

# Associated General Contractors of Michigan



For more information, visit:  
[www.agcmichigan.org](http://www.agcmichigan.org)



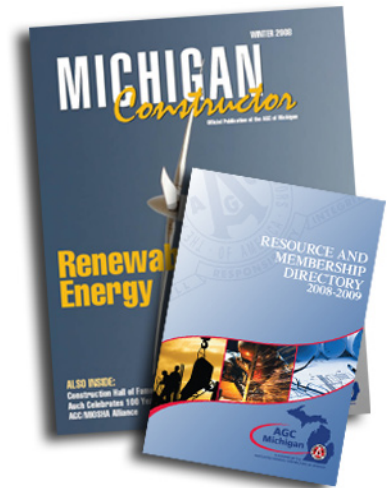
## Integrate your marketing message and maximize your advertising investment.

Reach the AGC members who **spend \$3.5 billion dollars** on products and services in Michigan's construction industry.

### AGC of Michigan members:

- Represent the elite of the industry, including contractors, subcontractors, engineers, architects and other prominent leaders.
- Turn to our official publications for the latest in construction news and trends, membership services, legislative issues and a calendar of events.

AGC of Michigan is excited to offer both **print and online media** opportunities to reach our members — your target market. No matter how you need to communicate with your customers, we can tailor an advertising program to match your company's needs and budget.



All magazine rates include eMagazine links!



### About the publications

*Michigan Constructor* tri-annual magazine is read by AGC of Michigan members, as well as architects, educators, government officials, Builders Exchange offices, hospitals, intermediate school districts and colleges throughout Michigan.

**NEW!** *Michigan Constructor* is now produced in an interactive, online version identical to the print edition! Receive a FREE ad in the digital edition when you advertise in print!

The **2009-2010 Membership Directory** is used as a comprehensive resource tool throughout the year and is utilized by members to find the products and services they use most often.

### About AGC of Michigan

In 2007, the Michigan Chapter AGC and the AGC Greater Detroit Chapter merged to become the AGC of Michigan. The AGC of Michigan provides services to Michigan's leading general contractors, construction managers, specialty contractors and related construction industry companies.

## Advertising in Michigan Constructor and the 2009-2010 Membership Directory...

**ENHANCES EXPOSURE:** All advertisers receive a customized listing in our **Index of Advertisers**. Your company will be listed alphabetically under the category of your choice along with the page number of your ad.

**MAXIMIZES VISIBILITY:** By advertising, your company will receive an **Advertiser.com** listing which highlights your company's Web address to increase online traffic.

WE ARE THE INDUSTRY.

CONTACT:

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[www.naylor.com](http://www.naylor.com)





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Dear Advertiser,

Each day, throughout the year, the Associated General Contractors of Michigan fortifies its position as the official representatives of the growing commercial and industrial construction industry throughout our state. Since 1916 we have dedicated ourselves to fighting for the industry because we ARE the industry.

No other organization goes to bat for the entire industry the way AGC of Michigan does, sending a strong message to the state capitol and to Washington D.C. to help defeat negatively structured construction legislation.

It is important that we do everything we can to encourage your participation in our fine publications, our Tri-Annual Magazine, *Michigan Constructor* and our annual *Membership Directory*. We urge you to take advantage of the excellent exposure to general contractors, subcontractors, suppliers, architects, engineers and related government officials.

Both publications, *Michigan Constructor* and our annual *Membership Directory*, complete with your advertisement, which will reach the key contractors who represent 9 out of 10 of the construction projects that shape the state of Michigan.

Every advertisement is an investment. But advertising in *Michigan Constructor* and the annual *Membership Directory*, is an investment in your company, your industry and your association. Help us ensure continued success for the Michigan construction industry. Call our publishing partner, Naylor, LLC at (800) 369-6220 ext. 3393 and find out about the options that are available for your company.

Thank you in advance for your support,

A handwritten signature in black ink that reads 'Bart Carrigan'.

Bart Carrigan  
President  
AGC of Michigan

# Michigan Constructor 2009-2010 Membership Directory

## DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

## Net Advertising Rates

### Full Color Rates

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

| Size                              | 1-2x       | 3-4x       |
|-----------------------------------|------------|------------|
| Double Page Spread                | \$3,689.50 | \$3,279.50 |
| Outside Back Cover                | \$3,139.50 | \$2,879.50 |
| Inside Front or Inside Back Cover | \$2,909.50 | \$2,649.50 |
| Full Page                         | \$2,349.50 | \$2,089.50 |
| 2/3 Page                          | \$1,889.50 | \$1,679.50 |
| 1/2 Page                          | \$1,139.50 | \$1,009.50 |
| 1/3 Page                          | \$899.50   | \$799.50   |
| 1/4 Page                          | \$679.50   | \$599.50   |
| 1/6 Page                          | \$579.50   | \$519.50   |
| 1/8 Page                          | \$459.50   | \$409.50   |

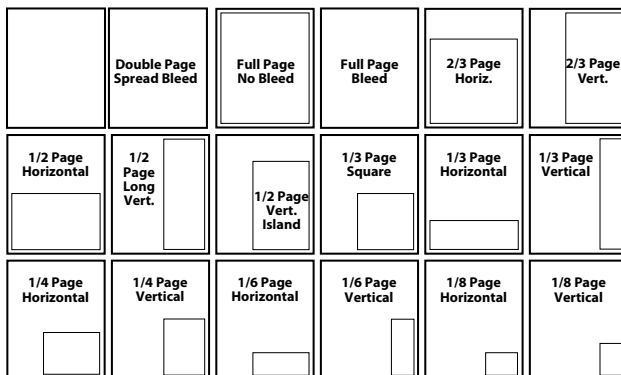
## Premium Advertising Options – Ask your representative for specifications

**Belly Band:** \$4,179.50

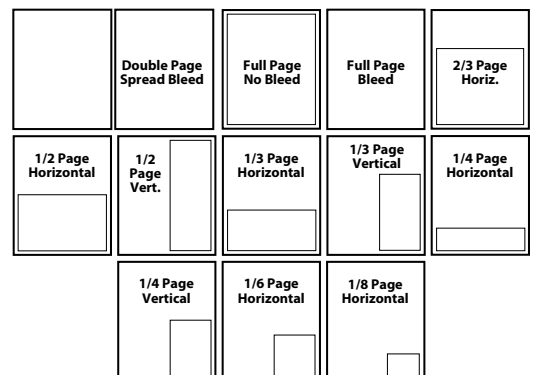
## Black and White Rates

| Size      | 1-2x       | 3-4x       |
|-----------|------------|------------|
| Full Page | \$1,559.50 | \$1,389.50 |
| 2/3 Page  | \$1,259.50 | \$1,119.50 |
| 1/2 Page  | \$1,019.50 | \$909.50   |
| 1/3 Page  | \$739.50   | \$659.50   |
| 1/4 Page  | \$579.50   | \$519.50   |
| 1/6 Page  | \$459.50   | \$409.50   |
| 1/8 Page  | \$369.50   | \$329.50   |

## 8.375" x 10.875" Depictions (Magazine)



## 5.75" x 8.5" Depictions (Roster)



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). MAG-T0109 (MAG-T0109 12/09/08)

# 2009-2010 Membership Directory

AGC of Michigan

## Print Advertising Specs (Roster – 5.75" x 8.5")

### The Publication

**2009-2010 Membership Directory:** an annual, 5.75" x 8.5", full-color, spiral bound directory with die-cut tabs.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the *2009-2010 Membership Directory*.

### Roster Ad Dimensions

| Size                | Width  | Height |
|---------------------|--------|--------|
| DPS Bleed           | 11.75" | 8.75"  |
| DPS Trim            | 11.5"  | 8.5"   |
| DPS Live Area       | 10.75" | 7.5"   |
| Full Page Bleed     | 6"     | 8.75"  |
| Full Page Trim      | 5.75"  | 8.5"   |
| Full Page Live Area | 5"     | 7.5"   |
| 2/3 Hz.             | 5"     | 4.916" |
| 1/2 Hz.             | 5"     | 3.666" |
| 1/2 Vt.             | 2.333" | 7.5"   |
| 1/3 Hz.             | 5"     | 2.333" |
| 1/3 Vt.             | 2.333" | 4.916" |
| 1/4 Hz.             | 5"     | 1.666" |
| 1/4 Vt.             | 2.333" | 3.666" |
| 1/6 Hz.             | 2.333" | 2.333" |
| 1/8 Hz.             | 2.333" | 1.666" |

**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.

### 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 High-res 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 web site at [www.naylor.com](http://www.naylor.com) and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click Submit.

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.



# Michigan Constructor

AGC of Michigan

## Print Advertising Specs (Magazine – 8.375" x 10.875")

### The Publication

**Michigan Constructor:** a tri-annual, 8.375" x 10.875", full-color, glossy-stock magazine.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of *Michigan Constructor*.

### Magazine Ad Sizes

| Size                | Width   | Height  |
|---------------------|---------|---------|
| DPS Bleed           | 17"     | 11.125" |
| DPS Trim            | 16.5"   | 10.875" |
| DPS Live Area       | 15.417" | 9.5"    |
| Full Page Bleed     | 8.625"  | 11.125" |
| Full Page Trim      | 8.375"  | 10.875" |
| Full Page Live Area | 7"      | 9.5"    |
| 2/3 Hz.             | 7"      | 6.333"  |
| 2/3 Vt.             | 4.583"  | 9.5"    |
| 1/2 Hz.             | 7"      | 4.583"  |
| 1/2 Vt.             | 4.583"  | 7"      |
| 1/2 Long Vt.        | 3.333"  | 9.5"    |
| 1/3 Hz.             | 7"      | 3"      |
| 1/3 Vt.             | 2.166"  | 9.5"    |
| 1/3 Sq.             | 4.583"  | 4.583"  |
| 1/4 Hz.             | 4.583"  | 3.333"  |
| 1/4 Vt.             | 3.333"  | 4.583"  |
| 1/6 Hz.             | 4.583"  | 2.166"  |
| 1/6 Vt.             | 2.166"  | 4.583"  |
| 1/8 Hz.             | 3.333"  | 2.166"  |
| 1/8 Vt.             | 2.166"  | 3.333"  |

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