

Construction Users Guide

ADVERTISING RATE CARD 2017



Minnesota/
North Dakota Chapter

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 the ABC Minnesota/North Dakota Chapter.

Easy-to-read Format!

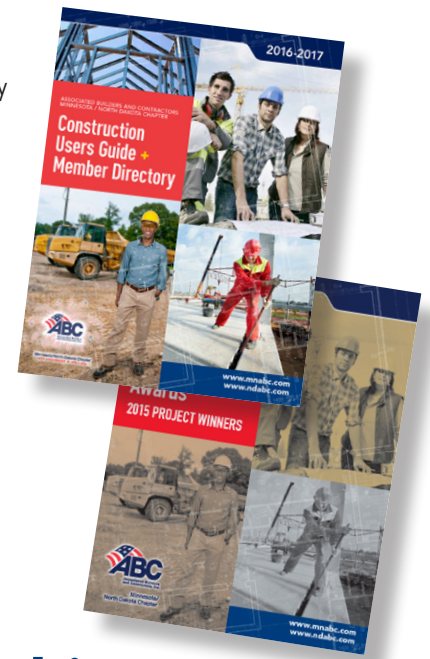
- Features a professional design
- Rates for all budgets!
- Has a shelf-life of one year.
- Printed at a quantity of 2,000 User Guide directories, plus an additional 2,500 Excellence in Construction award inserts.
- Opportunities to get noticed with special logo placement or ads within directory listings.

This is the ultimate tool for quality construction buyers!

ABC MN/ND continues to increase 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 2017 ABC Minnesota/ North Dakota Chapter's 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 Chapter
- Top 100 Construction Users in the Midwest
- AIA Minnesota and North Dakota members
- Award banquet attendees
- Complete directory also on www.mnabc.com and www.ndabc.com websites for free download.

EARLY-BIRD DEADLINE!
Save money on your advertising
by reserving your space
by November 18!

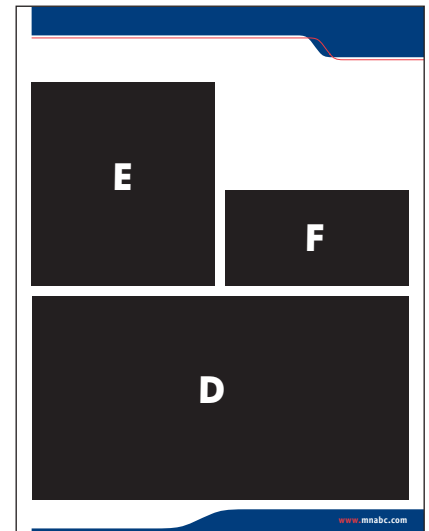
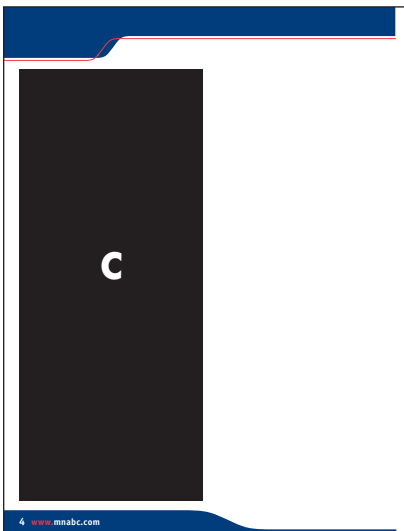
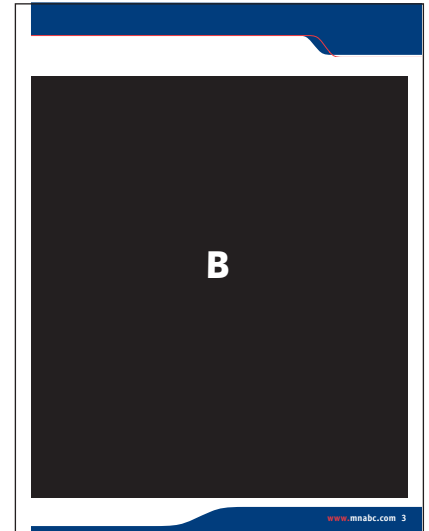
Back in 2017!

2,500+ "Excellence Awards" inserts will be distributed to: Top 100 Construction Users in the Midwest and AIA-MN & ND.

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

Advertising Sizes



SAMPLE

ALL MEMBERS!

Stand out! For just \$100, get your company logo above your 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 11/18/16		After 11/18/16		Non-Member	
		B/W	Color*	B/W	Color*	B/W	Color*
(A) Full Page (add .125" bleed)	8.5" x 11"	\$850	\$975	\$1,050	\$1,100	\$1,300	\$1,500
(B) Full Page (non-bleed)	7.5" x 9"	\$800	\$900	\$1,100	\$1,150	\$1,150	\$1,400
(C) 1/2 Page Vertical	3.625" x 9"	\$450	\$475	\$500	\$525	\$800	\$900
(D) 1/2 Page Horizontal	7.5" x 4.25"	\$450	\$475	\$500	\$525	\$800	\$900
(E) 1/4 Page	3.625" x 4.5"	\$300	\$375	\$375	\$450	\$650	\$700
(F) 1/8 Page	3.625" x 2.5"	\$175	\$225	\$225	\$275	\$350	\$475
(G) Directory Inside Front Cover	8.5" x 11" + bleed	N/A	\$1,400	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	\$1,600	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	\$2,700
(K) Awards Inside Back Cover*	8.5" x 11" + bleed	N/A	\$1,500	N/A	\$1,650	N/A	\$2,800
(L) Awards Back Cover*	8.5" x 11" + bleed	N/A	\$1,700	N/A	\$1,900	N/A	\$3,000

*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 reservationFriday, November 18, 2016
 Space reservation deadlineFriday, December 16, 2016
 All ad materials and payment dueFriday, December 16, 2016



Minnesota/
North Dakota Chapter

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 Friday, December 16, 2016.

Acceptable Forms of Advertising

Publishers (Pernsteiner Creative Group and MN/ND ABC Chapter) 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 **2017 MN/ND ABC Chapter 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*: \$100

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 18, 2015.

Advertiser Information (Please print)

Advertising Contact _____

Business _____

Street _____

City _____

State _____ Zip _____

Phone () _____

Fax () _____

Email _____

Website _____

Payment is due by December 16, 2016

Check payable to: Pernsteiner Creative Group

VISA/MC payments accepted. Call Todd at (952) 841-1111 for details.

All payments for advertising are due by Friday, December 16, 2016 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 16, 2016. Advertising requests received after the deadline will be accepted based on space availability and at the discretion of the Pernsteiner Creative Group and ABC MN/ND. Pernsteiner Creative Group and ABC MN/ND Chapter reserve the right to refuse advertisements for any reason.

Advertiser Signature _____

Printed Name _____

Title _____

Date _____

Return agreement and payment to: Pernsteiner Creative Group, 5115 Excelsior Blvd #433, St Louis Park, MN 55416
or fax agreement to (952) 841-3460.

Thank you for supporting your Minnesota/North Dakota ABC Chapter!



Advertising Contract

Please reserve the following space(s) of advertising for us in the **2014 MN/ND ABC Chapter 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: \$ 450
- (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: \$ 575

*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 7, 2012.

Advertiser Information (Please print)

Advertising Contact Brianne Hoffman
 Business Roers Street 200 45th Street South
 City Fargo State ND Zip 58103
 Phone (701) 356-5050 Fax (701) 282-2121
 Email bhoffman@roers.com
 Website www.roers.com

Payment is due by December 7, 2012

Check payable to: **Pernsteiner Creative Group**

VISA/MC payment accepted. Call for details.

All payments for advertising are due by Friday, December 7, 2012 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 7, 2012. 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/ND ABC Chapter 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 your Minnesota/North Dakota ABC Chapter!



Advertising Contract

Please reserve the following space(s) of advertising for us in the **2015 MN/ND ABC Chapter 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: \$ 450
- (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: \$ 450

*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 12, 2014.

Advertiser Information (Please print)

Advertising Contact Cory Dalbec

Business Ziegler CAT

Street 901 West 94th St.

City Minneapolis

State MN Zip 55420

Phone (952) 887-5813

Fax () _____

Email cory.dalbec@zieglercat.com

Website www.zieglercat.com

Payment is due by December 12, 2014

Check payable to: Pernsteiner Creative Group

VISA/MC payment accepted. Call for details.

All payments for advertising are due by Friday, December 12, 2014 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 12, 2014. 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/ND ABC Chapter reserve the right to refuse advertisements for any reason.

Advertiser Signature _____

Printed Name _____

Title _____

Date _____

Return agreement and payment to: Pernsteiner Creative Group, 5115 Excelsior Blvd #433, St. Louis Park, MN 55416
or fax agreement to (952) 841-3460.

Thank you for supporting your Minnesota/North Dakota ABC Chapter!