

Merit Shop Contractor

WISCONSIN

Advertising Rate and Specifications Information for 2015/16

Full Page Ad
Full Color
Inside Front \$650
Back Cover \$650
Inside Page \$550
7.5" X 10"
Bleed \$675/\$575
8.58" X 11.25"

Ad sizes are full, half, quarter and business card. Rates are shown below for monthly cost. Place your ad for the year (6 issues) and we give you a 10% reduction over all.

You will be invoiced after each issue is mailed. Payment is due 30 days from invoice date.

Full page ads can be placed as bleeds if desired. Bleed measurement is 8.58" x 11.25. Cost is \$25 extra.

Half Page \$400
Full Color
7.5" X 4.75"

1/4 Page
Full Color
\$275
3.58" X 4.75"

Business Card
\$150
3.5" X 2"

Ads are due at ABC of Wisconsin on the first of the preceding month of publication. Merit Shop Contractor will be published in July, September and November of 2015. 2016 months are January, March, May, July, September and November. Ad submission dates are therefore December 1, February 1, April 1, June 1, August 1, October 1 and December 1.

Please submit a Press Quality PDF file with bleed marks if needed. You may send them to creinhart@abcwi.org or dregel@abcwi.org.

Questions, please call Chris Reinhart, ABC Marketing Director, at 608-244-5883 or 608-210-3162.

These are member rates. Non-member rates are double the member rate. All rates are net. Rates are based on one insertion for color ads. Ad due dates are the 1st day of the month preceding publication month. ABC reserves the right to refuse any advertising which violates its ad policy.

In accordance with the rates described herein, the undersigned agrees to buy, and Associated Builders & Contractors of Wisconsin, Inc. agrees to publish, advertising in the size of:

Full Page Ad

☐ Inside Front Cover \$650 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

☐ Back Cover \$650 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

☐ Inside Page \$550 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

Half Page Ad

☐ Inside Page \$400 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

Quarter Page Ad

☐ Inside Page \$275 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

Business Card

☐ Inside Page \$150 ☐ Monthly ☐ Year
Month (Circle) Jan Mar May July Sep Nov

Rates are per issue. Advertisers that commit to a full year of advertising receive a 10% discount off these rates.

Please invoice us: ☐ Monthly ☐ Annually (Yearly Contract Only)

Contact Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Signature: _____ Date: _____



Wisconsin Chapter



Wisconsin Chapter

ABC of Wisconsin's Industry Magazine *Merit Shop Contractor* Launches July 2015!



New Magazine to Replace *Merit Shop Talk* Newsletter

As the first step in a revised communications plan, you will receive the inaugural issue of Merit Shop Contractor magazine in July of 2015. This full-color, bi-monthly, publication will provide you with updated content and information about our industry and your association. Each themed issue will bring you more information on topics important to merit shop contractors along with new ideas and important industry news in an exciting new format.

This new publication is part of a larger effort to improve the way we communicate with our members. In addition to the magazine, the plan includes shifting the current Merit Shop Talk print newsletter to a biweekly electronic newsletter, and a separate e-mail dedicated to training opportunities and association events. We will also be increasing our presence on social media, so I encourage you to follow us on Linked-In, Facebook and Twitter.

Our goal is to not only improve our content, but streamline the way we deliver it, to maximize the value to you. Watch for more details about our improved communications plan in next month's final print edition of Merit Shop Talk.

Editorial Calendar 2015

July - Human Relations
September - Risk Management
November - Construction Safety

Editorial Calendar 2016

January - Careers in Construction
March - ABC/Merit Shop
May - Legislative/Legal
July - Economics
September - Risk Management
December - Safety

Interested in advertising in Merit Shop Contractor? See other side for details!