

ASSOCIATED GENERAL CONTRACTORS OF SOUTH DAKOTA MEDIA GUIDE



**REACH AGC SOUTH DAKOTA MEMBERS
WHO SPEND NEARLY \$1 BILLION A YEAR
ON PRODUCTS AND SERVICES!**

Membership Directory & Resource Guide

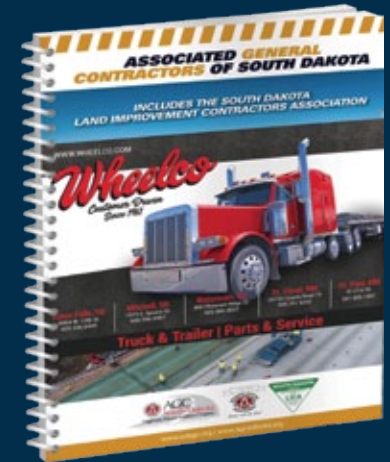
FOR MORE INFORMATION, PLEASE CONTACT:





AT A GLANCE

- AGC South Dakota members spend an estimated **\$1 billion** on products and services each year.**
- AGC South Dakota represents **70%** of the highway contractors and nearly **40%** of the general contractors in South Dakota.**
- South Dakota's construction industry generates **\$2.1 billion** in revenue annually.*
- South Dakota annually breaks ground on **\$2.2 billion** in nonresidential construction projects.*



REACH OUT TO YOUR NAYLOR REPRESENTATIVE TODAY TO SHARE YOUR MESSAGE WITH SOUTH DAKOTA'S CONSTRUCTION INDUSTRY!

MEMBERSHIP DIRECTORY & RESOURCE GUIDE
PRINT AND DIGITAL EDITIONS

LAST YEAR'S DIGITAL EDITION RECEIVED ROUGHLY 15,000 PAGE VIEWS AND NEARLY 4,400 CLICKS!

Source: 2017 AGC South Dakota Marketing Questionnaire*
https://files.agc.org/files/economic_state_facts/SDstim.pdf**

MEMBERSHIP DIRECTORY & RESOURCE 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	\$3,389.50
Outside Back Cover	\$2,939.50
Inside Front or Inside Back Cover	\$2,759.50
Tab Special	\$2,539.50
Full Page	\$2,339.50
2/3 Page	\$1,989.50
1/2 Page	\$1,479.50
1/3 Page	\$1,109.50
1/4 Page	\$849.50
1/6 Page	\$689.50
1/8 Page	\$519.50

Black-and-White Rates	1x
Full Page	\$1,439.50
2/3 Page	\$1,189.50
1/2 Page	\$869.50
1/3 Page	\$669.50
1/4 Page	\$489.50
1/6 Page	\$399.50
1/8 Page	\$309.50

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

Belly Band | \$1,000

Sponsorship Max | \$490

Toolbar | \$340

Skyscraper | \$715

Sponsorship | \$440

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

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). Rates as of November 2017.



MEMBERSHIP DIRECTORY & RESOURCE GUIDE - DIGITAL EDITION

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

In addition to print, *Membership Directory & Resource Guide* 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.

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
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later



www.naylornetwork.com/dak-nxt

MEMBERSHIP DIRECTORY & RESOURCE GUIDE AD POSITIONS



Toolbar | \$340

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

Skyscraper | \$715

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

Belly Band | \$1,000

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Sponsorship | \$440

Sponsorship MAX* | \$490

Your message will be prominently displayed directly across from the cover of the magazine. *Video capabilities are not supported for Sponsorship MAX.*

Ad Link | included in display 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.

For the latest online specs, please visit: www.naylor.com/digitalmagspecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

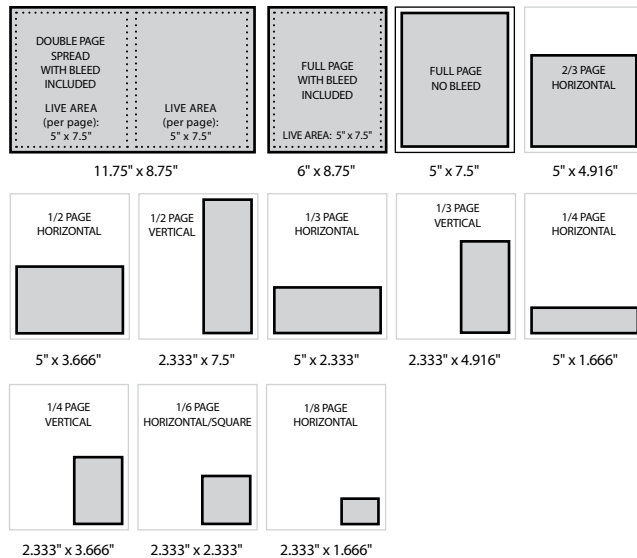
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

THE LAST ISSUE OF MEMBERSHIP DIRECTORY & RESOURCE GUIDE HAS ROUGHLY 15,000 PAGE VIEWS!

PRINT ADVERTISING SPECIFICATIONS

MEMBERSHIP DIRECTORY & RESOURCE 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/digitalmagspecs>

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).

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with us 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 publication of AGC South Dakota.

Aaron Swan & Associates, Inc.	General Equipment & Supplies, Inc.	Prins Insurance
Advanced Drainage Systems, Inc.	Geotek Engineering and Testing Services	RDO Equipment Co.
Agan Drywall Supply, Inc.	Gunderson, Palmer, Nelson, Ashmore, LLP	Robinson Grinding & Profiling, LLC
A-G-E- Corporation	Gusso Surety Bonds, Inc.	Roth Trucking, Inc.
American Engineering Testing	Hilpipre Auction Co	RWF Industries
Asphalt Surface Tech. Corp.	Howalt-McDowell Insurance, Marsh & McLennan Agency LLC Company	Sands Drywall, Inc.
Bankwest	Insurance Plus	Sayre Associates, Inc.
Boyer Trucks - Sioux Falls	I-State Truck Center	Sioux Equipment
Brosz Engineering, Inc.	Jim Hawk Truck Trailers	SunBelt Rentals, Inc.
Builders Supply	KLJ	Swanston Equipment Companies
Combined Building Specialties	L.G. Everist, Inc.	TranSource Truck & Equipment, Inc.
Dakota Granite Company	LaFarge Holcim	Welle Law P.C.
Diesel Machinery, Inc.	Mayo Construction Company, Inc.	Wheelco Brake & Supply
Duininck, Inc.	Mitchell Concrete Products Co.	Woltman Group, PC
Eide Bailly, LLP	Mitchell Technical Institute	Worldwide Rental Services
First National Bank in Sioux Falls	Northwest Pipe Fittings, Inc.	WW Tire, Inc.
Fischer Rounds & Assoc., Inc.		
Fringe Benefits Design of MN, Inc		

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.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Acoustical Contractors | <input type="checkbox"/> Bathroom Accessories | <input type="checkbox"/> Carports & Canopies |
| <input type="checkbox"/> Advertising Specialties | <input type="checkbox"/> Bolts & Nuts | <input type="checkbox"/> Ceramic Tile |
| <input type="checkbox"/> Aggregate | <input type="checkbox"/> Bricks | <input type="checkbox"/> Chillers |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Building - Products/Materials | <input type="checkbox"/> Clay |
| <input type="checkbox"/> Architectural Millwork | <input type="checkbox"/> Building Restoration | <input type="checkbox"/> Clean Room Installation |
| <input type="checkbox"/> Asphalt Testing | <input type="checkbox"/> Buildings - Metal | <input type="checkbox"/> Concrete |
| <input type="checkbox"/> Audio-Visual Contractors | <input type="checkbox"/> Carpet | <input type="checkbox"/> Concrete & Asphalt Paving |

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- | | | |
|---|--|---|
| <input type="checkbox"/> Concrete Breaking, Coring & Sawing | <input type="checkbox"/> Fire Stopping | <input type="checkbox"/> Safety Awards |
| <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Concrete: Decorative, Stamped, Scored & | <input type="checkbox"/> Flooring - Wood | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Stained | <input type="checkbox"/> Fuel & Lubricants | <input type="checkbox"/> Sealants |
| <input type="checkbox"/> Concrete Equipment - Sales, Service & Rental | <input type="checkbox"/> Garage Doors | <input type="checkbox"/> Septic System Installation |
| <input type="checkbox"/> Concrete Floors | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Signage/Promotional |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Generators | <input type="checkbox"/> Site Work |
| <input type="checkbox"/> Concrete Pumping | <input type="checkbox"/> Glass | <input type="checkbox"/> Steel Distributors |
| <input type="checkbox"/> Concrete - Ready Mix | <input type="checkbox"/> Glass Block | <input type="checkbox"/> Steel Erection |
| <input type="checkbox"/> Concrete Reinforcement | <input type="checkbox"/> Hardware Flooring Manufacturers | <input type="checkbox"/> Steel Fabrication |
| <input type="checkbox"/> Concrete - Residential | <input type="checkbox"/> Hardwood Lumber | <input type="checkbox"/> Steel Reinforcing |
| <input type="checkbox"/> Construction Tools | <input type="checkbox"/> Highway Construction | <input type="checkbox"/> Steel Structures |
| <input type="checkbox"/> Consulting Contractors | <input type="checkbox"/> Insulation | <input type="checkbox"/> Stone |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Insurance & Bonds | <input type="checkbox"/> Stone Quarries |
| <input type="checkbox"/> Containers | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Surveying Instruments |
| <input type="checkbox"/> Contractors/Industrial Tools | <input type="checkbox"/> Landscaping Stone | <input type="checkbox"/> Tenant Improvements |
| <input type="checkbox"/> Custom Mouldings | <input type="checkbox"/> Lasers & Machine Control | <input type="checkbox"/> Testing & Balancing |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Light Gauge Steel Wall Panels & Trusses | <input type="checkbox"/> Tile & Marble |
| <input type="checkbox"/> Dirt | <input type="checkbox"/> Limestone | <input type="checkbox"/> Tile - Natural Stones |
| <input type="checkbox"/> Drilling Shaft/Caissons | <input type="checkbox"/> Lubricants | <input type="checkbox"/> Trailers - Office & Storage |
| <input type="checkbox"/> Drilling Contractors | <input type="checkbox"/> Masonry Contractor | <input type="checkbox"/> Trailers - Renting & Leasing |
| <input type="checkbox"/> Drug Testing/Occupational Health | <input type="checkbox"/> Masonry Supplies | <input type="checkbox"/> Trailers - Sales & Rental |
| <input type="checkbox"/> Drywall | <input type="checkbox"/> Mechanical Contractors | <input type="checkbox"/> Trencher Equipment |
| <input type="checkbox"/> Drywall & Acoustical Ceilings | <input type="checkbox"/> Mechanical Engineers | <input type="checkbox"/> Truck Sales, Parts & Service |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Milling, Planning & Profiling | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Electrical Equipment & Supplies | <input type="checkbox"/> Millwork | <input type="checkbox"/> Trusses |
| <input type="checkbox"/> Energy Management Systems | <input type="checkbox"/> Pre-cast Concrete Erection | <input type="checkbox"/> Utility Contractors |
| <input type="checkbox"/> Environmental Site Assessments | <input type="checkbox"/> Pumps | <input type="checkbox"/> Valves |
| <input type="checkbox"/> Equipment - Rental & Sales | <input type="checkbox"/> Radio Rental & Sales | <input type="checkbox"/> Wallcovering |
| <input type="checkbox"/> Erosion Control Services | <input type="checkbox"/> Ready Mix | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Fireproofing | <input type="checkbox"/> Reprographics | <input type="checkbox"/> Windows |
| <input type="checkbox"/> Fire Protection Systems | <input type="checkbox"/> Roofing | <input type="checkbox"/> Wood Flooring |
| | <input type="checkbox"/> Safety & Health | <input type="checkbox"/> Workers' Compensation |
| | | <input type="checkbox"/> Other: _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

