

# Media Kit



*"Many a small thing has been made large by the right kind of advertising." - Mark Twain*

## 1 ABOUT THE AGC

The AGC is the nation's strongest and most widely respected construction association and has been the organization of choice for those associated with the construction industry for more than 80 years. Our membership includes general contractors, specialty contractors, suppliers, equipment and material manufacturers and firms that provide professional service to the construction industry.

The Inland Northwest AGC offers advertising in our annual report, weekly e-news letter as well as on our website.

## 2 CIRCULATION

The *Inland Northwest Contractor - Annual Report* is distributed to over 2,000 readers, including general and specialty contractors, professional and industry associates, public officials, media representatives, architects and engineers, developers, neighboring AGC chapters and prospective members throughout the Inland Northwest.

The *Inland Northwest AGC website* is available to everyone and is used daily to view current industry news, see what events are coming up and register for a variety of services and programs. Advertising on the AGC website is great way to reach both members and non-members on a daily basis.

*This Week at the Inland Northwest AGC* is our weekly e-newsletter that is distributed each Monday morning to 1,500 contacts.

## 3 DEADLINES

All advertising artwork must be submitted to the AGC prior to publication, set forth by the schedule below:

### **Inland Northwest Contractor:**

November 18, 2011

**AGC Website:** 25<sup>th</sup> of the month. Ads will be posted to the website on the first of each month.

**Weekly Dirt Ads:** Thursday by 3p.m. for Monday distribution.

Changes may be made at any time to a reoccurring advertisement. Changes must be submitted to the AGC on the same deadlines as outlined above.

## 4 AD RATES

### **Inland Northwest Contractor:**

Advertising rates for the *Inland Northwest Contractor* are as follows:

Ad Size	b/w	1-Color	Full color
1/8 Page ( <i>Horizontal or vertical</i> )	\$50	\$75	\$100
1/4 Page ( <i>Vertical only</i> )	\$125	\$150	\$200
1/3 Page ( <i>Horizontal or vertical</i> )	\$175	\$200	\$250
1/2 Page ( <i>Horizontal or vertical</i> )	\$250	\$275	\$350
2/3 Page ( <i>Vertical only</i> )	\$325	\$375	\$450
Full page	\$400	\$450	\$550
Inside front/back cover	\$500	\$550	\$650
Back Cover	\$750	\$850	\$1,000

### **AGC Website ([www.nwagc.org](http://www.nwagc.org)):**

On-line advertising at [www.nwagc.org](http://www.nwagc.org) is available in **six-month increments**. Use the table below to determine the pricing for the level of advertising you are looking for.

Ad Size/Type	6mo	1yr
Home Page Ad	\$500	\$850
Level Two Ad <i>Include all pages linked by first tier navigation bar</i>	\$350	\$600
Level Three Ad <i>Include all other pages</i>	\$250	\$400
Plans Center Ad	\$400	\$650
Directory Page Banner Ad	\$450	\$750

### **Weekly Dirt E-Newsletter**

The AGC's weekly e-news letter offers block advertising in each issue. All ads include a link and can be purchased for any period of time.

- ★ Ad Rate per Week: \$10
- ★ Ad Rate per Month: \$30

## 5 FREE ADVERTISING

**Member Events Calendar** - Post your upcoming events, classes, training session or product demonstrations on the AGC's Member Events Calendar on the website. Just forward your information to [cstewart@nwagc.org](mailto:cstewart@nwagc.org) to get it posted right away.

**AGC Blog** - Submit your press release to the AGC to be posted to the AGC's Blog. This is a great forum for us to get out the word about our members.

# Media Kit

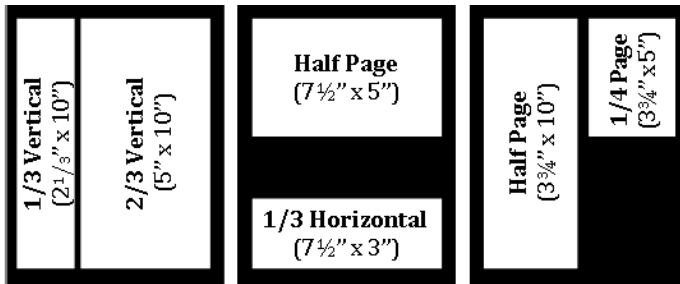


## 6 LAYOUT AND DESIGN

Ads may be submitted to the AGC via email or on disk as an image file (.pdf, .tif, .eps, .jpg, .gif) or as camera ready artwork.

### Inland Northwest *Contractor*

- Advertising is not sold on the cover page.
- Ad placement is determined by the editor. Special placement requests will be accepted but are not guaranteed.



Full page/full bleed ads are 9" x 11 1/2"  
Full page/no bleed 7 1/2" x 10"

### Online Advertising

- **Block Advertising** is a text or graphic block approximately 200px X 200px. Blocks can be combined for additional space but may not be wider than 200px. Prices may be pro-rated for ads exceeding 200px in height.

### Weekly Dirt Advertising

All ads in the Weekly Dirt are displayed on the left hand menu bar and are 144px X 144px (2in x 2in).

## 7 POLICIES & GUIDELINES

**Payment:** Payment for advertisement may be billed monthly or annually. Payment arrangements will be made at the time of ad submittal.

**Cancellation:** Ad cancellation for the Inland Northwest Contractor must be made in writing by the 15th of the month. Website ads may be cancelled at any time and prices will be prorated on a monthly basis.

**Right of Refusal:** The Inland Northwest AGC reserves the right to revise or reject advertisement in accordance with standards of acceptability of the AGC, to lighten or change type and borders or to omit ads without notice.

## 8 CONTACT INFO

Please fill out the information below to get started:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### Contractor Advertising:

Ad Size: \_\_\_\_\_

Rate: \_\_\_\_\_

Color:  Black & White  2-Color  Full-Color

### Website Advertising:

Ad Size: \_\_\_\_\_

Location (desired page): \_\_\_\_\_

Link: \_\_\_\_\_

### Weekly Dirt Advertising:

Frequency: \_\_\_\_\_

Specific Dates to Run: \_\_\_\_\_

Link: \_\_\_\_\_

Return this form to **Cheryl Stewart** at the AGC:

### Inland Northwest AGC

4935 E. Trent Ave

Spokane, WA 99212

Phone: (509) 535-0391

Fax: (509) 535-3706

www.nwagc.org

Email: cstewart@nwagc.org

***Don't have an ad yet?*** Let the AGC help you design one. The AGC will work with you to get the content and layout you want to make your advertising more effective and powerful.