

THE MERIT CONTRACTOR CONNECTION

IF YOU BUILD IT...
BE SEEN BY THE
CONSTRUCTION
INDUSTRIES
OF INDIANA &
KENTUCKY.

The Merit Contractor Connection, published quarterly by E&M Consulting, Inc., is the official magazine of the Associated Builders and Contractors – Indiana/Kentucky chapter. Each issue provides in-depth coverage of industry topics such as labor issues, safety and regulatory information, and political updates affecting both Indiana and Kentucky.



FOR MORE INFORMATION
Mitchell Kleinschmidt, Magazine Sales Associate
800.572.0011 / 317.536.1084 / mitchell@emconsultinginc.com



BACKGROUND

Founded on the merit shop philosophy, Associated Builders and Contractors, Inc. helps its members develop people, win work and deliver that work safely, ethically, profitably and for the betterment of the communities in which ABC and its members work. From best-in-class safety and apprenticeship programs to discounts with leading vendors, ABC has the solutions for merit-shop companies nationwide.

600+

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 the *Merit Contractor Connection*.

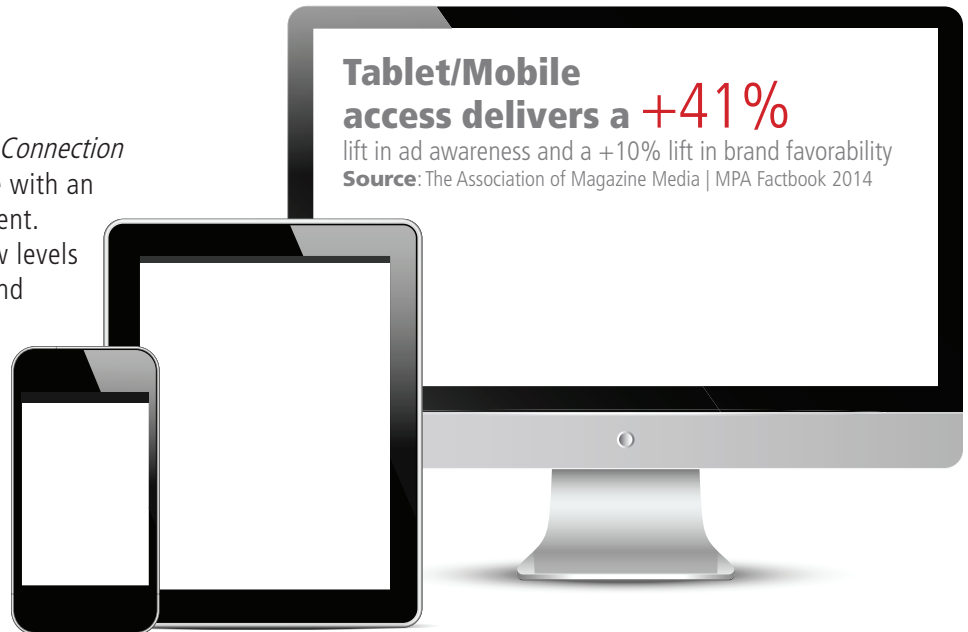
MEMBER BREAKDOWN

Percentage breakdown of Members by category:



DIGITAL EDITION

Digital versions of *The Merit Contractor Connection* 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. 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.



TARGETED ADVERTISING

Advertise to industry professionals already interested in industry trends, news, and vendor information.



BONUS EXPOSURE

Reach a wider audience of those reading the digital edition exclusively on the association website.



EXCLUSIVE ONLINE ACCESS

Online readers can view your advertisement 24/7 and reference past editions through the digital edition.



DRIVE WEB TRAFFIC

Clickable ads link directly to your website to pull additional traffic and bring in immediate responses.



EASE OF USE

The digital layout matches the print magazine format; it's familiar, quickly accessible, and easy to read.

Editorial Calendar

SPRING | Ad Sales Deadline: February 10, 2016
Materials Deadline: February 24, 2016

FALL | Ad Sales Deadline: August 11, 2016
Materials Deadline: August 25, 2016

SUMMER | Ad Sales Deadline: May 05, 2016
Materials Deadline: May 19, 2016

WINTER | Ad Sales Deadline: November 03, 2016
Materials Deadline: November 17, 2016

Editorial and artwork dates listed above for this magazine reflect the timely release of each issue. Please take into account that some information does change at the discretion of the association or its publisher, E&M Consulting, Inc. The association and its publishers have done their best to provide accurate information. Dates are updated as needed and for most accurate issue calendar, please contact the publisher's Editorial Team.

Advertising Rates

All rates listed are per issue.

Full Color Rates	1 Issue	4 Issues
Back Cover	\$999	\$899
Inside Covers	\$899	\$799
Page 1 (Facing IFC)	\$799	\$699
Full Page	\$699	\$599
1/2 Page	\$449	\$399
1/4 Page	\$399	\$349
Business Card	\$249	\$199

Black & White Rates	1 Issue	4 Issues
Full Page	\$599	\$499
1/2 Page	\$399	\$349
1/4 Page	\$349	\$249
Business Card	\$199	\$149

Full Color Advertorial Rates	1 Issue
One Page	\$799
Two Page	\$899
Center Spread	\$1,099

FOR MORE INFORMATION

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Magazine Sales Associate
800.572.0011 / 518.320.8565
fax. 952.448.9928
mitchell@emconsultinginc.com

CONTRACT FOR ADVERTISEMENT

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

FOR OFFICE USE ONLY

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.

SIGNATURE: _____ DATE: _____





ADVERTISEMENT COST: \$ _____	TOTAL AD COST: \$ _____ <i>(per issue)</i>
AD CREATION COST: \$ _____	<input type="checkbox"/> Invoice In Full
AD CHANGE COST: \$ _____	<input type="checkbox"/> Invoice Per Issue
PREFERRED AD LOCATION (\$39): \$ _____	
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

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

AD/BILLING INSTRUCTIONS

PAYMENT INFORMATION	    (most other cards accepted)
BILLING ADDRESS: _____	NAME AS IT APPEARS ON CARD: _____
CARD NUMBER: _____	SIGNATURE FOR CARD PAYMENT: _____
	ZIP CODE: _____
	SECURITY CODE: _____
	EXP. DATE: _____

Advertising Specs

TWO-PAGE SPREAD

(2 x Full Page)
 Trim: 10.875" x 16.75"
 Margin: 10.5" x 16.375"
 Bleed: 11.125" x 17"

FULL PAGE

Trim: 8.375" x 10.875"
 Margin: 8" x 10.5"
 Bleed: 8.625" x 11.125"

HALF PAGE

Vertical:
 3.75" x 10"

HALF PAGE

Horizontal: 7.5" x 5"

THIRD PAGE

Vertical:
 2.5" x 10"

THIRD PAGE

Horizontal: 7.5" x 3.125"

QUARTER PAGE

Vertical: 3.75" x 5"

SIXTH PAGE

Vertical: 2.375" x 4.625"
 Horizontal: 4.625" x 2.375"

EIGHTH PAGE

Horizontal: 3.5" x 2.5"

BUSINESS CARD

Horizontal: 3.5" x 2"

MAGAZINE SIZE

Trim Size — 8.375" x 10.875"
 Safe Zone — 1/4" on all sides
 Bleed Size — 1/8" on all sides
 Binding — Saddle Stitch

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area.

Additional sizes may be available for this publication. Please contact an E&M representative for more spec information.



Advertising Submissions

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)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc. (see page 7 for file size and specifications)
- Development plats
- Link to company website
- Past ads

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- We prefer Adobe Illustrator, Photoshop or InDesign files
- We can work with Microsoft Word and PDF files
- We welcome "Stuffed" or compressed files if needed
- TIF, EPS, or JPEG formats for photos/images
- Mac or PC files are acceptable
- CDs or flash drives can be mailed in

FOR MORE INFORMATION

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 heidi@emconsultinginc.com

TO SUBMIT ARTWORK

Carrie Billig,
 Graphics Department
 800.572.0011
 fax. 952.448.9928
 artwork@emconsultinginc.com

E&M ADDRESS

1107 Hazeltine Boulevard,
 Suite #350
 Chaska, MN 55318
 800.572.0011
 fax. 952.448.9928

Advertising Partners (partial list)

Company Name
 Company Name
 Company Name
 Company Name
 Company Name
 Company Name

Company Name
 Company Name
 Company Name
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Company Name
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