



2019

# MEDIA KIT

**ASSOCIATED BUILDERS  
AND CONTRACTORS, INC.  
INDIANA/KENTUCKY CHAPTER**  
PRINT & DIGITAL ADVERTISING



# ABOUT

The Associated Builders and Contractors of Indiana/Kentucky Chapter ranks in the top 5 for membership size. We have also achieved numerous awards for member retention, member recruitment, grassroots initiatives, and internal operations. ABC of Indiana/Kentucky ranks in the top three for education and training. Our chapter consists of 6 councils that cover both Indiana and Kentucky. These include and are detailed on the map as Northeast, Northwest, North Central, Southeast, Southwest and Kentuckiana. We want our members to use their membership to the fullest extent, which is why we created the *Merit Contractor Connection* for their use! By advertising in this magazine you are not only promoting your business to potential clients, but also giving other members the opportunity to do member to member business with you.

**311** SPECIALTY CONTRACTORS

**136** ASSOCIATE MEMBERS

**121** GENERAL CONTRACTORS

**97** SUPPLIERS

775+  
**PRINT COPIES**

220+  
**ONLINE VIEWS**



**FOR MORE INFORMATION**

**MITCHELL KLEINSCHMIDT**  
p. 317.536.1084 / tf. 800.572.0011  
mitchell@emconsultinginc.com

**CLICK HERE TO SIGN UP ONLINE!**





# MAGAZINE

Our mission statement: Based on Merit, Performance, and Integrity. This magazine succeeds in ensuring every article is based on these three values. We strive to provide members with the highest quality information important to our industry. Fully utilize your membership and share your industry advances with all of your peers!

## AD RATES

PRINT ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$1,199	\$1,099	\$169	8.625" x 11.125"	N/A
Inside Covers	\$1,099	\$999	\$169	8.625" x 11.125"	N/A
Facing Inside Cover	\$999	\$899	\$169	8.625" x 11.125"	N/A
Full Page	\$899	\$799	\$169	8.625" x 11.125"	N/A
1/2 Page	\$699	\$599	\$169	3.75" x 10"	7.5" x 5"
1/4 Page	\$499	\$449	\$169	3.75" x 5"	N/A
Business Card	\$349	\$299	\$169	N/A	3.5" x 2"
B&W - Full Page	\$799	\$699	\$169	8.625" x 11.125"	N/A
B&W - Half Page	\$599	\$499	\$169	3.75" x 10"	7.5" x 5"
B&W - Quarter Page	\$449	\$349	\$169	3.75" x 5"	N/A
B&W Business Card	\$299	\$249	\$169	N/A	3.5" x 2"
DIGITAL BANNER	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS	
Exclusive (2 Banners)	\$900	\$3,450	INCLUDED	Two @ 200 x 860 px	
Full Side Banner	\$500	\$1,850	INCLUDED	200 x 860 px	
Double Box	\$400	\$1,500	INCLUDED	200 x 567 px	
Single Box	\$250	\$900	INCLUDED	200 x 860 px	

## AD SPECS

## DEADLINES

SPRING 2019  
**AD DEADLINE:** February 14  
**EST. DELIVERY:** Early March

SUMMER 2019  
**AD DEADLINE:** May 16  
**EST. DELIVERY:** Early June

FALL 2019  
**AD DEADLINE:** August 14  
**EST. DELIVERY:** Early September

WINTER 2019  
**AD DEADLINE:** November 14  
**EST. DELIVERY:** Early December

## SPECIFICATIONS

**COLOR SPACE:** CMYK  
**FREQUENCY:** Quarterly  
**BINDING:** Saddle stitch  
**TRIM SIZE:** 8.375" x 10.875"

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# DIGITAL

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.

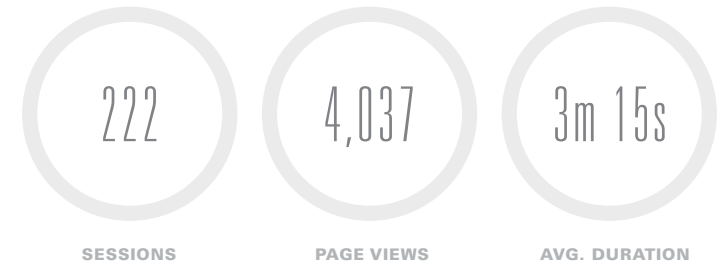
In addition to print, the *Merit Contractor Connection* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

BANNER OPTIONS	RATE	SPECS
<i>Membership Directory</i>		
Exclusive (2 Full Banners)	\$1,750	Two 200 x 860 px
Full Side Banner	\$1,000	200 x 860 px
Double Box	\$500	200 x 567 px
Single Box	\$300	200 x 275 px

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

BANNER OPTIONS	1 ISSUE	4 ISSUES	SPECS
<i>Merit Contractor Connection Magazine</i>			
Exclusive (2 Full Banners)	\$900	\$3,450	Two 200 x 860 px
Full Side Banner	\$500	\$1,850	200 x 860 px
Double Box	\$400	\$1,500	200 x 567 px
Single Box	\$250	\$900	200 x 275 px

## THE DIGITAL EDITION ANALYTICS FROM 6/1/17-6/1/18



SESSIONS

PAGE VIEWS

AVG. DURATION

### FOR MORE INFORMATION

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2019 ABC Indiana and Kentucky Chapter - Merit Contractor Connection Magazine

## MAGAZINE ADVERTISING CONTRACT

ADVERTISER & BILLING INFORMATION

**BUSINESS NAME:** \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PH #: \_\_\_\_\_ CELL #: \_\_\_\_\_

FX #: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**BILLING:**  SAME AS ABOVE CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PH #: \_\_\_\_\_ CELL #: \_\_\_\_\_

FX #: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NOTES: \_\_\_\_\_

OTHER

SALES LEAD: \_\_\_\_\_ **\*\*\*PREFERRED**

CONTRACT DATE: \_\_\_\_\_ **AD LOCATION: \_\_\_\_\_**

**(FEES APPLY)**

ARTWORK DETAILS

AD CREATION BY E&M\* **(FEES APPLY)**

ADVERTISER SUBMITTING ARTWORK

**COLOR:**  YES  NO

**PAST ADVERTISER:**  YES  NO

**PAST PROOF SENT:**  YES  NO

**TOTAL # OF ISSUES:** \_\_\_\_\_ **NOTES:** \_\_\_\_\_

- 1 ISSUE  
 4 ISSUES  
 ANNUAL  
 \_\_\_\_\_ ISSUES

ISSUE	NF	RS	RSC	DATE IN

SIGNATURE REQUIRED

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: \_\_\_\_\_

Terms Net 30 days, unless otherwise specified. A finance charge of 1.5% per month (18% annum) will be added to all amounts over 30 days. A \$40 processing charge applies to all International Checks.



**SUBMIT THIS CONTRACT, ARTWORK & FULL PAYMENT PAYABLE TO:**

**E&M Consulting, Inc.** TF: 800-572-0011  
 1107 Hazeltine Blvd, Ste #350 P: 952-448-9920  
 Chaska, MN 55318 F: 952-448-9928  
 www.emconsultinginc.com artwork@emconsultinginc.com

### E&M OFFICE USE ONLY

ISSUE	PAYMENT INFO
DATE: _____	PAYMENT: _____
\$: _____	TRANS. ID #: _____
DATE: _____	PAYMENT: _____
\$: _____	TRANS. ID #: _____
DATE: _____	PAYMENT: _____
\$: _____	TRANS. ID #: _____
DATE: _____	PAYMENT: _____
\$: _____	TRANS. ID #: _____
DATE: _____	PAYMENT: _____
\$: _____	TRANS. ID #: _____

OP: \_\_\_\_\_ AD CODE: \_\_\_\_\_  UNK  LP  RLP

### ADVERTISEMENT COSTS ADD'L FEES

AD SIZE	COST	*AD CREATION	**AD CHANGE
BUSINESS CARD <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29	<input type="checkbox"/> \$29
1/8 PAGE <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29	<input type="checkbox"/> \$29
1/4 PAGE <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49	<input type="checkbox"/> \$29
1/3 PAGE <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49	<input type="checkbox"/> \$29
1/2 PAGE <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$69	<input type="checkbox"/> \$59
FULL PAGE <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99	<input type="checkbox"/> \$59
INSIDE FRONT COVER <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99	<input type="checkbox"/> \$59
INSIDE BACK COVER <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99	<input type="checkbox"/> \$59
BACK COVER <input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99	<input type="checkbox"/> \$59
<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$ _____

- INVOICE IN FULL  
 INVOICE PER ISSUE  
 RECURRING PAYMENT

Recurring Payment: I hereby authorize E&M to charge a recurring fee to the selected payment method at the agreed upon rate. This authorization is for a minimum term matching the current contract for advertising.

### TOTAL FEES & PAYMENT INFORMATION

ADVERTISEMENT COST: \$ \_\_\_\_\_

\*CREATION / \*\*CHANGE FEE: \$ \_\_\_\_\_

\*\*\*PREFERRED AD LOCATION FEE: \$ \_\_\_\_\_

PROCESSING & HANDLING FEE: \$ \_\_\_\_\_

**TOTAL AD COST:** \$ \_\_\_\_\_ (PER ISSUE)

CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SEC. CODE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY, STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

# 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)
- Any 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 are welcomed if necessary
- 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.**  
 1107 Hazeltine Boulevard, Suite #350  
 Chaska, MN 55318  
 fx. 952.448.9928  
 artwork@emconsultinginc.com

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