



2019 MEDIA KIT

**NEVADA CONTRACTORS
ASSOCIATION**
PRINT & DIGITAL ADVERTISING



ABOUT

The Nevada Contractors Association is a non-profit construction trade association run by contractors for the benefit of the construction industry. The association is neither pro-union or anti-union, its contractor membership is nearly evenly split; but rather pro-employer. It is a full-service association, providing services to help businesses flourish. We want our members to use their membership to the fullest extent, which is why we created the Membership Directory for their use! By advertising in these publications 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.

MEMBERSHIP BREAKDOWN

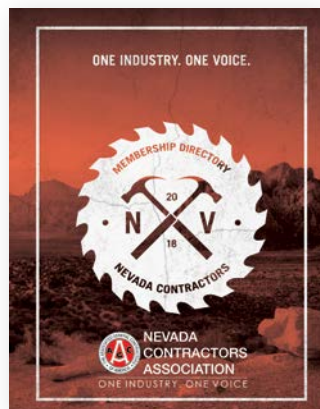
46% CONTRACTORS

36% PROFESSIONAL SERVICE FIRMS

18% SUPPLIERS

1,000+
ONLINE VIEWS

400+
MEMBER COMPANIES



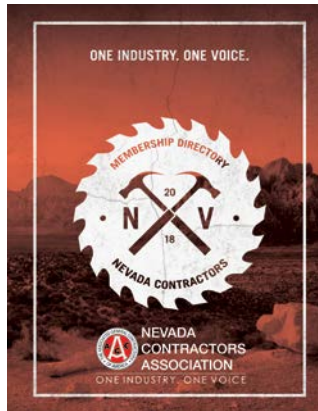
FOR MORE INFORMATION

DJ SINDA

p. 702.932.4039 / tf. 800.572.0011
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CLICK HERE TO SIGN UP ONLINE!





MEMBERSHIP DIRECTORY

The Nevada Contractor's membership directory is an essential tool in promoting members and highlighting the benefits of having a membership with an industry leader. The directory is successful with member participation and advertising! Take advantage of this essential asset for fellow members of the construction industry and their peers!

AD RATES

AD SPECS

DEADLINE

SPECIFICATIONS

SIZE	B&W	COLOR	WEB LINK	VERTICAL	HORIZONTAL
Premium Ads					
Back Cover	N/A	\$3,299	\$169	8.75" x 11.25"	N/A
Inside Front Cover	N/A	\$3,199	\$169	8.75" x 11.25"	N/A
Inside Back Cover	N/A	\$3,199	\$169	8.75" x 11.25"	N/A
Facing Inside Front Cover	N/A	\$3,099	\$169	8.75" x 11.25"	N/A
Facing Inside Back Cover	N/A	\$3,099	\$169	8.75" x 11.25"	N/A
Full Page Tab	N/A	\$2,999	\$169	8.75" x 11.25"	N/A
Display Ads					
Full Page	\$1,799	\$2,699	\$169	8.75" x 11.25"	N/A
1/2 Page	\$1,299	\$1,799	\$169	N/A	7.5" x 5"
1/3 Page	\$999	\$1,499	\$169	N/A	7.75" x 3.125"
1/4 Page	\$899	\$1,299	\$169	3.75" x 5"	N/A
1/8 Page	\$499	\$699	\$169	N/A	3.5" x 2.5"
1/16 Page	\$399	\$499	\$169	N/A	3.5" x 2"

EST. DELIVERY:

First Quarter of 2019

AD RESERVATION DEADLINE:

Early February of 2019

**Dates subject to change*

COLOR SPACE: CMYK

FREQUENCY: Annual

BINDING: Spiral

TRIM SIZE: 8.5" x 11"

Enhanced Listings	PRICE
Boxed Listing	\$69
Shaded Box Listing	\$99
Boxed Listing with Logo	\$119
Boxed Listing with Logo & 50 word bio	\$169

**To participate, you must be an active member with the association/chamber at the time the publication prints. If you are not an active member, you authorize E&M to create an ad (if you don't have one already), run an ad in the marketplace section or provide a digital link in replacement of the enhanced listing.*

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MAGAZINE

Construction Connection is used to improve the image of the construction industry and demonstrate the value of construction to the national, state and local economy and community. What makes the magazine a success is your input! Fully utilize your membership and share your industry advances with your peers!

AD RATES

PRINT ADS	1 ISSUE	12 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Inside Front Cover	\$579	\$529	\$169	8.625" x 11.125"	N/A
Facing IFC	\$579	\$529	\$169	8.625" x 11.125"	N/A
Full Page	\$549	\$499	\$169	8.625" x 11.125"	N/A
1/2 Page	\$469	\$429	\$169	3.625" x 10"	7.5" x 5"
1/3 Page	\$319	\$279	\$169	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$239	\$199	\$169	3.625" x 5"	N/A
Business Card	\$199	\$149	\$169	N/A	3.5" x 2"

All rates listed are per issue.

DIGITAL BANNER	1 ISSUE	12 ISSUES	WEB LINK	AD SPECS
Exclusive (2 Banners)	\$750	\$7,750	INCLUDED	Two @ 200 x 860 pixels
Full Side Banner	\$400	\$4,000	INCLUDED	200 x 860 pixels
Double Box	\$300	\$3,500	INCLUDED	200 x 567 pixels
Single Box	\$200	\$2,250	INCLUDED	200 x 275 pixels

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

AD SPECS

DEADLINES

JAN: December 28

FEB: January 25

MAR: February 28

APR: March 29

MAY: April 26

JUNE: May 31

JULY: June 28

AUG: July 26

SEPT: August 30

OCT: September 27

NOV: October 25

DEC: November 29

SPECIFICATIONS

COLOR SPACE: Full Color

FREQUENCY: Monthly

TRIM SIZE: 8.5" x 11"

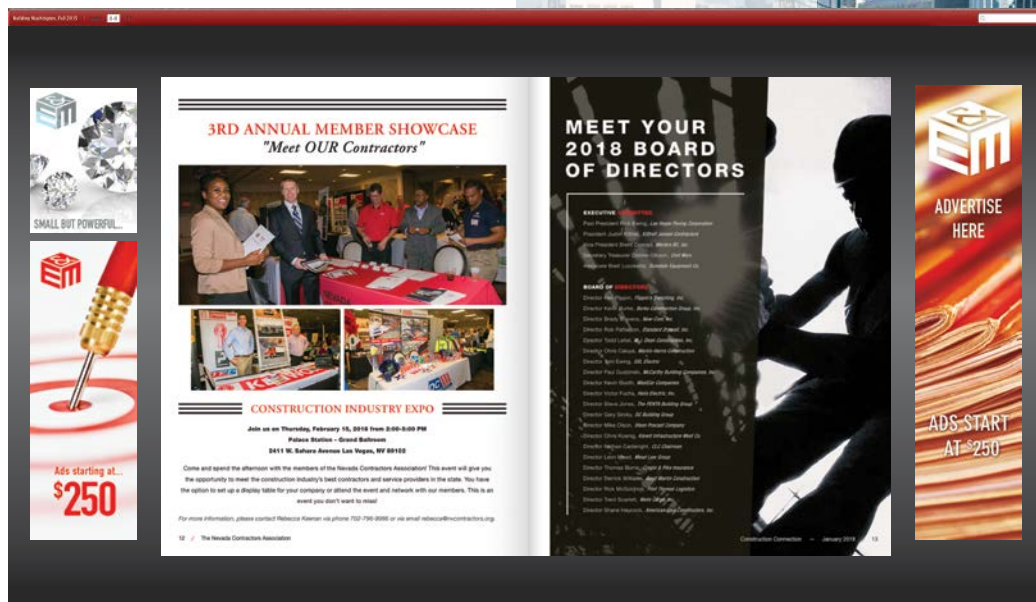
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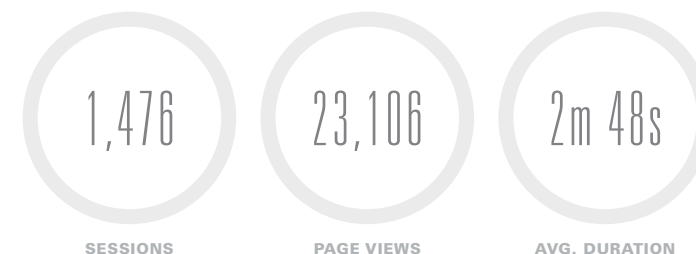
DIGITAL



Digital versions of the *Construction 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 *Construction 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.

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



DEADLINES

JAN: December 28	MAY: April 26	SEPT: August 30
FEB: January 25	JUNE: May 31	OCT: September 27
MAR: February 28	JULY: June 28	NOV: October 25
APR: March 29	AUG: July 26	DEC: November 29

BANNER OPTIONS	ANNUAL RATE	SPECS
<i>Membership Directory</i>		
Exclusive (2 Full Banners)	\$3,000	Two 200 x 860 pixels
Full Side Banner	\$1,800	200 x 860 pixels
Double Box	\$1,000	200 x 567 pixels
Single Box	\$500	200 x 275 pixels

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

BANNER OPTIONS	1 ISSUE	12 ISSUES	SPECS
<i>Construction Connection Magazine</i>			
Exclusive (2 Full Banners)	\$750	\$7,750	Two 200 x 860 pixels
Full Side Banner	\$400	\$4,000	200 x 860 pixels
Double Box	\$300	\$3,500	200 x 567 pixels
Single Box	\$200	\$2,250	200 x 275 pixels

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