



Metro Washington
Chapter



2018 MEDIA KIT



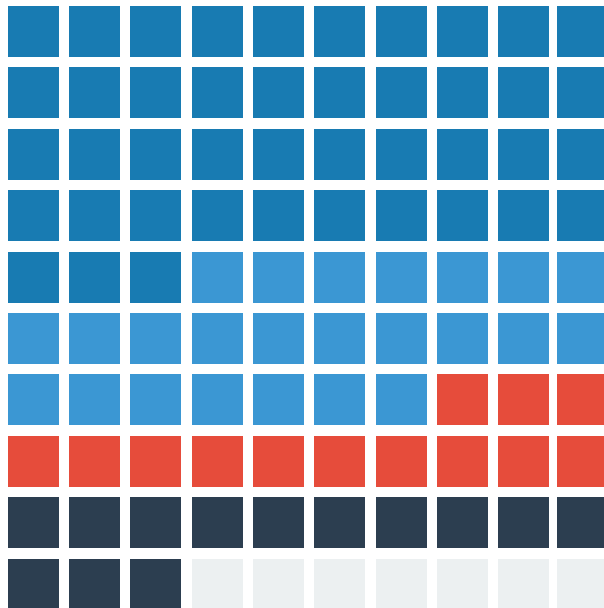
WHO

Established in 1958, Associated Builders and Contractors of Metro Washington (ABC) is one of 70 chapters in a nationwide federation of more than 22,000 merit shop construction and construction-related firms with nearly two million employees. Locally, ABC of Metro Washington is more than 500 member companies strong. ABC members are dedicated to free enterprise, open competition and the merit shop philosophy. They are the builders of schools, hospitals, government buildings, recreational facilities, commercial centers, industrial plants, bridges, museums and much more.

MEMBERSHIP PROFILE

3,000 plus of the region's top construction users; architecture, engineering and design professionals; general and specialty contractors; elected and appointed officials; and other affiliated industry professionals read *Building Washington*.

- Specialty Contractors = **43%**
- Industry Associates = **13%**
- General Contractors = **24%**
- Suppliers = **13%**



WHAT

Your award-winning *Building Washington* Magazine provides a vehicle to disseminate valuable ideas, practices, observations and research in the commercial construction industry. The magazine reaches a broad audience, including the region's top construction users; architecture, engineering and design professionals; general and specialty contractors; elected and appointed officials; and other affiliated industry professionals.



8 OF OUT 10 MEMBERS SEE ADVERTISERS AS A SUPPORTING MEMBER OF THEIR INDUSTRY



74% OF READERS ARE MORE WILLING TO BUY PRODUCTS AND/OR SERVICES FROM ADVERTISERS



4 OUT OF 5 ADVERTISERS RENEW THEIR ADS MONTHLY AS THEY FIND THEIR ROI MORE THAN WORTH IT!

91% OF AMERICAN ADULTS HAVE READ A MAGAZINE IN THE LAST SIX MONTHS

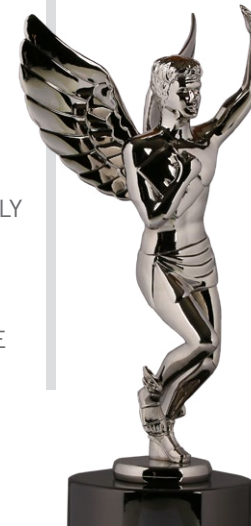
WHY

When you advertise in *Building Washington*, you'll reach an audience of more than 3,000 industry professionals, and with three different ways to advertise – print magazine, online flipbook, and the app – advertisers have many options and opportunities to reach leaders and decision makers within the commercial construction industry.

WHAT THE **ADVERTISERS** ARE SAYING:

Kevin O'Callaghan, President & CEO - Universal Builders Supply, Inc.

"Our company has been advertising in *Building Washington* for almost 20 years now. We have been extremely pleased with the exposure this publication has given us in the industry. We tend to choose the marketing we invest in wisely. *Building Washington* has offered us as a company a great platform. The very modern and current looking magazine is very much in line with our current demographic."



HERMES CREATIVE AWARD

***Building Washington* – Spring 2015**

PRINT MEDIA – PUBLICATIONS

FOR ANY QUESTIONS

Mitchell Kleinschmidt

p. 240.393.4149

tf. 800.572.0011

fx. 952.448.9928

mitchell@emconsultinginc.com

CLICK HERE TO SIGN UP ONLINE!



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PRINT DETAILS



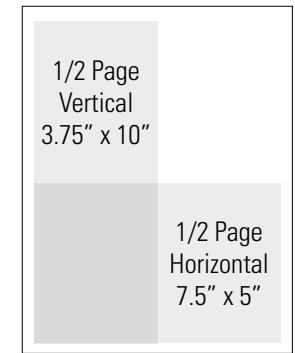
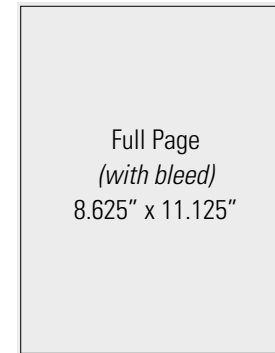
Metro Washington Chapter

AD RATES

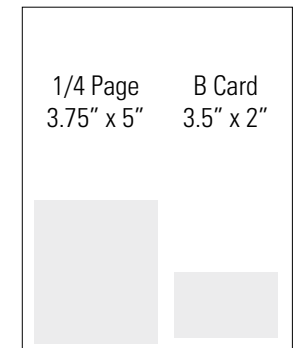
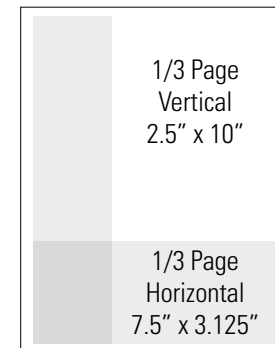
AD SPECS

[CLICK HERE](#)
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Size	1 Issue	4 Issues	Digital Link	Vertical	Horizontal
Full Color					
Back Cover	\$2,899	\$2,699	<p>\$149 / issue</p> <p><i>Add your company website to the online ad and enhance your web traffic from the digital publication.</i></p> <p><i>Available at any ad size or placement.</i></p>	8.625" x 11.125"	N/A
Inside Front Cover	\$2,599	\$2,499		8.625" x 11.125"	N/A
Inside Back Cover	\$2,599	\$2,499		8.625" x 11.125"	N/A
Facing Inside Front Cover	\$2,199	\$2,099		8.625" x 11.125"	N/A
Full Page	\$2,099	\$1,899		8.625" x 11.125"	N/A
1/2 Page	\$1,499	\$1,399		3.75" x 10"	7.5" x 5"
1/3 Page	\$1,149	\$1,049		2.5" x 10"	7.5" x 3.125"
1/4 Page	\$849	\$749		3.75" x 5"	N/A
Business Card	\$649	\$549		3.5" x 2"	2" x 3.5"



Black & White					
Full Page	\$1,699	\$1,599	<p>\$149 / issue</p> <p><i>Rates per issue</i></p>	8.625" x 11.125"	N/A
1/2 Page	\$1,099	\$999		3.75" x 10"	7.5" x 5"
1/3 Page	\$849	\$749		2.5" x 10"	7.5" x 3.125"
1/4 Page	\$699	\$599		3.75" x 5"	5" x 3.75"
Business Card	\$499	\$399		3.5" x 2"	2" x 3.5"



DEADLINES

SPRING
Reservation: 2/15/2018
Ad Material: 2/22/2018
Delivery: Mid March

SUMMER
Reservation: 5/17/2018
Ad Material: 5/24/2018
Delivery: Mid June

FALL
Reservation: 8/16/2018
Ad Material: 8/23/2018
Delivery: Mid September

WINTER
Reservation: 11/6/2018
Ad Material: 11/13/2018
Delivery: Early December

*Excellence in Construction
Awards Edition*

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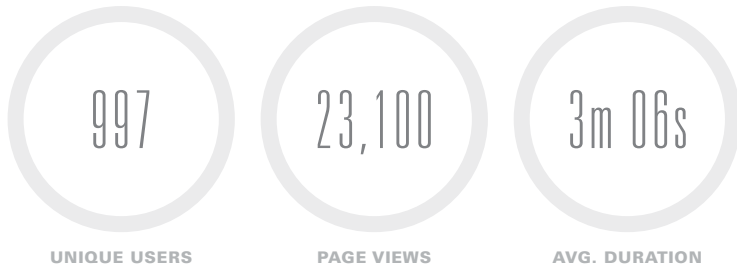
Digital versions of *Building Washington* deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further

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

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

With *Building Washington*, you are directing your marketing directly to your target audience. With every page view, readers have the opportunity to view your ad and click directly to your website or social media pages to contact you. The Publication Reader App also provides analytics for advertisers, so you can see for yourself how many views and clicks your ad is bringing in.

THE DIGITAL EDITION ANALYTICS FROM 6/30/16-7/1/17



Banner Sizes*	1 Issue	4 Issues
Banner Package	\$900	\$3,450
Full Side Banner	\$500	\$1,850
Double Box	\$400	\$1,500
Single Box	\$250	\$900

*2 banners available or up to 6 single box ads available.



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AD SPECS (WIDTH BY HEIGHT)

Full Side Banner.....	200 x 860px
Double Box.....	200 x 567px
Single Box.....	200 x 275px

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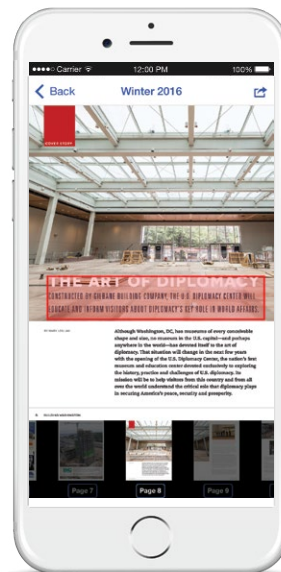
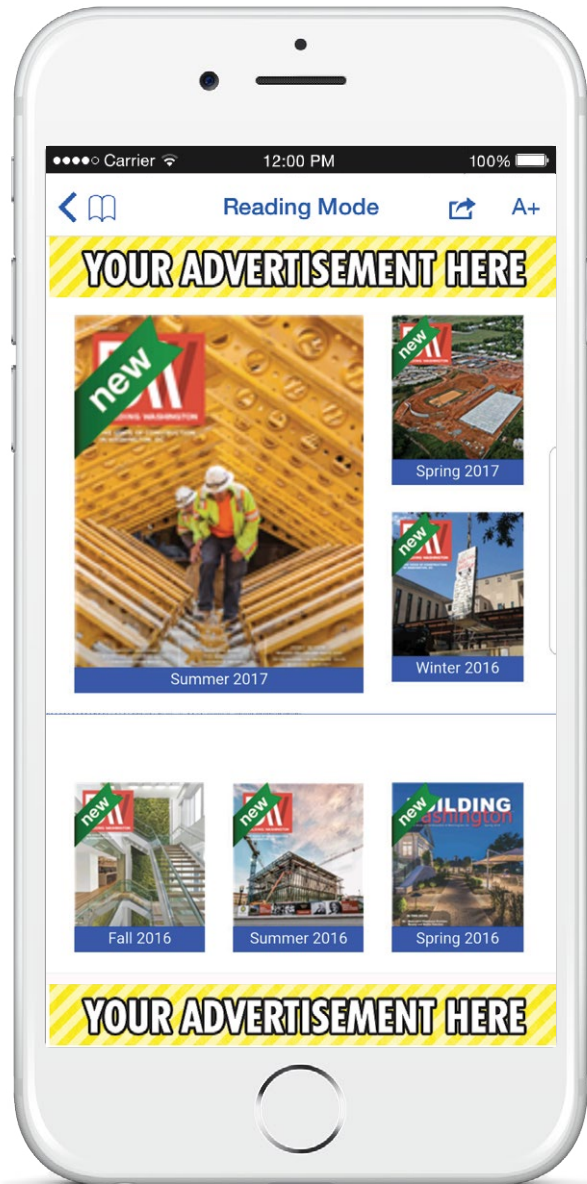
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PUBLICATION READER APP

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Smartphone users are engaged in their downloaded mobile apps more than anything else on their phone, according to a recent study by eMarketer. This opens a world of opportunities to effectively target your audience on something they use every day with our Publication Reader App. Catch up on the latest news in the commercial construction industry at any time and any place. You can easily access full issues of *Building Washington* magazine from your mobile phone or tablet device. The features of the app include offline viewing, Reader Mode for easy viewing and push notifications.

Reader App Banners	Annually
Top Banner	\$1,499
Bottom Banner	\$1,499
Splash Page - 2 Available	\$999

MARKET YOUR COMPANY BY:

- Maximizing your exposure with premium full-color banner ads that remain visible to readers at all times.
- Reaching fellow construction industry professionals and potential customers by advertising on the Publications Reader App banners or in the magazine itself.
- Promoting your products and services on cell phones and tablets, where customers and colleagues can easily save your info and look you up online.

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CONTRACT FOR ADVERTISEMENT



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DATE:	AD SIZE	QTY	COST	AD CREATION COST
SALESPERSON:	BUSINESS CARD		\$ _____	\$29
AD LOCATION:	1/8 PAGE		\$ _____	\$29
COLOR:	1/4 PAGE		\$ _____	\$49
Y: N:	1/3 PAGE		\$ _____	\$49
PAST ADVERTISER:	1/2 PAGE		\$ _____	\$69
PAST AD PROOF SENT:	FULL PAGE		\$ _____	\$99
RUN SAME AD:	INSIDE FRONT COVER		\$ _____	\$99
Y: N:	INSIDE BACK COVER		\$ _____	\$99
# OF ISSUES:	BACK COVER		\$ _____	\$99
1 Issue			\$ _____	
4 Issues			\$ _____	
Annual			\$ _____	
___ Issues			\$ _____	

ADVERTISEMENT COST: \$ _____ ***TOTAL**
AD COST: \$ _____ PF
 (per issue)
 AD CREATION COST: \$ _____ Invoice In Full
 AD CHANGE COST: \$ _____ Invoice Per Issue
 PREFERRED AD LOCATION (\$59): \$ _____

ADVERTISER INFORMATION
 NAME OF BUSINESS _____
 ADVERTISING: _____
 CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ CELL #: _____
 FAX #: _____
 EMAIL: _____
 WEBSITE: _____

SEND THIS CONTRACT, AD LAYOUT & FULL PAYMENT PAYABLE TO:
E&M Consulting, Inc. Phone: 800-572-0011
E&M Management, LLC Fax: 952-448-9928
 1107 Hazeltine Blvd, Ste #350 artwork@emconsultinginc.com
 Chaska, MN 55318 www.emconsultinginc.com

OFFICE ONLY
 OP: _____ UNKN: _____ AD CODE: _____ LAND PG: _____

ISSUE	DATE	AMOUNT	PAYMENT	TRANS. ID #

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. and/or E&M Management, LLC (E&M) are registered trademarks of my company, and that I am not infringing on any other person's copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements and listings placed with E&M. Issues of this publication may be archived online indefinitely. The publication sponsor determines the time each publication is archived. Contact E&M to have your ad taken down or revised for a fee.

SIGNATURE: _____ DATE: _____

BILLING INFORMATION
 CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ FAX #: _____
 EMAIL: _____

AD/BILLING INSTRUCTIONS

***PAYMENT INFORMATION:** ***A \$4.50 PROCESSING FEE WILL APPLY TO ALL CREDIT CARD PAYMENTS.**

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____
 CARD NUMBER: _____ SIGNATURE FOR CARD PAYMENT: _____ SECURITY CODE: _____
 EXP. DATE: _____

E&M Consulting, Inc.
 professional sales • marketing • advertising

Terms Net 30 days, unless otherwise specified. A finance charge of 1 1/2% per month (18% annum) will be added to all amounts over 30 days.
A \$40 PROCESSING CHARGE APPLIES TO ALL INTERNATIONAL CHECKS.

RESERVATION

[CLICK HERE!](#) TO RESERVE YOUR SPACE ONLINE...

IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera-ready art
- Clean logos, email preferred. If not, please send (business cards/letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc.
- Development plats
- Link to company website
- Past ads

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Adobe Illustrator, Photoshop or InDesign files or a high-res PDF are preferred
- "Stuffed" or compressed files if needed are welcomed
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

MAILING ADDRESS

E&M Consulting, Inc.
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 Suite #350
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 artwork@emconsultinginc.com

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