







AGC GEORGIA

AGC Georgia members include:

General Contractors • Municipal-Utility Contractors • Construction Managers • Architects

• Engineers • Heavy Highway Contractors • Residential/Light Commercial Builders • Specialty Contractors • Suppliers/Service Providers

BY THE NUMBERS

\$12.1 B

Commercial construction starts in Georgia totaled \$12.1 billion last year.

Georgia totaled \$6.6 billion.

\$6.6 B

Last year, commercial

construction spending in

159

Our members work in nearly every one of Georgia's 159 counties, accounting for billions of dollars in construction activity annually.

\$1 B

AGC Georgia members are working on both the Atlanta Braves and Atlanta Falcons stadiums, a more than \$600 million project and \$1 billion project, respectively.





Georgia Construction Today bi-annual magazine



The Forum eNewsletter



GEORGIA CONSTRUCTION TODAY

Net Advertising Rates

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

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,369.50	\$3,029.50
Outside Back Cover	\$2,979.50	\$2,739.50
Inside Front or Inside Back Cover	\$2,779.50	\$2,539.50
Full Page	\$2,379.50	\$2,139.50
2/3 Page	\$2,059.50	\$1,849.50
1/2 Page	\$1,369.50	\$1,229.50
1/3 Page	\$1,059.50	\$949.50
1/4 Page	\$799.50	\$719.50
1/6 Page	\$649.50	\$579.50
1/8 Page	\$549.50	\$489.50

Black-and-White Rates	1x	2x
Full Page	\$1,459.50	\$1,309.50
2/3 Page	\$1,249.50	\$1,119.50
1/2 Page	\$859.50	\$769.50
1/3 Page	\$719.50	\$649.50
1/4 Page	\$559.50	\$499.50
1/6 Page	\$449.50	\$399.50
1/8 Page	\$419.50	\$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 | \$480
 Toolbar | \$325

 Skyscraper | \$810
 Leaderboard | \$810

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).



GEORGIA CONSTRUCTION TODAY

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 Georgia AGC's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *Georgia Construction Today* 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 | \$325

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 | \$810

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

Leaderboard | \$810

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship* | \$480

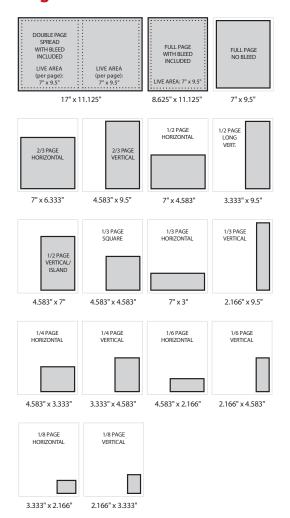
*Video capabilities are not supported for Sponsorship MAX.



PRINT ADVERTISING SPECIFICATIONS

GEORGIA CONSTRUCTION TODAY

Magazine Trim Size: 8.375" x 10.875"



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 grayscale 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 grayscale 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/adupload

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.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875" 1 Page / 2 surface: 8.375" x 10.875" 2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit **www.naylor.com/onlinespecs**

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).



AGC GEORGIA WEBSITE

Advertising on the AGC Georgia Website - www.agcga.org

Advertising on the agcga.org website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to agcga,org to learn about upcoming association events, discover ways to maximize their AGC Georgia membership. Advertising on agcga.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

Features of AGC Georgia website advertising:

- Cross-promoted in other AGC Georgia publications and communication pieces
- 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, agcga.org receives:

- 2,540 visits per month
- 26,000 page views per month
- Nearly 7 web pages viewed per session





1 Half-Wide Skyscraper | \$3,060

Your message will be prominently displayed on every page of the site. No more than 5 ad rotations appear in this premium spot.

2 Custom Square | \$1,940

The Custom Square displays your message on every page of the AGC Georgia website. A maximum of four ads rotate in this highly visible position.

For the latest online specs, please visit **www.naylor.com/onlinespecs**

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.

^{*}Traffic numbers from March - September 2018



THE FORUM eNEWSLETTER

ABOUT THE eNEWSLETTER

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 4,100 decision-makers on a regular basis
- In addition to 4,100 decision-makers, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AGC Georgia publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive





Horizontal Banner

12 Months | \$3,245

- Only one spot available NO ROTATION
- Located between popular sections of the eNewsletter

Rectangle Ads

12 Months | \$2,225

- Only six spots available NO ROTATION
- Located between popular sections of the eNewsletter

For the latest online specs, please visit **www.naylor.com/onlinespecs**

Associated General Contractors of Georgia, Inc.

Nearly all 159 Georgia counties

Our members work in nearly every Georgia county, accounting for billions of dollars in construction activity annually.

\$7 billion construction market

Our members are top contractors and builders of Georgia's \$6.9 billion construction industry.

Spend billions annually

Our members spend billions on products and services each year to successfully complete their projects.

Billions in projects

AGC Georgia members are working on both the Atlanta Braves and Atlanta Falcons stadiums, a more than \$600 million project and \$1 billion project, respectively.

\$10+ million per firm

60% of contractors in Georgia worked on \$10 million or more worth of projects last year.

3 out of 4

More than 3 out of 4 of Georgia contractors plan on hiring this year.

General Contractors • Municipal-Utility Contractors • Construction Managers • Architects • Engineers • Heavy Highway Contractors • Residential/Light Commercial Builders • Specialty Contractors • Suppliers/Service Providers

AGC Georgia Website

agcga.org

More than 3,500 visits per month



Georgia Construction Today

bi-annual print and digital magazine

Average of 2,300 page views per digital issue



The Forum

weekly eNewsletter

Ads receive an average of 6-8,000 impressions per month



Target contractors who spend billions annually by contacting us today!



Georgia Construction Today

Net Advertising Rates

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

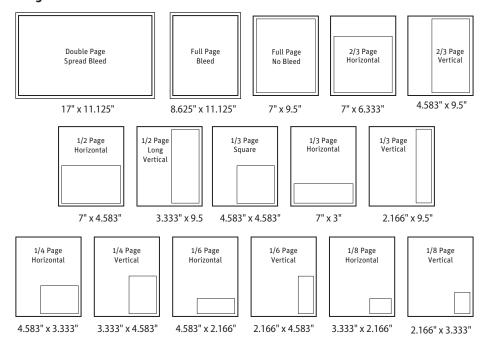
Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Size	Full-Color		Black-and-White		
	1x	2x	1x	2x	
Double Page Spread	\$3,179.50	\$2,859.50	N/A	N/A	
Outside Back Cover	\$2,839.50	\$2,619.50	N/A	N/A	
Inside Front or Inside Back Cover	\$2,639.50	\$2,419.50	N/A	N/A	
Full Page	\$2,239.50	\$2,019.50	\$1,379.50	\$1,239.50	
2/3 Page	\$1,939.50	\$1,749.50	\$1,179.50	\$1,059.50	
1/2 Page	\$1,289.50	\$1,159.50	\$819.50	\$739.50	
1/3 Page	\$999.50	\$899.50	\$679.50	\$609.50	
1/4 Page	\$759.50	\$679.50	\$519.50	\$469.50	
1/6 Page	\$609.50	\$549.50	\$429.50	\$389.50	
1/8 Page	\$509.50	\$459.50	\$399.50	\$359.50	

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.

Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



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.

DPS Live Area: 15.417" x 9.5" Full Page Live Area: 7" x 9.5"

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875" 1 Pg / 2 Surface 8.375" x 10.875" 2 Pg / 4 Surface 8.375" x 10.875" Postcards 6" x 4.25" Heavy Card Stock Insert 8.25" x 10.75" Postal flysheets 8.5" x 11"

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 Web site at www.naylor.com and under the Client Support section click "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, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

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.

Online Specifications - For more information, visit www.naylor.com/clientSupport-onlineGuidelines.asp

Georgia Construction Today digital edition

Digital Edition - naylornetwork.com/ggc-nxt

In addition to print, *Georgia Construction Today* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the AGC Georgia website.* An archive of issues is available, securing your ad a lasting online presence.

Readers can:

- Bookmark pages and insert notes
- · Keyword search the entire magazine
- Navigate and magnify pages with one click
- · Share articles on news and social networking sites
- · Read the issue online or download and print for later
- · View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Digital editions receive an average of 2,300 page views per issue!

Ad Positions



Digital Sponsorship (550 x 480 pixels) \$450

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



Digital Toolbar (250 x 50 pixels) \$300

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Leaderboard (728 x 90 pixels) | \$750

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper (200 x 783 pixels) | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

The Forum eNewsletter

About The Forum

Now more than ever, professionals consume information on the go. *The Forum* eNewsletter allows members and industry professionals to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Positions your company in front of the members who account for billions of dollars in construction activity annually in Georgia
- Delivers your message directly to the inbox of 4,100 decision-makers in Georgia's \$6.9 billion construction industry
- Cross-promoted in other AGC Georgia publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- · Archives are accessible for unlimited online viewing
- · Limited available ad space makes each position exclusive





Vertical banners receive, on average, between 6-8,000 impressions per month!

Vertical Banner (120 x 240 pixels)

12 Months | \$2,060

- Only four spots available NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Delivered a minimum of 48 Wednesday's per year

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

AGC Georgia Website

Advertising on the AGC Georgia Website - www.agcga.org

Advertising on the agcga.org website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to agcga,org to learn about upcoming association events, discover ways to maximize their AGC Georgia membership. Advertising on agcga.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction professionals.

Features of AGC Georgia website advertising:

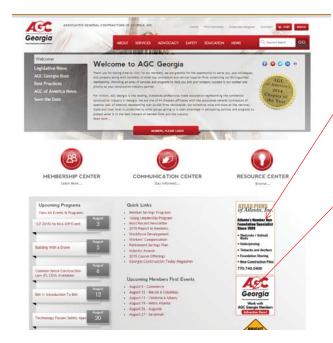
- Cross-promoted in other AGC Georgia publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- · Year-round visibility reinforces brand recognition
- · Allows dynamic, time-sensitive promotion

On average, agcga.org receives:

- More than 3,530 visits per month
- 2,240 unique visits per month
- More than 26,000 page views per month
- Nearly 3 1/2 minutes spent on site per visit
- Nearly 7 1/2 pages viewed per visit

Traffic from Feb. 18, 2016 - Aug. 18, 2016





Half Wide Skyscraper (160 x 300 pixels)

12 Months | \$2,830

Your message will be prominently displayed on **every page** of the site. No more than 5 ad rotations appear in this premium spot.

Custom Square (160 x 160 pixels)

12 Months | \$1,800

The Custom Square displays your message on **every page** of the AGC Georgia website. A maximum of four ads rotate in this highly visible position.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

AGC Georgia Communications

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with AGC Georgia and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of AGC Georgia.

ABC Cutting Contractors Aerial Innovations of GA, Inc. Atlas Piers of Atlanta, Inc. **BB & T Insurance Services Brent Scarbrough & Co. CompTrust AGC MCIC Conditioned Air Systems, Inc. Eckardt Electric Co. Editorial Advertisement Ergon Asphalt & Emulsions, Inc. Ergon Asphalt & Emulsions, Inc. Georgia 811 Utilities Protection Center Georgia College of Construction Georgia Press Association Greene and Associates, Inc. Gwinnett Technical College** Hall Booth Smith, P.C. Jones Automatic Sprinkler, Inc. **Merna Painting & Coatings** Midsouth Steel, Inc. **Moore Colson National Construction Rentals** Patterson Services, Inc. Ritchie Bros. Auctioneers America **Rogers Construction Co. Shumate Mechanical, LLC Sports Turf Company, Inc.** Tip Top Roofers, Inc. Top South, Inc.

Georgia Construction Today

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

			F 1 .		D /T
	Access Flooring		Employment		Partitions/Trusses
	Accounting/Management Consultants		Engines		Pipes & Accessories
	Accounting & Estimating/Construction		Equipment Rental & Sales		Power Tools & Construction Supplies
	Attorneys & Counselors		Erosion Control		Precast Products
	Auctions		Excavating Equipment		Prefabricated Structures
	Barricades & Traffic Control		Explosives		Pressure Cleaning & Equipment
	Blasting		Fencing		Railings
	Blinds		Fire Alarm/Clock System Sales		Ready-Mix Concrete
	Blueprinting Equipment & Services		Fire Escapes		Roofing Contractors
	Bricks		Fire Protection		Roofing, Insulation & Sheet Metal
	Bridge Systems		Floor Coverings		Safety Equipment & Clothing
	Carpenters & Carpentry Contractors		Generators		Sand, Gravel & Crushed Stone
	Carpet & Services & Supplies		Grading		Signage
	Computer Software & Hardware		Heavy Construction Equipment		Scaffolding & Accessories
	Communications Equipment		HVAC Contractors		Security Systems & Data Systems
	Concrete Breaking, Cutting & Sawing		Hydraulic Equipment Repair		Signage
	Concrete Erecting		Insurance & Bonds		Site Preparation
	Concrete Forms/Scaffolds		Internet Services		Steel
	Concrete Materials		Iron Works		Steel Erection/Pile Driving
	Concrete Products & Accessories		Labor		Structural Steel Fabricators
	Concrete Restoration		Landscape Contractors		Telephone Systems & Services
	Construction Equipment		Laser Products		Tire Sales & Service
	Construction Software		Lubricants		Toilets - Portable
	Consulting, Engineering & Testing		Manholes		Traffic Control Equipment
	Conveyors		Masonry Restoration		Trailer Sales & Rental
	Cranes & Hoists		Material Testing & Geotechnical		Trench Shoring Equipment
	Crane Sales & Rental		Engineering		Truck Sales & Parts & Service
	Cranes (Articulating Truck Mounted)		Mechanical Contractors		Waste Management
	Custom Drilling & Blasting		Metal Fabrication & Erection		Waterproofing
	Demolition		Metalworking		Welding
	Doors	_	Mobile & Modular Offices		Windows
	Drug Testing	_	Pagers		Other:
_	Drywall Equipment & Supplies		Paint & Wall Covering	_	other.
_	Electrical Contractors		Painting Contractors		
	Electrical Contractors Electrical Equipment & Supplies		Painting Contractors Painting & Special Coatings		
J	Liectrical Equipment & Jupplies		i aniting & Special Coatings		

 $One free \ listing \ with \ any \ size \ ad. \ Additional \ listings \ are \ \$20.00 \ each. \ No \ limit. \ Please \ list \ new \ categories \ on \ this \ sheet.$

 Additional Ca	tegories X \$20.00 =	: \$
Initial:	Date:	