

CONSTRUCTION MAGAZINE MONTHLY



LOS ANGELES BUILD EXPO BUYER'S GUIDE
AUGUST 28-29, 2024
LOS ANGELES CONVENTION CENTER (WEST HALL A)

ADVERTISING & SHOW SPONSOR MEDIA KIT

The power of a visual presence **BEFORE, DURING, AND
AFTER** the Build Expo Show



Amy Shoulders

National and Regional Ad Sales Exec

877-219-3976

amy@constructionmonthly.com

MISSION STATEMENT

Construction Monthly is a national publication reaching regional markets and bringing together the building and construction professionals. We hold ourselves to the highest standards when we say we truly care about the companies that comprise the industry.

Build Expo USA has created advertising packages that include advertising in the digital and the print version of the Construction Monthly Magazine Los Angeles Build Expo Buyer's Guide, web advertising on the Los Angeles Build Expo homepage, and additional sign exposure on-site at the show.

Ultimately these packages are designed to drive more traffic to your booth and provide maximum exposure, before, during and after the show.

Our readers and attendees come from industry segments like architecture, engineering, commercial building, development, facility management, residential building, general contracting, government agencies, municipalities, property managers, remodelers, real estate professionals, and more.

**CONSTRUCTION
MONTHLY LOS ANGELES
REACHES OVER 29,000
CONSTRUCTION
INDUSTRY
PROFESSIONALS IN THE
LOS ANGELES AREA.**



proud member:
AIA Austin
Allied Member



WHY ADVERTISE



THE POWER OF A HUGE MARKETING CAMPAIGN IN THE OFFICIAL SHOW MAGAZINE.

Stand out at Build Expo when you advertise in Construction Monthly Los Angeles Build Expo Buyer's Guide. Let your buyers know you will be in the show before they arrive, direct them to your booth during the show, and make sure they remember you after the event.

- Save money by using the show guide as your flyer. Many attendees throw flyers away but keep the show magazine as a reference until the next Build Expo event. Stay in their minds by having an ad!
- Decision-makers who attend the Los Angeles Build Expo use the guide to plan their visit.
- Show guides are mailed to pre-registered attendees before the show. This is your chance to generate sales before, during, and after the event.
- Frequency - you are in the **show magazine three times:** your ad, your company name with booth# on the exhibitor list, and your resource listing. We give your company exposure via email, website, and direct mail.
- As soon as the guide is ready for publication, it is uploaded to both the Construction Monthly Website and the Build Expo Website, which gives you online exposure before the show. In addition, a link to the show guide is used in our e-blast reminders to pre-registered and potential attendees. They see your ad all the way up to the show.

READERSHIP & CIRCULATION

STAND OUT AT BUILD EXPO WHEN YOU ADVERTISE IN CONSTRUCTION MONTHLY LOS ANGELES BUILD EXPO BUYER'S GUIDE. LETS MAKE SURE THEY REMEMBER YOU AFTER THE EVENT.

DIGITAL FLIPBOOK UPLOADED MONTHLY

- Digital delivery on the first day of every month for 10 months, including click through tracking, embedded links and files+videos when included
- E-mail blast of the digital flipbook to construction monthly recipients and Los Angeles construction industry professionals
- Opt-In subscriptions on the constructionmonthly.com and buildexpousa.com websites

SOCIAL MEDIA

- Interactive, easy, and a personal way to reach out to our current subscribers that also gives them a quick and fun way to share

DIGITAL POSTCARD

- Used to promote the latest edition of the magazine, it is sent to nationally opt-in digital subscribers and Los Angeles construction industry professionals

There are endless possibilities with Construction Monthly...browse the online articles or subscribe to the monthly magazine for updates, current events, trends, and tips on industry best practices.

OVER 300,000+ NATIONAL RECIPIENTS

OVER 29,000+ LOS ANGELES POTENTIAL BUYERS

SPECIAL SHOW PUBLICATIONS

- For our regional shows, a special print magazine is available for free to all the exhibitors and attendees of the Build Expo tradeshow, making Construction Monthly the official directory of the expo tradeshow.



DEMOGRAPHICS

Reach over 29,000 of the top construction industry decision makers in the Los Angeles area with our digital publication! Construction Monthly reaches a huge cross-section of the highest-ranking construction industry companies in the greater Los Angeles area. We deliver on an average 12,000-13,000 printed copies of our full color magazine via direct-mail to the pre-registered, past attendees and association members.

The publication is FREE to targeted buyers, and with so much useful information it is sure to stay in front of them!



- **General Contractors**
- **Architects**
- **Home Builders**
- **Subcontractors**
HVAC, Plumbing, Electrical, Roofing, Painting, Electrical
- **Commercial Builder**
- **Designers**
- **Developers**
- **Engineers**
- **Municipalities**
- **Commercial Property Management**
- **Facility Managers**

We deliver cutting-edge information that our readers need to succeed in a highly competitive industry.

Topics covered include:	Architecture + Design	Insurance + Risk	Bidding and
General Contracting	Residential Construction	Green Building	Quoting
Tract Home Building	Commercial	Wellness + Safety	and more!
Custom Home Building	Construction	Business Development	
Remodeling	Finance + Economics	Technology in Building	
Spec Writing	Government Policy	Permitting	

We look forward to working with you and demonstrating how
OUR AUDIENCE IS YOUR TARGET MARKET!

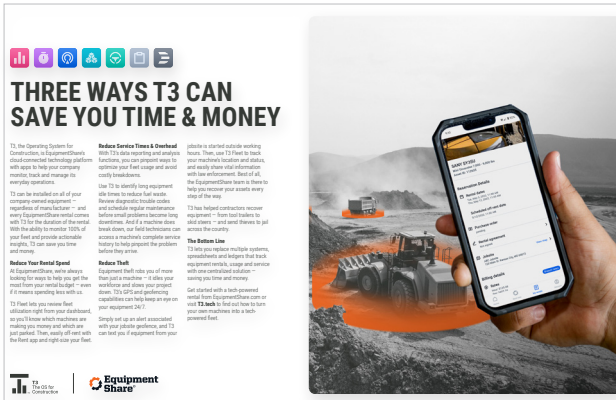
OUR READERS INCLUDE MEMBERS OF THE FOLLOWING ASSOCIATIONS:



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
COST	\$6,000	\$3,000	\$2,000	\$1,000
AD IN THE CONSTRUCTION MONTHLY MAGAZINE DIGITAL & PRINT <small>sent to all pre-registered attendees, past attendees, and association members, posted online, available for all attendees & exhibitors at the show</small>	Receive a DOUBLETRUCK AD (two-page spread) in Construction Monthly Magazine	Receive a FULL PAGE AD in Construction Monthly Magazine	Receive a HALF PAGE AD in Construction Monthly Magazine	Receive a QUARTER PAGE AD in Construction Monthly Magazine
COMPANY LOGO FEATURED ON SHOW SPONSORS PAGE OF WEBSITE	COMPANY LOGO FEATURED ON WEBSITE <small>Show Sponsors page of buildexpousa.com</small>	COMPANY LOGO FEATURED ON WEBSITE <small>Show Sponsors page of buildexpousa.com</small>	COMPANY LOGO FEATURED ON WEBSITE <small>Show Sponsors page of buildexpousa.com</small>	COMPANY LOGO FEATURED ON WEBSITE <small>Show Sponsors page of buildexpousa.com</small>
COMPANY LOGO FEATURED ON ATTENDEE MARKETING MATERIAL	COMPANY LOGO <small>featured on the top of the attendee invitation & post registration email sent to all potential attendees and pre-registered attendees</small>	FRONT COVER & SPONSORS PAGE of the magazine.	FRONT COVER & SPONSORS PAGE of the magazine.	FRONT COVER & SPONSORS PAGE of the magazine.
LOGO FEATURED ON THE COVER OF THE MAGAZINE	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine	COMPANY LOGO on the front cover of the Construction Monthly Magazine
LOGO ON KEYNOTE SIGNAGE	KEYNOTE SPONSOR (Company logo and booth number placed on Keynote Speaker Signage)	KEYNOTE SPONSOR (Company logo and booth number placed on Keynote Speaker Signage)		
CUSTOM INVITATION FOR YOU TO SEND TO YOUR CUSTOMERS	CUSTOM INVITATION <small>created for you to send to your customers inviting them to see you at the show</small>	CUSTOM INVITATION <small>created for you to send to your customers inviting them to see you at the show</small>	CUSTOM INVITATION <small>created for you to send to your customers inviting them to see you at the show</small>	CUSTOM INVITATION <small>created for you to send to your customers inviting them to see you at the show</small>
WEB ADVERTISING	Web Advertising on all participating city Build Expo web pages	Web Advertising on the Home page slider, registration page slider and registration Still Ad	Web Advertising on the registration Page Silder and Still Ad	Web Advertising on the registration Page Silder and Still Ad
CUSTOM EMAIL PROMOTION TO PRE-REGISTERED ATTENDEES	2 pre show - 1 post show	2 pre show	1 pre show	
SHOW SPONSORS EMAIL	YOUR AD is at the top of the sponsors email	YOUR AD is in the middle of show sponsors email	YOUR AD is at mid-center of show sponsors email	YOUR AD is included on the show sponsors email
FLYER OR BROCHURE AT REGISTRATION COUNTER	Place a FLYER OR BROCHURE at the registration desk	Place a FLYER OR BROCHURE at the registration desk		
KEYNOTE BANNER	4X6 BANNER hung in the Keynote area	4X4 BANNER hung in the Keynote area	4X2 BANNER hung in the Keynote area	
FREE STANDING BANNER	2 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33")	1 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33")		
DIRECTIONAL SIGNS	COMPANY LOGO on all directional signs	COMPANY LOGO on all directional signs	COMPANY LOGO on all directional signs	
BACKDROP BANNER	8X8 BANNER Banner Backdrop	4X6 BANNER Banner Backdrop		
SEMINAR SPONSOR SIGN	COMPANY LOGO on ALL seminar speaker signs	COMPANY LOGO on 4 seminar speaker signs	COMPANY LOGO on 2 seminar speaker signs	
SHOW SPONSORS SIGN	LOGO & BOOTH NUMBER on show sponsors sign at show entrance	LOGO & BOOTH NUMBER on show sponsors sign at show entrance	LOGO & BOOTH NUMBER on show sponsors sign at show entrance	LOGO & BOOTH NUMBER on show sponsors sign at show entrance
SOCIAL MEDIA POSTS	Weekly Social Media Posts	Bi Weekly Social Media Posts	5 Social Media Posts	3 Social Media Posts

PLATINUM | CALL FOR PRICING



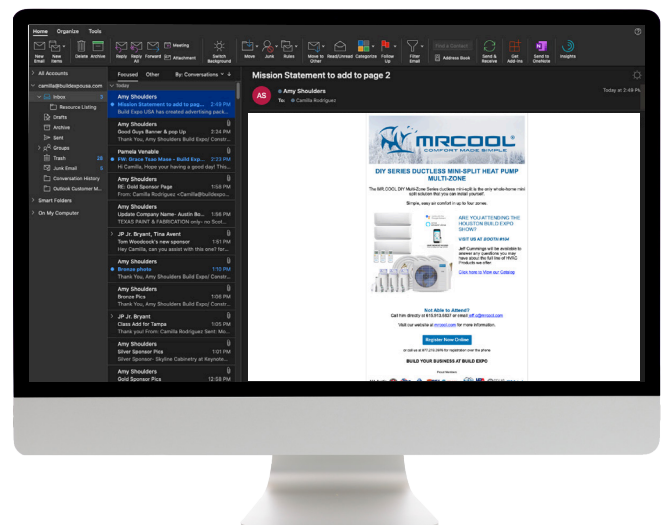
- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.



- DoubleTruck Ad in the digital & print version of Construction Monthly Magazine-Los Angeles Build Expo Buyer's Guide.



- Company logo featured on the front cover & sponsor page of the magazine.



- Web ad on all participating city Build Expo web pages.
- A 8x8 backdrop banner for your booth.
- One (1) 4x6 ft banner hung in the Keynote area.
- Two (2) Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).

- Three (3) custom email promotions* sent to pre-registered attendees. 2 Pre show - 1 post show

* All promotional content is due 30 days before the show

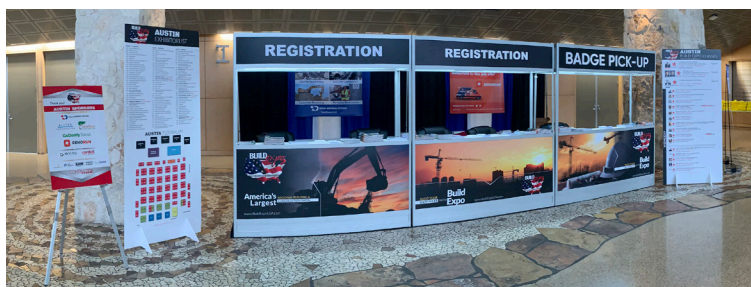
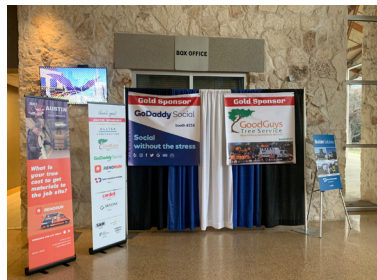
GOLD | \$3,000

- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

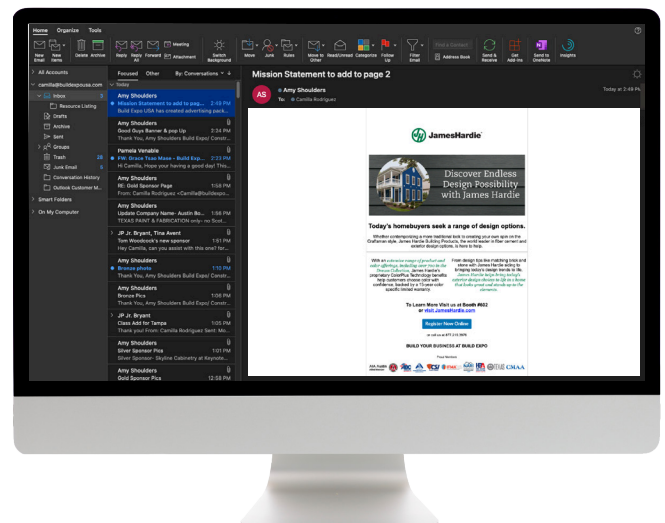
- Full Page Ad in the digital & print version of Construction Monthly Magazine-Los Angeles Build Expo Buyer's Guide.



- Company logo featured on the front cover & sponsor page of the magazine.

- Web ad on Los Angeles Build Expo homepage, registration page slider and registration still ad.
- A 4x6 backdrop banner for your booth.
- One (1) 4x4 ft banner hung in the Keynote area.
- Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).



- Two (2) email promotions* sent to pre-registered attendees. 2 Pre show

* All promotional content is due 30 days before the show

SILVER | \$2,000

Train all individuals that will be installing per the Listed System Documents and the specified materials to be used.

Have your inspector on site to observe the installation for compliance with the listed system requirements.

When the inspector is on-site during an installation of a firestop system, destructive testing will not need to be done and it will ensure the system is installed properly.

How the approved firestop system on-site for your inspector. It's a great idea to provide the inspector with a copy ahead of time as well.

ENGINEERING JUDGMENTS
You will encounter instances on projects where the approved listed firestop systems included in the plans and specifications do not match the field conditions and you can't find any pre-existing listed firestop systems that match your field conditions. Do not panic!

For situations like these we have "EFN", which stands for Engineering Judgments. These are alternative means and methods that ensure the performance of the firestop system is not compromised.

There are guidelines that need to be followed when considering using an Engineering Judgment (EJ), since they are not a document of actual tested and proven scenarios. It is an "Interpolation of data" from previously tested firestop systems that are very similar, or that enclose the conditions upon which the judgment is to be given. Keep in mind, an engineering judgment may not be accepted by your AHJ.

A fire occurs in a structure at the rate of 1 every 63 seconds. Every year fire departments across the United States respond to well over 1 million fires. Annual property damage exceeds 11 billion dollars per year.

In conclusion, understanding the system and communication with your inspector are key to a successfully installed and effective firestop system.

REFERENCE THE CODE

Firestop is mentioned all over the building code as well as referenced materials. I have included some key areas for your use.

2016 IBC, Part 2 Volume 1
Section 714.4.7.3
2018 IBC, Chapter 7
Section 714
2018 IRC, Chapter 17
NEC
NFPA 70, NFPA 301, NFPA 5000
NFPA 703
ASTM E 2154 (ANSIUL 1479)
"Standard Test Method for Fire Tests of Through Penetration Fire Stops"
ASTM E 2154 (ANSIUL 1479)
"Standard Test Method for Fire Tests of Through Penetration Fire Stops"
ASTM E 2154 (ANSIUL 1479)
"Standard Test Method for Fire Tests of Through Penetration Fire Stops"
ASTM E 2154 (ANSIUL 1479)
"Standard Test Method for Fire Tests of Through Penetration Fire Stops"

Booth #231
Safety & Health Consulting/ On-Site Services
• Accident Investigation
• OSHA & Cal OSHA Compliance/ Appeals
• On-Site Safety Audits/ Inspections
• On-Site Safety Supervisors
• Facility Shutdown/ Turnaround
• Safety Program Development
• Safety Training Programs
• Active Shooter
• Hazardous Materials - CWS
• HAZWOPER Levels 8 - 40
• GAO/HAZOP 30/30 Certification
• OSHA General Industry 30-hour
• Crane and Rigging
• Forklift/ Aerial Lifts/ Backhoe
• Lockout/ Tagout
• Supervisor Safety

Our experts can develop, implement and manage a total safety program or simply provide you with our services on an as needed basis.

On Site Training, Contract Employees and OSHA Consultations

www.safetydynamicsgroup.com
(562) 425-6854 | (619) 902-9825

- Company logo on two (2) seminar signs.
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

CONSTRUCTION MONTHLY
LOS ANGELES BUILD EXPO BUYERS GUIDE 2023
SEPT. 20-21
LOS ANGELES CONVENTION CENTER
SOUTH HALL K
EXHIBITS 10AM-5PM
CLASSES 9:30AM START

THANK YOU TO THE LOS ANGELES BUILD EXPO 2023 SPONSORS

GOLD
Dropbox
NATIONAL
PRL
BlueBridge
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NISUS
SKINROCK
THE CONTRACTOR CONSULTANTS

SILVER
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ECLUSE
NISUS
SKINROCK
THE CONTRACTOR CONSULTANTS

BRONZE
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NATIONAL
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ECLUSE
NISUS
SKINROCK
THE CONTRACTOR CONSULTANTS

- Half Page Ad in the digital & print version of Construction Monthly Magazine Los Angeles Build Expo Buyer's Guide.

BUILD EXPO LOS ANGELES
BUILD EXPO SPONSORS

GOLD SPONSORS

ROBB & MESSER
MOVING AND STORAGE
Booth #436

Castle
SIGNS & GRAPHICS, INC.
Booth #327

BRONZE SPONSORS

Safety Dynamics Group
Booth #231

FORMATION CREATION, INC.
Booth #525

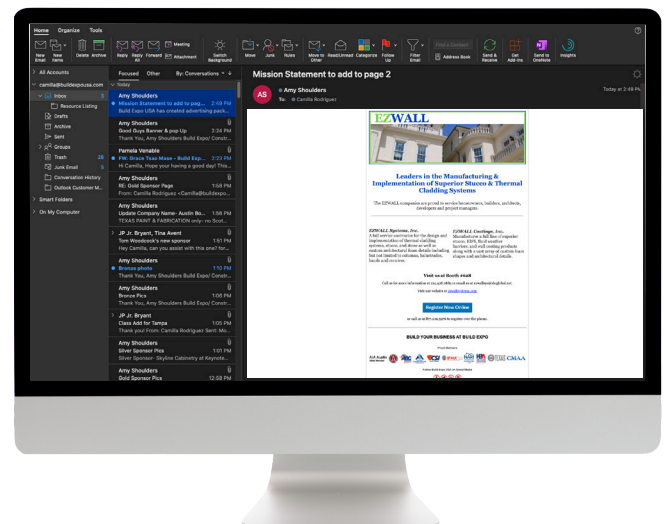
FAST TILT
Retaining Wall
Booth #624

Thank You to the Los Angeles Build Expo Sponsors

WWW.BUILDEXPOUSA.COM



- Company logo featured on the front cover & sponsor page of the magazine.



- Web ad on registration page slider and registration still ad.
- A 4x2 ft banner hung in the Keynote area.

- One (1) custom email promotion* announcing your company at the show

* All promotional content is due 30 days before the show

BRONZE | \$1,000

Labor Retention... Continued

Most studies show that high wage employees have the highest impact on profits based on their decision to stay. It follows then, to let employees know that a path forward in your organization has been paved, and development to their own fullest potential at the company supporting the education is exactly how to stay on the path for their future.

In businesses across the USA in the modern era, so much is made of the profit this quarter but being a part of something bigger than yourself is what Dick Miller preaches, because it's what Glen Bullock still believes.

As a former Marine, Bullock knows about putting something above self: Country, Community, and Family to name a few. He treats his employees like members of all three.

Nearly his office taking the next step to reinvest in his community He supports nonprofits for the next generation of San Marcos high schoolers with outreach and values that say, "You know what? Building things is a great calling. As you graduate, you know what else? We are hiring... right now. And we can support your career - look at Esteban."

Bullock has little patience for complacency or ego because, with an Engineer's mindset and a Marine's heart, he understands that careless errors can have significant consequences in high-functioning organizations, and that the best teammates support one another.

The Financial Profit Element: Fringe - Pay it the Right Way means you pretty much need to be on the mark with certified payroll and fringe. It is common knowledge that public works means you pretty much need to be on the mark with certified payroll and fringe.

Translating these higher profit public works jobs into wins for specialty subcontractors is what it takes in not just be more profitable, but to win even more bid jobs.

For example, on an electrical job in a municipal contract, Fray says, "We ask what's the simplest

most important way to spread margins so that profits can be taken, and bids can be lowered. Turns out the simplest difference is to shed excessive T&Cs and work some rates that are being pushed up by fringe paid as cash, instead of benefits. And number two is source labor year job sites."

Saving \$5-7 an hour on your effective burden rate for the same employee relative to your competitor means you have a margin to work with that gives you options.

Then they pass on that process on to their subs who also are required to pay fringe. The difference is how they "sell" pay it can make or break winning a contract bid for the group. Or being awarded sub-contracts and then gaining profitable fulfillment in public works, from the subcontractor's point of view.

Once the whole team "gets it and implements it" it raises the odds of the team being the lowest responsible and responsive bid, finishes Fray.

To Bullock that means you can lower your bid, you can keep it in profit, or both, and that difference can be substantial to your commercial work as well. In one example, a 3-year contract that runs \$250M in labor yields an extra \$400,000 in profit based on paying the fringe correctly over the life of the contract.

The winning bidder sees that profit to buy and stretch equipment for both their public AND non public works jobs... also retaining a majority of the anticipated difference in net profit. All jobs become more profitable.

"In our everyday decision making things do not need to be forced," says Bullock. "For example, there are a couple of ways to address a noisy job. One option is to find the biggest cheater bar and wrench, exert as much pressure as possible all of which may result in you snapping the head of it and even busting your knuckles."

Macdonald Agency
(800) 237-2669
CALL US TODAY! INSURE! BE SURE!
Specialty Markets:
Construction Associations
Automotive Dealerships
Steering Controls
Office Buildings
Law Enforcement
Businesses
Homes
Farms
Booth #116

- Web ad on registration page slider and registration still ad.
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

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CLASSES 8:30AM START

THANK YOU TO THE LOS ANGELES BUILD EXPO 2023 SPONSORS

GOLD

Dropbox Booth #434
PRAL Booth #217
NATIONAL OPERATOR OF THE MONTH

SILVER

BLUEBRIDGE Booth #430
ECLIPSE Booth #216
NISUS Booth #438
SKINROCK Booth #230
THE CONTRACTOR CONSUMERS Booth #440

BRONZE

invoiceasap Booth #434
Priority Engineering Group Booth #212

- Quarter Page Ad in the digital & print version of Construction Monthly Magazine Los Angeles Build Expo Buyer's Guide.

BUILD EXPO LOS ANGELES BUILD EXPO SPONSORS

GOLD SPONSORS

ROBB & MESSER
MOVING AND STORAGE
Booth #436

Castle
SIGNS & GRAPHICS, INC.
Booth #327

BRONZE SPONSORS

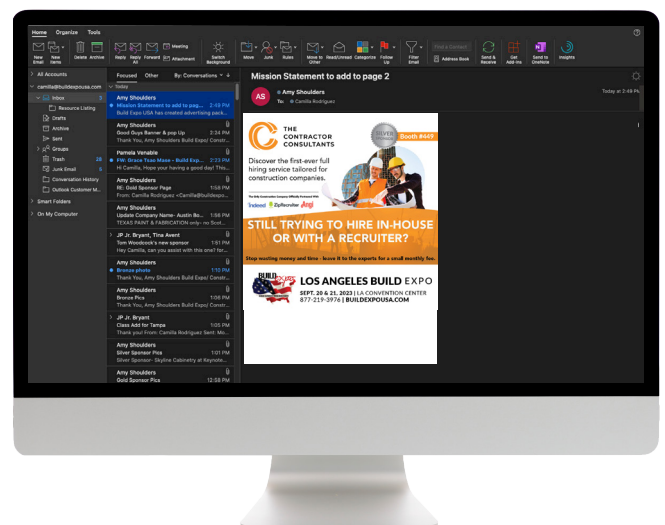
Safety Dynamics Group
Enhancing safety. Empowering success.
Booth #231

FORMATION CREATION, INC.
Booth #525

FAST TILT
Retaining Wall
Booth #524

Thank You to the Los Angeles Build Expo Sponsors
WWW.BUILDEXPOUSA.COM

- Company logo featured on the front cover & sponsor page of the magazine.



- Your web ad is included in the show sponsors email promotions.

VISUAL AD GUIDE

MRCOOL
COMFORT MADE SIMPLE

DIY Series
Ductless Mini-Split Heat Pump
Multi-Zone

The MRCOOL DIY® Multi-Zone Series ductless mini-split is the only whole-home mini-split solution that you can install yourself. Simple, easy air comfort in up to four zones.

1 ZONE
2 ZONE
3 ZONE
4 ZONE

The MRCOOL DIY® Quick Connect® Line Set is 100% accurately precharged with R410A refrigerant. This makes installation quick and easy with no vacuum required. Combine linesets together using the MRCOOL® Coupler to extend the line set size.

- ✓ Easy DIY® Installation
- ✓ Pre-charged DIY® Quick Connect Line Set
- ✓ Simple to Use
- ✓ Multi-room Comfort
- ✓ Energy Efficient DC Inverter
- ✓ 100% Sealed System
- ✓ Gold Fin® Condenser
- ✓ Eco Safe R-410A Refrigerant
- ✓ Smartphone App Controls
- ✓ Lifetime Technical Support
- ✓ Follow Me® Feature
- ✓ Low Ambient Cooling

Are You Attending The Houston Build Show?
Aug 12 & 13, 2020 | Visit Booth #104

Jeff Cummings will be available to answer any questions you may have about the full line of HVAC Products we offer. Visit mrcool.com to view our catalog.

Not able to attend?
Call him directly at (615) 913-6837 or email jeff.c@mrcool.com.

www.mrcool.com | 48 Remington Way, Hickory, KY 42051 | 270.366.0457

DOUBLE TRUCK
\$2,695
16.875 X 10.875

FULL PAGE \$1,495
8.375 X 10.875

www.alside.com/support/brochures. The Alside logo is also present."/>

There's Nothing Like the Satisfaction of Building Something that You Feel Good About.

INTRODUCING... the Alside 1700 and 1900 Series New Construction Window Collection

- Fusion-welded vinyl with sloped sill for superior water management
- Optional 3.5" factory-installed casing for high-end trim look
- Class-leading PGDP ratings for stringent local building codes
- Single-frame twin and triple units available
- Common egress sizes for simple code compliance
- Lifetime limited warranty

Download thermal data, size guides and sound transmission ratings at www.alside.com/support/brochures.

Alside
www.alside.com

canyonbath.com. The ad is titled 'HALF PAGE horizontal' and priced at '\$795' with dimensions '8.05 X 5.025'."/>

BATH & KITCHEN
Canyon

Canyon Bath carries a refined selection of extraordinary items to finish out your bathroom, from best quality traditional cast iron tubs and unique modern acrylic tubs to ornate faucets and solidly engineered drains, we have the fixtures you need.

1649 SANDS PLACE, SUITE D
MARIETTA, GA 30067
(770) 431-5151
FAX: (866) 446-8971
INFO@CANYONBATH.COM
678-431-5161
canyonbath.com

HALF PAGE horizontal
\$795
8.05 X 5.025

TriTechRestoration.com. The ad is titled 'HALF PAGE vertical' and priced at '\$795' with dimensions '4 X 10.15'."/>

Tri-Tech
Restoration & Construction Co., Inc.
FIRE & WATER DAMAGE RESTORATION

WE MAKE THINGS BETTER

Tri-Tech Restoration & Construction Co., Inc. 1922
Founded with one goal in mind, provide quality restoration and construction services while maintaining legendary customer support.

We pride ourselves on remaining Southern California's one stop shop leader in property damage restoration and construction 24 hours a day and 365 days a year.

5 YEAR WARRANTY

800-900-8448
CONTACT AMY BOYD
TriTechRestoration.com

HALF PAGE vertical
\$795
4 X 10.15

www.ledlysi.com. The ad is titled 'BOOTH #107' and 'QUARTER PAGE' and priced at '\$595' with dimensions '4 X 5.1'."/>

LED LYSI LLC

LED Lighting & Energy Broker

312-362-7874
solutions@ledlysi.com
www.ledlysi.com

BOOTH #107

QUARTER PAGE
\$595
4 X 5.1

rscsurveyors.com. The ad is titled 'EIGHTH PAGE' and priced at '\$295' with dimensions '4 X 2.5'."/>

RONALD CARROLL SURVEYORS, INC.

Land Survey
Design Survey
Construction Staking
Elevation Certificate

254-773-1447
rscsurveyors.com

EIGHTH PAGE
\$295
4 X 2.5

AD SPECIFICATIONS & DESIGN

ALL ARTWORK AND MATERIALS MUST BE RECEIVED 1 MONTH IN ADVANCE OF THE SHOW.

Please follow the directions below to ensure that your ad will print correctly:

TO SUBMIT CAMERA-READY ADS:

All ads must be CMYK, at least 300 dpi and sized in the correct ad dimensions. Please note that if Build Expo has to resize your ad, we cannot guarantee that it will be aesthetically correct. Please submit your ad via PDF, JPEG, AI, EPS, PSD, or an Adobe Design Program, CS4, CS5, CS6, or CURRENT CLOUD.

TO SUBMIT ARTWORK FOR AD DESIGN:

Clients must send the following information to

amy@buildexpousa.com

Logo and images must be at least 300 dpi. Please note that images from the Internet are only 72 dpi and are not print quality. Acceptable file formats are TIFF, PDF, JPG or EPS.

Please send via email or you can also send via SENDSPACE online. Label all materials with your company name, city, and telephone number. If ad materials are not received, your ad will be typeset using your company name, booth number and telephone number. Build Expo and its agents accept no responsibility for poor output quality due to improperly submitted materials.

IN-HOUSE GRAPHIC DESIGN SERVICE FEES

Please contact Amy about having your ad designed for you. If you are in need of having an ad prepared, we ask you contact as soon as possible to make sure that this is proofed and approved in an appropriate time frame.

DIGITAL ADS

WEB AD REQUIREMENTS

All web graphics should have a resolution of 72dpi, File types can be .png, .jpg, or .gif.

Footer web ads should be 985 px wide and 145 px tall.

FOOTER AD
985 px wide x 145 px high

Home page slider should be 1200 px wide and 300 px tall.

HOME PAGE SLIDER
1200 px wide x 300 px high

EMAIL BLAST REQUIREMENTS

For best outcomes, we suggest that emails are:

A graphic banner of 600 px wide and less than 600 px long with some text under the graphic works best for mobile viewing of emails.

Images should be under 1500 px long.

We send out HTML based emails so you can send jpegs which we splice or clean HTML code.

EBLAST
600 px wide
x
1500 px long

Note: We cannot accept ads, logos or images in MS Word, Publisher or Powerpoint files, or in any format other than those outlined below. If we receive files in those formats, PLEASE note that we cannot guarantee printed outcome.

Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts - screen and printer docs - and all digital resources such as photo scans, logos, etc.

Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

LOGOS:

- For sponsors, logos should be 8 in and 300dpi or vector files (.ai, .eps, or some .pdf files.)

PRINTED ADS

MAGAZINE AD REQUIREMENTS

DOUBLE TRUCK

16.875

Add .125 bleed

Live copy no less than .25" from trim

FULL PAGE SPREAD

FULL PAGE

8.375 x 10.875

Add .125 bleed

Live copy no less than .25" from trim

QUARTER PAGE

4 x 5.1

HALF PAGE

8.05 x 5.025

HALF PAGE

4 x 10.15

EIGHTH PAGE

4 x 2.5

BANNER REQUIREMENTS (7.5 ft)

- Banner image should be 33 inches wide and 78 inches tall.
- The image should include a 1" margin at top, right and left & a 3" margin (safe zone) at bottom.
- Live copy should be no less than 1" from the trim line.
- Vinyl Banner - 1" bleed.

BANNER

33 in w
x
78 in h

CONSTRUCTION MONTHLY ADVERTISING RATES

EXCLUSIVE EXHIBITOR ADVERTISING RATE (PREMIUM)

INCLUDES BOTH PRINT AND DIGITAL EDITIONS

PREMIUM POSITION RATES

	1x	3x	6x	10x
BACK COVER	\$2695	\$2425	\$2156	\$1887
INSIDE FRONT	\$2095	\$1885	\$1676	\$1467
INSIDE BACK	\$1695	\$1525	\$1356	\$1187
8-PAGE CENTER	\$8500			

STANDARD POSITION RATES

	1x	3x	6x	10x
DOUBLE TRUCK	\$2695	\$2425	\$2156	\$1887
FULL PAGE	\$1495	\$1345	\$1196	\$1047
HALF PAGE	\$795	\$715	\$636	\$557
QUARTER PAGE	\$595			
EIGHTH PAGE	\$295			

WEB AD RATES

CITY HOME PAGE SLIDER

\$500/mo

CITY FOOTER

\$350/mo



Advertise on the buildexpousa.com (pick 1 city)

Advertise on CITY homepage slide
\$500/Month



Advertise on the website (pick 1 city)

Advertise on CITY footer slide
\$300/Month

IN HOUSE GRAPHIC DESIGN

If you need assistance, our staff is available to help you design and prepare your ad. Please contact Amy for more information. All artwork for ads MUST be camera ready and complete by our deadline. There are NO CANCELLATIONS after our deadline dates. If you have purchased more than a 1x ad placement, please refer to our cancellation policy.

Amy Shoulders

National and Regional Ad Sales Exec
877-219-3976

amy@constructionmonthly.com