-residential construction starts each year.

2 OF 3

Members represent 2 out of 3 commercial contractors in the region.

MEMBER PROJECT PROFILE

- San Pedro Creek Improvements Project
- VIA Stone Oak Park & Ride
- CPS Energy Headquarters
- San Antonio International Airport CONRAC
- Alamodome Addition/Renovation
- Texas State University Center Addition/Renovation
- Kendall County Jail and Sheriff's Office
- University of Texas at San Antonio New Science and Engineering Building
- Fine Arts Auditorium at Holmes High School

SAN ANTONIO AGC PUBLICATIONS



San Antonio AGC offers advertising opportunities in the *Construction Directory & Premier Buyers' Guide* and on sanantonioagc.org. Contact your Naylor account executive to reach 425 building construction firms throughout 19 counties in SE Texas.



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Source: 2018 Marketing Questionnaire



CONSTRUCTION DIRECTORY & PREMIER BUYERS' GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$ 3,519.50
Outside Back Cover	\$ 2,989.50
Inside Front or Inside Back Cover	\$ 2,809.50
Tab Position	\$ 2,559.50
Full Page	\$ 2,389.50
2/3 Page	\$ 2,099.50
1/2 Page	\$ 1,439.50
1/3 Page	\$ 1,039.50
1/4 Page	\$ 809.50
1/6 Page	\$ 619.50
1/8 Page	\$ 409.50

Black-and-White Rates	1x
Full Page	\$ 1,519.50
2/3 Page	\$ 1,439.50
1/2 Page	\$ 1,059.50
1/3 Page	\$ 789.50
1/4 Page	\$ 629.50
1/6 Page	\$ 559.50
1/8 Page	\$ 379.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$490

Sponsorship Max | \$720

Skyscraper | \$830

Toolbar | \$340

Purchase any display ad and receive a FREE black-and-white logo in the "Member Companies by CSI/Buyers' Guide" section of the directory.

Special Advertising Section

Member Profiles



Enhance your basic member listing by adding a profile to your company information in the Member Companies section of the directory. Members use this section as a key purchasing tool throughout the year and this upgrading option helps you stand out from your competition!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



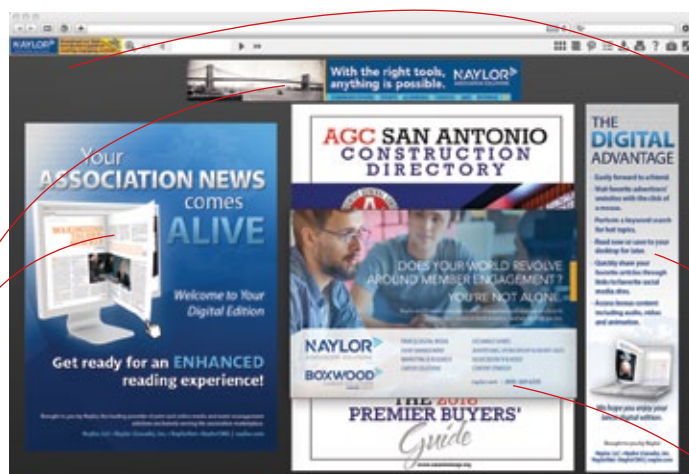
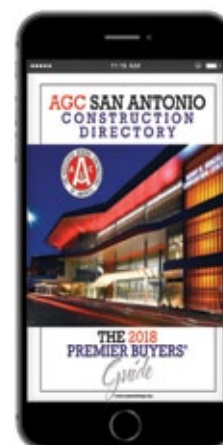
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CONSTRUCTION DIRECTORY & PREMIER BUYERS' GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on San Antonio AGC's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the directory 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 advertiser's website.



• **Toolbar | \$340**

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

• **Skyscraper | \$830**

The skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

• **Belly Band | \$750**

The belly band is prominently positioned on the front cover of the magazine, ensuring presence for your company.

Sponsorship* | \$490

Sponsorship MAX* | \$720

Your message will be prominently displayed directly across from the cover of the magazine.

Leaderboard | \$830

The leaderboard ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

*Video capabilities are not supported for Sponsorship MAX.

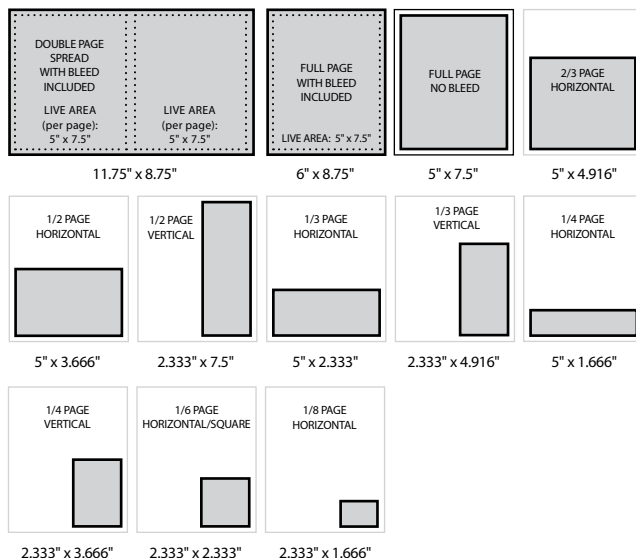
For the latest online specs, please visit: <http://www.naylor.com/onlinepecs>



PRINT ADVERTISING SPECIFICATIONS

CONSTRUCTION DIRECTORY & PREMIER BUYERS' GUIDE

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For more information, visit:

<http://www.naylor.com/onlinespecs>



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SAN ANTONIO AGC WEBSITE

Advertising on the San Antonio AGC Website – sanantonioagc.org

Advertising on the San Antonio AGC website is a great way to reach member and non-member visitors and reinforce your marketing message. Advertising on sanantonioagc.org offers cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

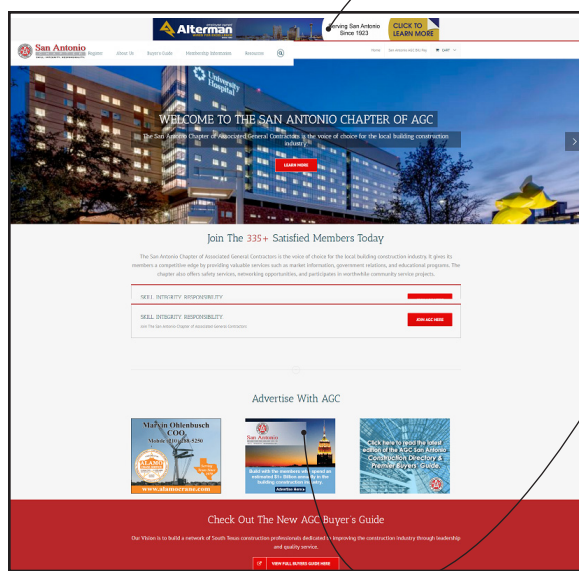
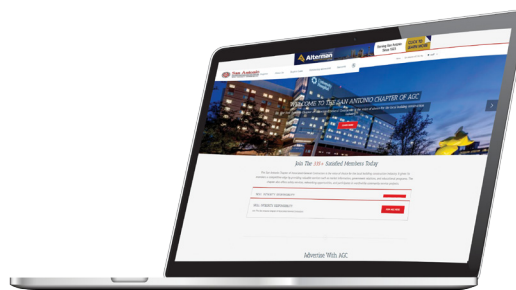
Features of San Antonio AGC website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, sanantonioagc.org receives:

- Over 970 visitors per month
- More than 4,760 page views per month
- Sessions lasting an average of more than 5 minutes

**Traffic numbers from August 2018 - February 2019*



Curtain Ad | \$2,780 - SOLD OUT

Display your business uniquely by developing an ad space that can be collapsed and expanded. This ad is tablet friendly and requires no mouse-over. Right 200 pixels of leaderboard should have a call to action for viewers to click so the ad expands.

Rectangles | \$1,850 - 12 months

These positions display your message on the home page and most of the sub pages of the San Antonio Chapter's website. Three positions with two ads rotating in each position. 300 x 250 pixels.

Online Specifications - For more information, visit:
<http://www.naylor.com/onlinespecs>

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