2022 Advertising Rates

- Print -

Associated Builders and Contractors
Keystone

The Merit Shop Spokesman Magazine - 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 front/back cover - *full color!*	$4,860	$450
Full page - *full color!*	$3,780*	$350
Horizontal Banner - *Front cover - 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

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

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"

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. Full color CMYK 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 2021 ad rates:

Premium Ad Spots	B&W	Color
Back Cover	N/A	$2,519
Inside Front Cover	N/A	$2,309
Inside Back Cover	N/A	$2,099
Full Tab Divider Page	N/A	$1,989
Additional Ad Spots	**B&W**	**Color**
Full Page	$1,389	$1,709
1/2 Page	$1,069	$1,229
1/4 Page	$849	$959
Business Card	$589	$639

*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	$299
Boxed Listing with Logo	$199
Shaded Boxed Listing	$159
Boxed Listing	$99

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.

Compatible mobile app advertising also available, please contact: ryand@emconsultinginc.com.

8.5" x 11" Publication

2022 Advertising Rates

- Print -

Course Catalog - Yearly Education Resource

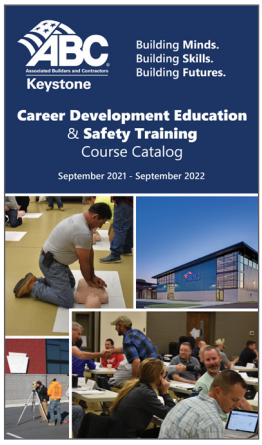
This print publication features upcoming career development, education and safety training opportunities. The print distribution of 3,000 includes primary contacts at member firms, committee members, industry partners, and prospective members. Each course catalog is also viewed as an e-pub on the Chapter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

2022/2023 issue: *July 1, 2022*



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 5% discount!*

***Save 10% by reserving the entire year!*

Full Color	Monthly	Six Months*	Yearly**
Homepage Banner *(680 x 100 pixels)*	$149	$759	$1,430
Training & Events Calendar Banner *(1156 x 200 pixels)*	$149	$759	$1,430

2022 Advertising Rates

- Digital -

Associated Builders and Contractors Keystone

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 6,500 industry professionals.

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

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

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

Sponsor the Merit Shop Advocacy Blog

ABC Keystone's Merit Shop Advocacy Blog is an informative digital piece that offers the latest news on legislative matters that affect your business.

Blogs are posted on the website (with your hyperlinked ad) and shared on social media. The e-blast reaches 6,500 industry professionals.

Ad includes link to your company website.

Full Color	Per Blog Entry
Banner	$50

Choose your weeks! - 10% discount for full year reservation!

Use your FLEX Credits to promote your company!
Contact kristi@abckeystone.org for advertising details and to reserve your placement today.

Design services available.

2022 Advertising Agreement Form

Associated Builders and Contractors Keystone

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

Spokesman Print Magazine

1. **Choose your duration:**

❑ Yearly; Or select specific months:

❑ Jan. ❑ Feb. ❑ Mar. ❑ Apr. ❑ May ❑ June

❑ July ❑ Aug. ❑ Sep. ❑ Oct. ❑ Nov. ❑ Dec.

2. **Choose your size:**

❑ Inside front/back cover: Yearly - $4,860 / per issue $450

❑ Horiz. Front Page Banner: Yearly - $4,320 / per issue $400

❑ 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

(Spokesman Update, Advocacy, Education and/or Events)

❑ **Top Square** - available in the Spokesman Update email only
(available 1x/month; 1st Tuesday of the month)

❑ Per Issue - $75 ❑ Yearly - $3,240

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

Choose your issue:

❑ Advocacy ❑ Education ❑ Events ❑ Spokesman Update

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

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

Advocacy Blog Sponsor

❑ Advocacy Blog - $50/issue

Specify months:_____

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 2022 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