

Construction Users Guide

ADVERTISING RATE CARD 2012



Minnesota Chapter
North Dakota Council

What's in it for you?

Increased business!

Opportunities to...

- Drive traffic to your business.
- Get exposure for a full year.
- Get in front of qualified regional **construction end-users** including: architects, designers, contractors, facility managers and purchasers.
- Stretch your advertising dollars.
- Feature a product when potential customers need it most.
- Create awareness of your presence within MN/ND ABC.

Easy-to-read Format!

- Features a professional design
- **New rates for all budgets!**
- Has a shelf-life of one year
- Printed at a quantity of 2,000 User Guide directories, plus an additional 2,500 awards inserts
- **New opportunities to get noticed** with special logo placement or ads within directory listings

Special member offer! Buy 1 ad, get 2nd ad at 50% off.

2nd ad must be same or lesser price than first ad.
Offer available to ABC MN & ND members only.

This is the ultimate tool for quality construction buyers!

In 2012, ABC is increasing the visibility and image of the association and our members through promotion of quality and safety to new end users. A quality construction provider means greater efficiencies and cost-savings that add up over the long haul.

The **2012 MN/ND ABC Construction Users Guide & Directory** is professionally designed directory featuring MN and ND ABC members and allies. The guide offers users details that are important to them when making important purchasing decisions.



Increased readership:

- Member companies of MN/ND ABC
- Top 100 Construction Users in the Midwest
- AIA Minnesota and North Dakota members
- Fargo-Moorehead Builders Exchange
- BOMA Minnesota members
- NAIOP Minnesota members
- Award banquet attendees
- Complete directory also on www.mnabc.com and www.ndabc.com websites for free download.

LOWER RATES!
We've lowered advertising rates
to allow for you to get more
bang for your buck.

Advertising Sizes

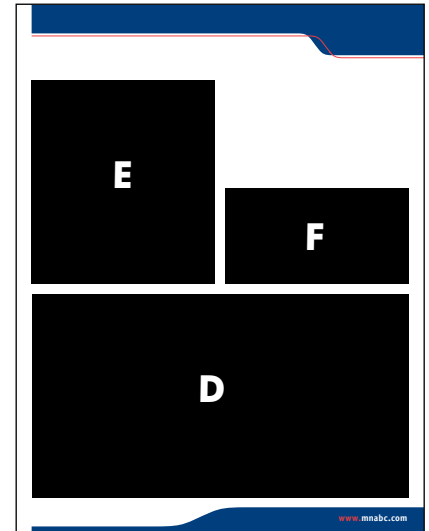
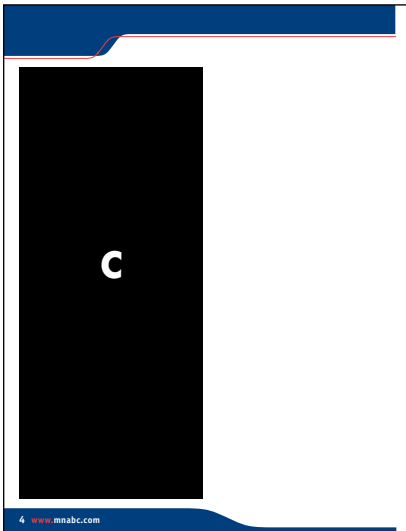
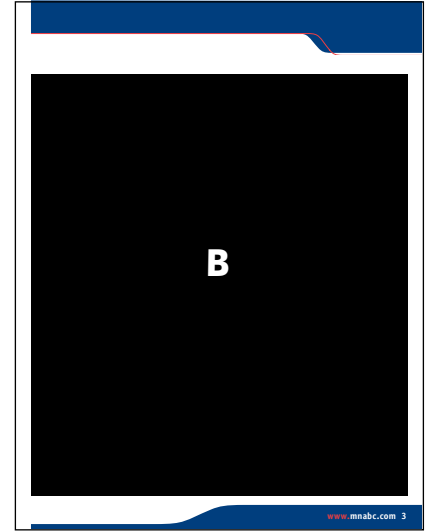
Back in 2012!

2,500+ "Excellence Awards" inserts will be distributed to: Top 100 Construction Users in the Midwest, BOMA (Commercial Real Estate), AIA-MN & ND, NAIOP (Commercial Real Estate Development Association), and Fargo-Moorehead Builders Exchange.

New Awards section layout to better highlight award winners.

Magazine style format with editorial on helpful construction topics. Sections include:

- Excellence in Construction award winners,
- ABC Chapter award winners,
- Members by listed category,
- Alphabetical member listings,
- MN ABC chapter details,
- MN ABC staff information,
- The AQC Program,
- ABC training programs,
- Information on company benefits to members,
- Advertisements by MN & ND ABC members



Listed Alphabetically by Company

<p>ists, Inc. on -spec.com y Place 3D 57108 9893 9863</p> <p>Builders, Inc. es.com 55334 2177 5280</p> <p>lass Co. loff d@glass-mn.com Ave NE N 56304 1800 9471</p> <p>Photo.com County Rd. 42 #206 IN 55306 6450 5476</p> <p>uction, Inc. New Dr SW, #101 IN 55902 3333 6604</p>	<p>ELLINGSON Plumbing, Heating & A/C</p> <p>Ellingson Plumbing, Heating & A/C Tom Hills hills@ellingsons.com 2510 South Broadway Street Alexandria, MN 56308 (p) 320-762-8645 (f) 320-762-8654 www.ellingsons.com</p> <p>Empire Door & Glass Company Bruce Hegland bruce@empiredoorandglass.com 3415 East 27th Street Minneapolis, MN 55406 (p) 612-729-4003 (f) 612-729-4216</p> <p>EnComm Midwest, LLC Lori Hollister lorih@encommidwest.com P.O. Box 520 Hart, MN 55040 (p) 763-444-8637 (f) 763-444-8638 www.encommidwest.com</p>	<p>E R B C M G T W E C C E E R R N T M G G E L L M T G E E R L L M T G E</p>
---	---	--

SAMPLE

ALL MEMBERS!

For just \$125, get your company logo next to your boxed company listing in the Alphabetical directory.

For more information, contact:
Todd Pernsteiner
 Pernsteiner Creative Group, Inc.
Tel: 952-841-1111 Fax: (952) 841-3460
Email: Info@pernsteiner.com

Advertising Rates

	Width x Height	Before 10/24/11		After 10/24/11		Non-Member	
		B/W	Color*	B/W	Color*	B/W	Color*
(A) Full Page (add .125" bleed)	8.5" x 11"	\$900	\$1,000	\$1,050	\$1,100	\$1,500	\$1,600
(B) Full Page (non-bleed)	7.5" x 9"	\$850	\$900	\$1,100	\$1,150	\$1,350	\$1,400
(C) 1/2 Page Vertical	3.625" x 9"	\$450	\$500	\$500	\$550	\$800	\$900
(D) 1/2 Page Horizontal	7.5" x 4.25"	\$450	\$500	\$500	\$550	\$800	\$900
(E) 1/4 Page	3.625" x 4.5"	\$325	\$400	\$350	\$450	\$650	\$700
(F) 1/8 Page	3.625" x 2.5"	\$175	\$225	\$200	\$250	\$350	\$475
(G) Directory Inside Front Cover	8.5" x 11" + bleed	N/A	\$1,500	N/A	\$1,600	N/A	N/A
(H) Directory Inside Back Cover	8.5" x 11" + bleed	N/A	\$1,500	N/A	\$1,600	N/A	N/A
(I) Directory Back Cover	8.5" x 11" + bleed	N/A	\$1,700	N/A	\$1,800	N/A	N/A
(J) Awards Inside Front Cover*	8.5" x 11" + bleed	N/A	\$1,500	N/A	\$1,600	N/A	\$3,000
(K) Awards Inside Back Cover*	8.5" x 11" + bleed	N/A	\$1,550	N/A	\$1,650	N/A	\$3,000
(L) Awards Back Cover*	8.5" x 11" + bleed	N/A	\$1,800	N/A	\$1,900	N/A	\$3,500

*Color ads (with exception to directory cover ads) will run in Awards Section.

Spot colors not available. For premium placement add 20%. Space is limited to a first-come, first served basis.

Deadlines

Early-Bird rate space reservationMonday, October 24, 2011
 Space reservation deadlineMonday, November 21, 2011
 All ad materials and payment dueFriday, December 2, 2011



Minnesota Chapter
North Dakota Council

Accepted Formats

- Electronic file on CD or emailed, 300 dpi or higher. Include all fonts and images as needed.
 Acceptable: Mac/PC: Adobe InDesign file, Illustrator eps (fonts outlined), or PDF (press setting)
- Email electronic files to: info@pernstainer.com or mail to address below.

Production Services

Digital ads must be ready for pre-press at correct size when submitted. Digital ads not submitted correctly may require production intervention and will be billed at \$100 per hour. If you need help designing or writing your ad, we also offer creative services. Depending upon your need, your job will be billed at a pre-approved rate. For more information, contact Todd Pernsteiner at 952-841-1111.

Material Submission

Send copy of contract, hard copy print-out of disk contents and ad layout, digital files (CD or DVD only), and contact information (in case of corrupt or missing files) to: Pernsteiner Creative Group, Attn: Todd Pernsteiner, 7841 Wayzata Blvd. #100, St Louis Park, MN 55426. Or email electronic file (print-ready pdf only) to info@pernstainer.com. Ads due on or before December 2, 2011.

Acceptable Forms of Advertising

Publishers (Pernsteiner Creative Group and MN ABC) reserve the right to decline any advertising they deem to be inappropriate for any reason. Notification will be made in writing prior to publication.



Advertising Contract

Please reserve the following space(s) of advertising for us in the **2012 MN/ND ABC Construction Users Guide and Directory**. See Ad Rates & Specifications page for dimensions and pricing.

- (A) Full Page (no bleed): \$ _____
- (B) Full Page (bleed): \$ _____
- (C) 1/2 Page Vertical: \$ _____
- (D) 1/2 Page Horizontal: \$ _____
- (E) 1/4 Page: \$ _____
- (F) 1/8 Page: \$ _____
- (G) Inside Front Cover: \$ _____
- (H) Inside Back Cover: \$ _____
- (I) Back Cover: \$ _____
- (J) Awards Inside Front Cover: \$ _____
- (K) Awards Inside Back Cover: \$ _____
- (L) Awards Back Cover: \$ _____
- Logo in directory listing*: \$125

Production costs: \$ _____
Special placement: \$ _____
Placement location _____
Total Due: \$ _____

*If adding logo to company listing in directory, please email an electronic version of your logo (eps or tiff) to: info@pernsterner.com by Friday, December 2, 2011

Advertiser Information (Please print)

Advertising Contact _____
Business _____ Street _____
City _____ State _____ Zip _____
Phone () _____ Fax () _____
Email _____
Website _____

Payment is due by December 2, 2011

Check payable to: Pernsteiner Creative Group

NEW! Visa/Mastercard payment accepted via paypal to: toddpern@gmail.com

All payments for advertising are due by Friday, December 2 to secure placement in guide. Pernsteiner Creative Group reserves the right to assign advertising space. Premium space placement based on chronology of date purchased. Ads must be submitted in formats as listed on specifications page. Ad sales are final and may not be cancelled. Ads must be received no later than Friday, December 2, 2011. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and MN ABC. Pernsteiner Creative Group and MN ABC reserve the right to refuse advertisements for any reason.

Advertiser Signature _____ Printed Name _____
Title _____ Date _____

Return agreement and payment to: Pernsteiner Creative Group, 7841 Wayzata Blvd, #100, St Louis Park, MN 55426
or fax agreement to (952) 841-3460.

Thank you for supporting ABC Minnesota & North Dakota!