



ADVERTISING FORM & EDITORIAL INFO

The official magazine of the Associated General Contractors

Ad rates and editorial information for the 2008 issues

Company: _____ Contact: _____

Address: _____ C/S/Z: _____

Phone: _____ Fax: _____ E-mail: _____

<u>B&W RATES (per issue)</u>			AGC MEMBERS RECEIVE 20% OFF B&W RATES!	<u>AD DIMENSIONS</u>		AD AGREEMENT ON BACK
<u>Size</u>	<u>Rate</u>	<u>Rate (4x)</u>				
Full Page	\$897.00	\$852.15		Full Page	7" x 9.5"	RETURN FORMS & DIRECT INQUIRIES TO: Burgie MediaFusion 2241 Teardrop Ave. Columbus, OH 43235 Ph (614) 273-0783 Fax (614) 273-0038 Attn: Barb Burgie barb@burgiemediafusion.com
1/2 Page Island	\$776.25	\$737.44		Back Cover	7" x 9"	
1/2 Page	\$575.00	\$546.25		1/2 Island	4.583" x 7"	
1/3 Page	\$431.25	\$409.69		1/2 Hz	7" x 4.583"	
1/4 Page	\$339.25	\$322.29		1/3 Hz	7" x 3"	
1/6 Page	\$276.00	\$262.20		1/3 Vt	2.166" x 9.5"	
Back cover	\$1,799.75	\$1709.76		1/3 Sq	4.583" x 4.583"	
Inside front cover	\$1,437.50	\$1365.62		1/4 Hz	4.583" x 3.333"	
Inside back cover	\$1,081.00	\$1026.95		1/4 Vt	3.333' x 4.583"	
				1/6 Hz	4.583 x 2.166	
<u>COLOR RATES</u> \$100 single color; \$200 four color (process color)			<u>MECHANICAL REQUIREMENTS</u>			
<ul style="list-style-type: none"> • 20% AGC of Ohio member discount on B&W rates • Position Guarantee: 20% premium • Proofs: \$25 per issue; only available if ad received by ad deadline • Ad design upon request (contact Burgie MediaFusion for rates) • Revisions: made by printer; \$50/hr + tax; billed in 15 min incr. 			<ul style="list-style-type: none"> Trim Size: 8 1/2" x 11" Bleed size: 8 3/4" x 11 1/4" Halftone Screen: 150-175 lines 		<ul style="list-style-type: none"> 40% contractors 23% architects/engineers 19% owners 13% gov't officials 5% other 	

ABOUT THE PUBLICATION: *Building Ohio* magazine is the official publication of the Associated General Contractors (AGC) of Ohio. AGC of Ohio is a commercial construction association and its members include Ohio's leading general contractors, as well as subcontractors and service providers. *Building Ohio* is mailed quarterly to approximately 2,500 people—contractors, architects, engineers, private and public owners, and government officials. A pdf file of the magazine is also posted online at www.agcoho.com.

EDITORIAL INFORMATION: Regular magazine articles include: **Jobs in Progress** (AGC members' construction projects under construction or recently completed); **ConstrucTalk** (AGC members' company news); **Around the Statehouse** (information about construction-related governmental affairs and bills of interest); **Safety Corner** (construction safety news/updates); and **Chapter Corner** (updates about AGC activities and initiatives). The following provides additional editorial details for each issue:

JAN-MAR 08 ISSUE – Deadlines: Ad space reservations, editorial materials **Dec 1**; Ad materials **Dec 15**; Mail date: **Jan 15**
Feature: 2007 Recap—AGC of Ohio annual report; post-election coverage and possible effects for contractors; and Build Ohio Celebration and the 2007 Build Ohio winners & finalists.

APR-JUN 08 ISSUE – Deadlines: Ad space reservations, editorial materials **Mar 1**; Ad materials **Mar 15**; Mail date **Apr 15**
Feature: Green Building – private and public owners' perspectives on green building; sample green building projects.
Of interest: Other articles will highlight safety award winners (Construction Safety Excellence Awards and National AGC Safety Awards) and the AGC of Ohio Safety Luncheon; the 2008 AGC of Ohio Convention; and Workforce Development - AGC of Ohio Education Foundation and the 2008 scholarship recipients and scholarship sponsors.

JUL-SEP 08 ISSUE – Deadlines: Ad space reservations, editorial materials **Jun 1**; Ad materials **Jun 15**; Mail date **Jul 15**
INCLUDES ANNUAL DIRECTORY & RESOURCE GUIDE!!!
Feature: **AGC of Ohio Directory & Resource Guide:** Includes AGC members' contact information and a cross-reference section; construction reference contacts; legislative contacts, and AGC services information. Approximately 1,500 overruns of the Directory will be printed for distribution outside of the regular magazine mail list.
Note: to advertise in the Directory portion of the magazine, all advertisers must pay the position guarantee premium.

OCT-DEC 08 ISSUE – Deadlines: Ad space reservations, editorial materials **Sep 1**; Ad materials **Sep 15**; Mail date **Oct 15**
INCLUDES BUILD OHIO PREVIEW!!!
Feature: *Build Ohio Preview:* The *Preview* highlights the projects entered in the Build Ohio awards program. Approximately 1,500 overruns of the *Preview* will be printed to be used as a promotional piece for the companies entering projects in the awards program, as well as used as the program for the Build Ohio Celebration gala (between 400-500 construction professionals and guests attend annually). **Note:** to advertise in the Preview portion of the magazine, all advertisers must pay the position guarantee premium.

2008 Advertising Agreement for *Building Ohio* magazine

JAN-MAR 08 Deadlines: Ad space reservations Dec 1 ; Ad materials Dec 15 ; Mail date Jan 15		Feature: 2007 Recap
Ad size: _____ Vt or Hz _____ Bleed: (yes/no) _____ _____ Have printer design ad (be sure to provide logo, description, etc.) _____ Guaranteed position (optional); <i>Ad location</i> : _____ _____ Proof (only available if ad is received by deadline)	Rate (B&W): _____ AGC of Ohio member discount (20% off B&W): _____ (optional) Color Charge (\$200): _____ (optional) Position Guarantee fee (add 20% to premium): _____ (optional) Proof fee (\$25): _____ Subtotal : _____	

APR-JUN 08 Deadlines: Ad space reservations Mar 1 ; Ad materials Mar 15 ; Mail date Apr 15		Feature: Green Building
Ad size: _____ Vt or Hz _____ Bleed: (yes/no) _____ _____ Have printer design ad (be sure to provide logo, description, etc.) _____ Guaranteed position (optional); <i>Ad location</i> : _____ _____ Proof (only available if ad is received by deadline)	Rate (B&W): _____ AGC of Ohio member discount (20% off B&W): _____ (optional) Color Charge (\$200): _____ (optional) Position Guarantee fee (add 20% to premium): _____ (optional) Proof fee (\$25): _____ Subtotal : _____	

JUL-SEP 08 Deadlines: Ad space reservations Jun 1 ; Ad materials Jun 15 ; Mail date Jul 15		INCLUDES DIRECTORY & RESOURCE GUIDE!!!
Ad size: _____ Vt or Hz _____ Bleed: (yes/no) _____ _____ Have printer design ad (be sure to provide logo, description, etc.) _____ Guaranteed position (optional); <i>Ad location</i> : _____ _____ Proof (only available if ad is received by deadline)	Rate (B&W): _____ AGC of Ohio member discount (20% off B&W): _____ (optional) Color Charge (\$200): _____ (optional) Position Guarantee fee (add 20% to premium): _____ (optional) Proof fee (\$25): _____ Subtotal : _____	
Note: To be included in the directory, pay 20% Guaranteed Position fee and write "DIRECTORY" on Ad Location line.		

OCT-DEC 08 Deadlines: Ad space reservations Sep 1 ; Ad materials Sep 15 ; Mail date Oct 15		INCLUDES BUILD OHIO PREVIEW!!!
Ad size: _____ Vt or Hz _____ Bleed: (yes/no) _____ _____ Have printer design ad (be sure to provide logo, description, etc.) _____ Guaranteed position (optional); <i>Ad location</i> : _____ _____ Proof (only available if ad is received by deadline)	Rate (B&W): _____ AGC of Ohio member discount (20% off B&W): _____ (optional) Color Charge (\$200): _____ (optional) Position Guarantee fee (add 20% to premium): _____ (optional) Proof fee (\$25): _____ Subtotal : _____	
Note: To be included in the directory, pay 20% Guaranteed Position fee and write "PREVIEW" on Ad Location line.		
Annual Total: _____		

_____ Please invoice us _____ Enclosed is a check payable to AGC of Ohio

Please provide camera ready artwork or CD with this form. If providing a CD, be sure to include a hard copy of the ad (preferably laser). Preferable programs when submitting ads: Quark, InDesign, Freehand, Pagemaker, Illustrator, PDF (MAC formats preferable over PC, but PC formats are acceptable. Programs that are not preferable are Corel, MS Publisher, MS Word, MS Excel, MS Powerpoint.

Advertiser indemnifies Associated General Contractors of Ohio (AGC) against losses or liabilities arising from this advertising. AGC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. AGC shall further be held harmless from any loss or expense resulting from claims or suits for any reason. AGC reserves the right to reject any advertising or to require that the word "advertisement" appear in any ad. Cancellations for advertising must be made in writing prior to the advertising deadline for the publication in which the ad is to be run.

Signature: _____ Date: _____

Return Advertising Agreement and advertising materials to:

Burgie MediaFusion, 2241 Teardrop Ave., Columbus, Oh 43235; Fx (614) 273-0038; barb@burgiemediafusion.com

Direct editorial info/questions to: AGC of Ohio, 1755 Northwest Blvd, Columbus, OH 43212; Ph (614) 486-6446; communications@agcoho.com.