

ABC ROCKY MOUNTAIN CHAPTER 2018 MERIT BUILDER

Advertising Rate/Spec Sheet Information:

Per ABC Rocky mountain policy, only ABC members and industry-related organizations can advertise in Merit Builder. Placement is at the discretion of the Editor unless otherwise stated and confirmed with the advertiser.

Ad Sizes/Rates

		Single Issue	Full Year
<input type="checkbox"/> Full Page bleed	8 ⁵ / ₈ " w x 11 ¹ / ₈ " h	<input type="checkbox"/> 1x \$675	<input type="checkbox"/> 4x \$2,400
<input type="checkbox"/> Full Page non-bleed	7 ⁵ / ₈ " w x 10 ³ / ₈ " h	\$675	\$2,400
<input type="checkbox"/> 2/3 Page Vertical	5" w x 10 ¹ / ₈ " h	\$550	\$2,000
<input type="checkbox"/> 2/3 Page Horizontal	7 ⁵ / ₈ " w x 6 ³ / ₄ " h	\$550	\$2,000
<input type="checkbox"/> 1/2 Page Vertical	3 ⁵ / ₈ " w x 10 ¹ / ₈ " h	\$350	\$1,200
<input type="checkbox"/> 1/2 Page Horizontal	7 ⁵ / ₈ " w x 4 ⁷ / ₈ " h	\$350	\$1,200
<input type="checkbox"/> 1/3 Page Horizontal	7 ⁵ / ₈ " w x 3 ³ / ₈ " h	\$215	\$800
<input type="checkbox"/> 1/4 Page	3 ⁵ / ₈ " w x 4 ⁷ / ₈ " h	\$150	\$500

You can now reserve and pay for your ad space online by going to www.abcrmc.org/meritbuilder

If you're a partner and want to upgrade your ad, contact Sydney for more information

Advertising Requirements

Submission: Suitable Electronic Format, Ads must meet exact specs
Files: Macintosh or PC files are acceptable
Images: Must be supplied at 300 DPI, 100% actual size, EPS, TIFF, PDF, JPEG, or PSD
Fonts: Must be included or embedded

Submission Schedule

Issue Deadlines for submitted ads and content:

Spring February 9
Summer May 11
Fall August 10
Winter November 9

Contact the editor for more information about advertisements or articles:

Sydney Sachs, Events & Marketing Coordinator
ssachs@abcrmc.org • 303.832.5812

<p>Full Page Bleed (outer edge) 8⁵/₈" w x 11¹/₈" h (8.625" x 11.125")</p> <p>Full Page Non-Bleed (dotted line) 7⁵/₈" w x 10³/₈" h (7.625" x 10.375")</p>	<p>2/3 Page Horizontal 7⁵/₈" x 6³/₄" (7.625" x 6.75")</p>	<p>2/3 Page Vertical 5" x 10¹/₈" (5.0" x 10.125")</p>	<p>1/3 Page Horizontal 7⁵/₈" x 3³/₈" (7.625" x 3.375")</p> <p>Half Page Horizontal 7⁵/₈" x 4⁷/₈" (7.625" x 4.875")</p>	<p>Half Page Vertical 3⁵/₈" x 10¹/₈" (3.625" x 10.125")</p> <p>1/4 Page (vertical orientation only) 3⁵/₈" x 4⁷/₈" (3.625" x 4.875")</p>
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ABC ROCKY MOUNTAIN CHAPTER

2018 MERIT BUILDER

Content Information: Featured Sections

Get extra exposure and let other ABC members know about what's going on at your company!

Legal Pad

- Regulations, policies, legislature, etc. relating to labor or the construction industry
- Up to 1000 words

General Contractor & Subcontractor Features

- Current or recent projects worked on by your company
- This can often be the same as a submittal for an awards program, such as EIC
- 1500 – 2000 words

Industry Trends

- New updates and trends in or relating to the construction industry
- Up to 1000 words

Membership

- Feature new members, member milestones, members in the news.
- New company news, anniversaries, major changes, member benefits
- Up to 500 words

Education and Safety

- Education: articles related to efforts towards educating construction industry professionals or promoting leadership skills
- Safety: industry safety news, policies, technology, etc.
- Workforce Outreach: articles on outreach efforts and successes
- Up to 1000 words

Tech Talk

- Technology in the industry - what's new and exciting?
- Up to 1000 words

Special Articles

- Any stories or ideas that don't fit into another category!
- Can be company-specific or general industry news
- Up to 800 words

Please Include with Articles:

- High resolution pictures with relevant captions or credits
- Graphics - highly encouraged to visually enhance the article
- Name, title and headshot of the author
- Company logo
- 3-4 Sentence blurb about the company/author including relevant contact information

Please submit in word document, PDF, or body of email. Questions about what to include? Contact Sydney Sachs.

Note: ABCRMC reserves the right to edit any article for length and/or clarity.