

2023 Advertising Rates

- Print -

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.



<u>Ad Size</u>	<u>Annual (12 Issues)*</u>	<u>Per Issue</u>
Inside front/back cover	\$4,860	\$450
Full page	\$4,050*	\$375
Horizontal Banner - Front cover (1/8 page)	\$4,320*	\$400
1/2 page	\$2,970*	\$275
1/4 page	\$1,890	\$175
Business card	\$1,620*	\$150

Limited Availability!

Call: (717) 653-8106

AD SIZES (FULL COLOR):

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. 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 - 2023 rates not yet available*

<u>Premium Ad Spots</u>	<u>B&W</u>	<u>Color</u>
Back Cover	N/A	\$2,499
Inside Front Cover	N/A	\$2,299
Inside Back Cover	N/A	\$2,099
Full Tab Divider Page	N/A	\$1,999
<u>Additional Ad Spots</u>	<u>B&W</u>	<u>Color</u>
Full Page	\$1,399	\$1,699
1/2 Page	\$1,049	\$1,199
1/4 Page	\$849	\$949
Business Card	\$599	\$649

*2022 rates listed. To participate, you must be an active member with the association at the time of the publication

Enhanced Listing

Price

Boxed Listing with Logo & 50 word bio	\$299
Boxed Listing with Logo	\$199
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 available to members on 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

- Print -



Course Catalog - Prints annually!

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. The course catalog is also available in digital version 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:

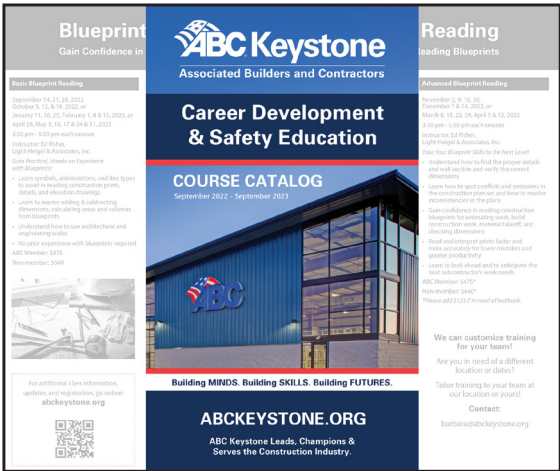
2023/2024 issue: July 1, 2024

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, JPEG or .EPS.
300 DPI resolution required. CMYK color mode preferred.



- Digital -

ABC Keystone Website

Visitors land at 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 is linked to your company website and url of your choice.

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 (2000 x 300 pixels)	\$139	\$792	\$1,495
Training & Events Calendar Banner (2000 x 300 pixels)	\$139	\$792	\$1,495

- Digital -

E-Blasts - Sent to members weekly!

Merit Shop Spokesman/Events/Education/Advocacy

ABC Keystone sends e-blasts focused on legislative alerts, information on upcoming education or networking opportunities, and a monthly digital magazine that includes Chapter updates, member features, industry updates, and upcoming training and Chapter events. These weekly e-blasts reach over 6,900 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>Yearly (12 issues)</u>
Top square (300 x 250 px) <i>Only available in the monthly digital Merit Shop Spokesman</i>	\$75	\$810**
Banner (1500 x 200 px) <i>Choose: Full-feature Spokesman, Advocacy, Events, and/or Education e-blasts</i> <i>Guaranteed first-in-order placement</i>	\$60	\$648**
Banner (1500 x 200 px) <i>Choose: Full-feature Spokesman, Advocacy, Events, and/or Education e-blasts</i> <i>Variable placement</i>	\$50	\$540**

**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 6,900 industry professionals.

Ad includes link to your company website.

<u>Full Color</u>	<u>Per Blog Entry</u>	<u>Yearly (12 issues)</u>
Banner (1500 x 200px)	\$50	\$540

**SAVE 10% by reserving the entire year!

Use your FLEX Credits to promote your company!
Contact (717) 653-8106 for advertising details and to reserve your placement today.
Design services available.

2023 Advertising Rates

PLEASE COMPLETE AND RETURN TO RESERVE YOUR PLACEMENTS

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 (availability subject to change):

- Inside front/back cover: Yearly \$4,860 / Per issue \$450
Horiz. Front Page Banner: Yearly \$4,320 / Per issue \$400
Full pg.: Yearly \$4,050 / Per issue \$375
1/2 pg.: Yearly \$2,970 / Per issue \$275
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)

Yearly \$810 Per Issue \$75

Specify month(s) (if appl.): _____

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

Choose your issue:

Advocacy Education Events Spokesman Update

Choose your duration:

Yearly \$648 Per Issue \$60

Specify month(s) (if appl.): _____

Banner (variable placement)

Choose your issue:

Advocacy Education Events Spokesman Update

Choose your duration:

Yearly \$540 Per Issue \$50

Specify month(s) (if appl.): _____

Total: _____

Advocacy Blog Sponsor

Yearly \$540 Per issue \$50

Specify month(s) (if appl.): _____

Total: _____

Website

1. Choose Your Placement:

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

2. Choose Your Duration:

Yearly \$1,495 6 Months \$792 Monthly \$139

Total: _____



CONTACT INFORMATION

Company _____

Website: http://www. _____

Contact Name: _____

Phone: _____ **Email:** _____

Total Due \$ _____

PAYMENT INFORMATION

C.O.R.E. Flex dollars limited to January 2023 - March 2024 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 ABC Keystone's Director of Marketing & Communications: (717) 653-8106

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.