

Plans & Specs



Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

Plans & Specs is the premier professional trade journal for builders, contractors and other affiliated tradesmen in the commercial construction industry.

As the official trade journal for the Associated Builders and Contractors - Florida Gulf Coast Chapter, *Plans & Specs* reflects the industry's highest standards and reinforces the association's sterling professional image.

Cutting-edge editorial content

Plans & Specs delivers timely, comprehensive information that readers can apply immediately in their own organizations. With original content written by in-house staff and a variety of construction industry experts, *Plans & Specs* covers a broad range of subjects:

- Safety Issues
- Marketing and branding
- Continuing education programs
- Merit shop philosophy
- Green building
- ABC Florida Gulf Coast Chapter news and events
- Management techniques
- Industry standards, practices and ethics
- Bidding and pricing strategies
- High performance training
- Technology
- Government affairs
- Construction economics
- Analysis of the latest trends

Readers want competitive advantage

Plans & Specs serves the members and prospective members of Florida Gulf Coast Chapter of ABC. *Plans & Specs* is published bimonthly with a printed circulation of more than 650 each issue, as well as additional electronic circulation.

Plans & Specs readers are among the most successful builders and contractors within the state of Florida. They strive to continuously learn about new laws and regulations, methodologies, technology, training opportunities, research, economic trends and other resources that can help them improve their performance and increase value for their respective clients and/or employees. ABC members provide relevant and professional leadership and are respected professionals within their industry.

Our readers represent companies of all sizes and from all sectors of the building construction industry. This is your opportunity to reach the niche market the construction industry provides. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference.

2017 Publication & Advertising Schedule

Issue	Ad Artwork Due	Mail Date
Issue 1 2017	February 17, 2017	March 24, 2017
Issue 2 2017	May 19, 2017	June 23, 2017
Issue 3 2017	August 18, 2017	September 22, 2017
Issue 4 2017	November 17, 2017	December 22, 2017
Directory 2017	June 30, 2017	July 31, 2017

2017 Advertising Rates Plus Directory

Size	4 Issues (Full Color), Plus Directory
Full Page	\$3,000. ⁰⁰
1/2 Page	\$1,750. ⁰⁰
1/4 Page	\$1,300. ⁰⁰
(2) Inside Front/Back Covers	\$3,500. ⁰⁰
(1) Outside Back Cover	\$3,995. ⁰⁰

■ All color is process color

Design Information

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Reference Available

AD Specifications (Width X Height)

Inside Front/Back Cover:	8.5" X 11"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 4.937"
1/4 Page Ads:	3.687" X 4.937"
Outside Back Cover:	7.5" X 8.125"
With Bleed	8.75" X 8.5"

"A custom publication still allows you to hold that one-on-one conversation with your customers. Start that conversation and see where it takes you. You will be pleasantly surprised."

~ Jan Neschie

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COMPANY INFORMATION

Name of Advertiser			
Address		City	State Zip
Contact Name		Phone	Fax
E-mail			

ADVERTISING REQUIREMENTS

AD SIZE	COST PER TERM	# OF INSERTIONS	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
Inside Front Cover			
Inside Back Cover			
Back Cover			

<input type="checkbox"/> We will provide ad. <input type="checkbox"/> We will pay you to design our ad. <input type="checkbox"/> Payment is enclosed. <input type="checkbox"/> Please Invoice me. I will authorize payment in full prior to <input type="checkbox"/> Please bill my credit card.	Credit Card Number _____ Expiration Date: _____ CVC CODE: (Three Digit code on Back of Card) _____ Cardholder's Signature _____ Billing Address: _____
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PLEASE MAIL, FAX OR E-MAIL TO



Associated Builders & Contractors, Inc.
 2008 N. Himes Ave.
 Tampa, FL 33607



FAX
 813.876.1970



E-MAIL
rhondabisset@abcfllgulf.org

TERMS AND CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless ABC Florida Gulf Coast Chapter and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Ads that are not paid for prior to publishing are not guaranteed to run.

SIGNATURE AND DATE

Signature	Date
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Print

More Relevant than Ever!

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet. Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFE ENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learn interesting information they wanted to discuss with family or friends?

- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?

- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Can, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or half-hour; with a magazine, those same people can move at whatever speed suits them.
- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising. Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed these results. The Internet does not make print obsolete; instead, the two

coexist well together. Marketers consider magazines to be more effective than corporate web sites, online promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines outperformed TV by 10% and face-to-face communication by 33%. In part, this is because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are.

Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.



QUESTIONS?

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Chapter

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