

# 2021 Advertising Rates

- Print -



## Spokesman Newsletter - prints monthly!

Reach Chapter members and prospective members - over 1,000 decision makers per issue/12 issues annually!

Multi-page (8.5" X 11") magazine format.

Please call for availability as ad space is limited due to layout.

Ad Size	Annual (12 Issues)*	Per Issue
Inside back cover - full color!	\$4,860	\$450
Full page	\$3,780*	\$350
Horizontal Banner - Front page - full color! (1/8 page)	\$4,320*	\$400
1/2 page	\$2,700*	\$250
1/4 page	\$1,890	\$175
Business card	\$1,620*	\$150

## Limited Availability!

Call Kristi at (717) 653-8106

### AD SIZES:

- Full Page ..... 8.5" X 11"
- Horiz. Banner, Front cover ..... 8" X 2"
- Half Page ..... 8.5" X 5.5"
- 1/4 page ..... 4.25" X 5.5"
- Business card ..... 3.5" X 2"



\*Save 10% by reserving the entire year! Pro-rated options available!

### SPOKESMAN AD DEADLINES:

One month prior to publication.

### FILE REQUIREMENTS:

Please provide ad files as press-quality PDF, JPEG or .eps.  
300 DPI resolution required. BW color mode preferred.

## Membership Directory\*

This annual print and online publication promotes your business throughout the entire year!

\*Please note: C.O.R.E. Flex Credits are not available for Membership Directory advertising.

### Print publication 2020 ad rates:

Premium Ad Spots	B&W	Color
Back Cover	N/A	\$2,399
Inside Front Cover	N/A	\$2,199
Inside Back Cover	N/A	\$1,999
Full Tab Divider Page	N/A	\$1,899
Additional Ad Spots	B&W	Color
Full Page	\$1,299	\$1,599
1/2 Page	\$999	\$1,149
1/4 Page	\$799	\$899
Business Card	\$549	\$599

\*To participate, you must be an active member with the association/chamber at the time the publication printing.

### Enhanced Listing

### Price

- Boxed Listing with Logo & 50 word bio ..... \$199
- Boxed Listing with Logo ..... \$149
- Shaded Boxed Listing ..... \$99
- Boxed Listing ..... \$69

ABC Keystone has partnered again with E&M Consulting to produce this year's Membership Directory.

Digital versions of the Directory are linked to ABC Keystone's website providing you increased visibility of your ad!  
If interested in a directory ad, please contact:  
[ryand@emconsultinginc.com](mailto:ryand@emconsultinginc.com).

Compatible mobile app advertising also available, please contact:

## 8.5" x 11" Publication

# 2021 Advertising Rates

## - Print -



### Course Catalog - Yearly Education Resource

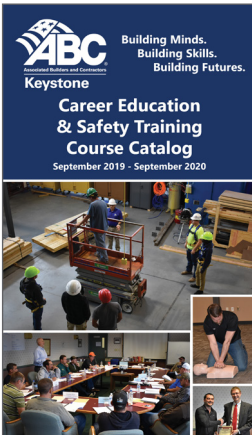
This print publication features upcoming career development, education and safety training opportunities. The print distribution of 3,000 includes primary contacts at member firms, committee members, industry partners, and prospective members. Each course catalog is also viewed as an e-pub on the Chapter website.

Please call for availability as ad space is limited due to layout.

Ad Size	Yearly
Business card ad within course listings - Grayscale only	\$100
Inside front cover (full color)	\$500
Inside back cover (full color)	\$400

#### COURSE CATALOG AD DEADLINE:

2021/2022 issue: July 1, 2021



#### AD SIZES:

- Business card ad.....3.00" X 2.00"
- Inside front cover.....5.375" X 9.75"
- Inside back cover.....5.375" X 9.75"

#### FILE REQUIREMENTS:

Please provide ad files as press-quality PDF or JPEG.  
300 DPI resolution required. CMYK color mode preferred.



## - Digital -

### ABC Keystone Website

Visitors come to abckeystone.org daily to register for events and training and to seek more information about the construction industry, ABC, and its programs and services.

Ad includes link to your company website.

Please call for availability as ad space is limited due to layout.

*\*Six month rate includes a 15% discount!*

*\*\*Save 20% by reserving the entire year!*

Full Color	Monthly	Six Months*	Yearly**
Homepage Banner (1,180px x 150px)	\$149	\$759	\$1,430
Training & Events Calendar Banner (1,180px x 150px)	\$149	\$759	\$1,430



# 2021 Advertising Rates

## - Digital -



### Weekly E-Blasts

#### E-newsletter/Events/Education/Advocacy

ABC Keystone sends e-blasts focused on legislative alerts, information on upcoming education or networking opportunities, and a monthly e-newsletter that includes Chapter updates, member features, industry updates, and upcoming training and Chapter events. These weekly e-blasts reach over 5,500 industry professionals.

Ad includes link to your company website. Please call for availability as ad space is limited due to layout.

<u>Full Color</u>	<u>Per E-blast</u>	<u>Monthly</u>	<u>Yearly</u>
Top square (300 x 250px) <i>Only available in the montly full-feature Spokesman e-newsletter</i>	\$75	\$300	\$3,240**
Banner (650 x 110px) <i>Choose: Full-feature Spokesman, Advocacy, Events, and/or Education e-blasts</i> <i>Guaranteed first-in-order placement</i>	\$60	\$240	\$2,592**
Banner (650 x 110px) <i>Choose: Full-feature Spokesman, Advocacy, Events, and/or Education e-blasts</i> <i>Variable placement</i>	\$50	\$200	\$2,160**

\*\*SAVE 10% by reserving the entire year!



### Sponsor the Merit Shop Advocacy or the Merit Shop Safety Blog

ABC Keystone’s Merit Shop Advocacy Blog and Safety blog are informative digital pieces that offer the latest news on legislative matters that affect your business and important safety tips and recommendations. Both blogs are posted on the website, linked to the Spokesman Update e-newsletters and are pushed to social media. The e-news reaches 5,500 industry professionals.

Ad includes link to your company website.

Full Color	Per Blog Entry
Banner	\$50

*Choose your blogs (Safety and/or Advocacy) and choose your weeks!*

**Use your FLEX Credits to promote your company!**  
 Contact [kristi@abckeystone.org](mailto:kristi@abckeystone.org) for advertising details and to reserve your placement today.  
*Design services available.*

# 2021 Advertising Agreement Form



Thank you for your support of ABC Keystone's print and digital publications!

## Spokesman Print Newsletter

### 1. Choose your duration:

Yearly; Or choose your months:

- Jan.  Feb.  Mar.  Apr.  May  June  
 July  Aug.  Sep.  Oct.  Nov.  Dec.

### 2. Choose your size:

- Horiz. Front Page Banner: Yearly - \$3,240 / per issue \$300  
 Full pg.: Yearly - \$3,780 / per issue - \$350  
 1/2 pg.: Yearly - \$2,700 / per issue - \$250  
 1/4 pg.: Yearly - \$1,890 / per issue - \$175  
 Business card: Yearly - \$1,620 / per issue - \$150

Total: \_\_\_\_\_

## Course Catalog - One issue per year

- Business Card Ad - \$100  Inside Front Cover - \$500  
 Inside Back Cover - \$400

Total: \_\_\_\_\_

## Weekly E-Blasts

*(Full-feature Spokesman, Advocacy, Education and/or Events)*

- Top Square - Full Feature Spokesman only  
*(available 1x/month; 1st Thursday of the month)*  
 Per Issue - \$75  Yearly - \$3,240

- Top placement banner (guaranteed first-in-order placement)

Choose your issue:

- Advocacy  Education  Events  E-Spokesman

Choose your duration:

- Per Issue - \$60  Monthly - \$240  Yearly - \$2,592

- Banner (variable placement)

Choose your issue:

- Advocacy  Training  Events  E-Spokesman

Choose your duration:

- Per Issue - \$50  Monthly - \$200  Yearly - \$2,160

Specify week(s) or month(s) (if appl.): \_\_\_\_\_

Total: \_\_\_\_\_

## Membership Directory & Mobile App Advertising:\*

Please contact Ryan Dovenmuehler  
Senior Sales Associate, E&M Consulting, Inc. | 800.572.0011 |  
[ryand@emconsultinginc.com](mailto:ryand@emconsultinginc.com)

\*Please note: C.O.R.E. Flex Credits are not available for Membership Directory advertising or the ABC Keystone mobile app.

## Sponsor a Blog

- Advocacy Blog - \$50/issue  Safety Blog - \$50/issue

Specify week(s) or month (if appl.): \_\_\_\_\_

Total: \_\_\_\_\_

## Website

### 1. Choose Your Placement:

- Homepage Banner - limited availability!  
 Events & Training Calendar Banner - limited months available!

### 2. Choose Your Duration:

- Monthly - \$149  6 Months - \$759  Yearly - \$1,430

Total: \_\_\_\_\_

## CONTACT INFORMATION

Company \_\_\_\_\_

Website: <http://www.> \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total Due \$ \_\_\_\_\_

## PAYMENT INFORMATION

**C.O.R.E. Flex dollars limited to January - December 2021 ad placement**

- Invoice  Check Enclosed

- C.O.R.E. (Invoice remaining amount)

- MC  VISA  AMEX EIN#: 23-1618254

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Zip Code: \_\_\_\_\_

Print Name \_\_\_\_\_

*ABC member rates shown.  
Design services may be additional.*

**First-come, first-served for premium ad placement**

For more information and to reserve your placement, please contact:

Kristi Pronovost, Director of Marketing & Communications  
(717) 653-8106 | [kristi@abckeystone.org](mailto:kristi@abckeystone.org)

ABC Keystone | [abckeystone.org](http://abckeystone.org)