

CONSTRUCTION MAGAZINE MONTHLY



SOUTH FLORIDA BUILD EXPO BUYER'S GUIDE
SEPTEMBER 25-26, 2024
BROWARD COUNTY CONVENTION CENTER
HALL C

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 South Florida Build Expo Buyer's Guide, web advertising on the South Florida 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 SOUTH FLORIDA REACHES OVER 25,000 CONSTRUCTION INDUSTRY PROFESSIONALS IN THE SOUTH FLORIDA 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 South Florida 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 South Florida 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 SOUTH FLORIDA 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 South Florida 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 South Florida 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 25,000+ SOUTH FLORIDA 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 20,000 of the top construction industry decision makers in the South Florida area with our digital publication! Construction Monthly reaches a huge cross-section of the highest-ranking construction industry companies in the South Florida 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 sent to all pre-registered attendees, past attendees, and association members, posted online, available for all attendees & exhibitors at the show	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 Show Sponsors page of buildexpousa.com	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of buildexpousa.com	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of buildexpousa.com	COMPANY LOGO FEATURED ON WEBSITE Show Sponsors page of buildexpousa.com
COMPANY LOGO FEATURED ON ATTENDEE MARKETING MATERIAL	COMPANY LOGO featured on the top of the attendee invitation & post registration email sent to all potential attendees and pre-registered attendees	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 created for you to send to your customers inviting them to see you at the show	CUSTOM INVITATION created for you to send to your customers inviting them to see you at the show	CUSTOM INVITATION created for you to send to your customers inviting them to see you at the show	CUSTOM INVITATION created for you to send to your customers inviting them to see you at the show
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 Slider and Still Ad	Web Advertising on the registration Page Slider and Still Ad
CUSTOM EMAIL CAMPAIGN TO PRE-REGISTERED ATTENDEES	3 pre show - 2 post show	2 pre show - 1 post 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

THREE WAYS T3 CAN SAVE YOU TIME & MONEY

Reduce Service Times & Overhead
T3's cloud-based technology platform allows you to track your equipment, monitor fuel usage and manage its maintenance.

Reduce Your Fuel Spend
All EquipmentShare users always looking to save. Help you get the most from your rental budget - even if it means spending less with us.

Reduce Your Downtime
T3 Fleet lets you view fleet utilization right from your dashboard, so you'll know which machines are making you money and which are not. This way, you can get the most out of your equipment.

Reduce Your Repair Costs
T3's predictive maintenance system can help you identify equipment issues before they become major problems. And if a machine does break down, we'll have the parts and labor ready to go.

Reduce Your Risk
EquipmentShare's comprehensive insurance program can help you protect your investment in your equipment.

Reduce Your Fuel Spend
T3's cloud-based technology platform allows you to track your equipment, monitor fuel usage and manage its maintenance.

Reduce Your Fuel Spend
All EquipmentShare users always looking to save. Help you get the most from your rental budget - even if it means spending less with us.

Reduce Your Downtime
T3 Fleet lets you view fleet utilization right from your dashboard, so you'll know which machines are making you money and which are not. This way, you can get the most out of your equipment.

Reduce Your Repair Costs
T3's predictive maintenance system can help you identify equipment issues before they become major problems. And if a machine does break down, we'll have the parts and labor ready to go.

Reduce Your Risk
EquipmentShare's comprehensive insurance program can help you protect your investment in your equipment.

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

MRCOOL
COMFORT MADE SIMPLE

DIY® MULTI-ZONE SERIES DUCTLESS MINI-SPLITS
SIMPLE, EASY AIR COMFORT IN UP TO FOUR ZONES.

1 ZONE
2 ZONE
3 ZONE
4 ZONE

DIY® MULTI-ZONE SERIES DUCTLESS MINI-SPLITS
SIMPLE, EASY AIR COMFORT IN UP TO FOUR ZONES.

1 ZONE
2 ZONE
3 ZONE
4 ZONE

mrcool.com VISIT BOOTH 104

- Web ad on all participating city Build Expo web pages.
- A 8x8 backdrop banner for your booth.
- One (1) 4x4 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).

- 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.

CONSTRUCTION MONTHLY
SOUTH FLORIDA BUYER'S GUIDE 2023

SAVE TIME, MAKE MONEY & BUILD YOUR BUSINESS

THANK YOU TO THE SOUTH FLORIDA BUILD EXPO 2023 SPONSORS

GOLD
dannah INVESTMENT GROUP Booth #608

SILVER
American FASTENERS CORP. Booth #214

BRONZE
Federal Engineering & Testing, Inc. Booth #120
planHub Booth #426
OVERPUMP Booth #220
VERSATEX BOULDER FLOORING Booth #315

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

MRCOOL
COMFORT MADE SIMPLE

DIY® SERIES DUCTLESS MINI-SPLIT HEAT PUMP MULTI-ZONE

Simple, easy air comfort in up to four zones.

MRCOOL.COM

- Five (5) custom email campaigns sent to pre-registered attendees. 3 Pre show - 2 post show

GOLD | \$3,000

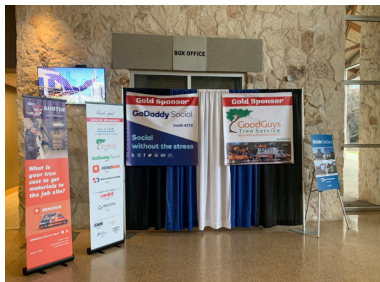


- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

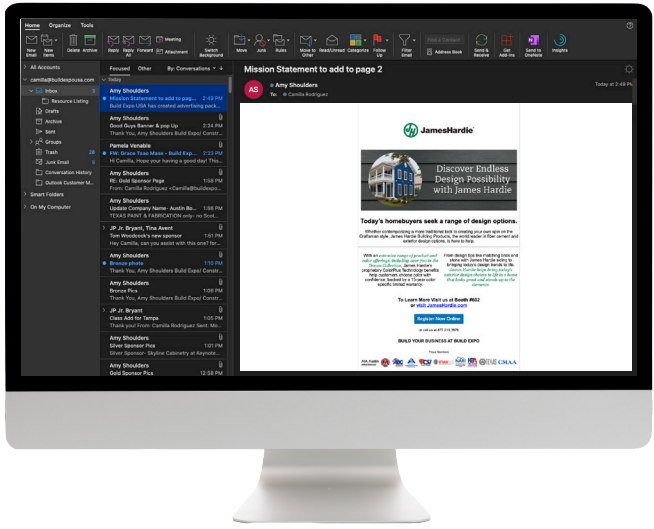
- Full Page Ad in the digital & print version of Construction Monthly Magazine- South Florida Build Expo Buyer's Guide.



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



- Web ad on South Florida Build Expo homepage, registration page slider and registration still ad.
- A 4x6 backdrop banner for your booth.
- One (1) 4x2 ft banner hung in the Keynote area.
- Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).



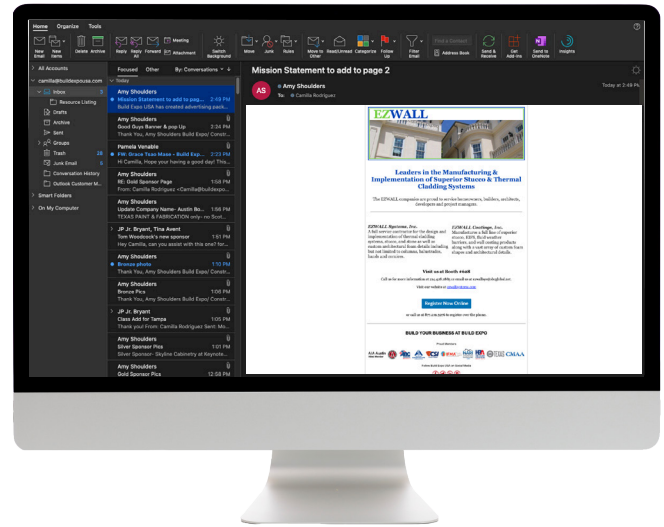
- Three (3) custom email campaigns sent to pre-registered attendees. 2 Pre show - 1 post show

SILVER | \$2,000

- 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.

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

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



- Web ad on registration page slider and registration still ad.
- A 2x2 ft banner hung in the Keynote area.

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

BRONZE | \$1,000

Government Contracting... continued

Bond Guarantee Program. This program is aimed at small businesses that lack the financial resources or performance track record necessary to secure bonding through regular commercial channels.

For Public and Private Prime Contracts and all Subcontracts

- The SBA guarantees bid, payment, performance, and ancillary bonds issued by surety companies.
- Cost of contract up to \$4.5 million.
- SBA reimburses surety companies in case of default 90 percent of losses sustained for veteran and service-disabled veteran, minority, 8(a), and HUBZone-certified small businesses; all projects up to \$100,000.
- 80 percent for all other small businesses.

For Federal Contracts

- The SBA guarantees bid, payment, performance, and ancillary bonds issued by surety companies - if a guarantee would be in the best interest of the government.
- Cost of contract up to \$10 million.
- SBA reimburses surety companies in case of default 90 percent of losses sustained for veteran and service-disabled veteran, minority, 8(a), and HUBZone-certified small businesses; all projects up to \$100,000.
- 80 percent for all other small businesses.

Booth #428

Where construction excellence and aquatic expertise meet... they become **POOL ART.**

Specializing in new commercial construction and renovations, stainless steel and elevated pools.

POOL ART.
info@poolartusa.com
469-609-0206 poolartusa.com

For additional information visit
www.sba.gov/funding-programs/surety-bonds.

Bridget Moon
Economic Development Specialist - US Small Business Administration
- Dallas/Fort Worth
Booth #733

SBA
Sign up for SBA classes at the Dallas Build Expo

Government Contracting
Keynote
Wednesday and Thursday, 11:00am-12:00pm
presented by Scott P. Smith

or

Access to Capital
Room A120-A121
Wednesday and Thursday, 9:30am-10:30am
presented by Bridget Moon

INTS CONTRACTORS

- Concrete repairs
- ADA Ramps
- Wheel Stops
- Pavement Markings

Booth #807
972-542-9407
www.intscontractors.com

PRICE PAINTING

- Commercial
- Multi-Family
- Residential

Booth #809
972-945-0577
sales@pricepaintingtx.com

SKYLINE CABINETRY

- Nationwide shipping
- Manufacturer direct
- Concealed under-mount full extension drawer glides with soft-close feature.

mary@skylincabinetry.com
www.skylincabinetry.com/

878-840-0880
booth #302

- 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.

LARGEST BUILDING & CONSTRUCTION TRADE SHOW IN SOUTH FLORIDA

CONSTRUCTION MONTHLY

SOUTH FLORIDA BUILD EXPO BUYERS GUIDE 2023

JULY 19-20
BROWARD COUNTY CONVENTION CENTER
EXHIBITS: 10AM-3PM
CLASSES: 9:30AM START

SAVE TIME, MAKE MONEY & BUILD YOUR BUSINESS

FREE TO ATTEND! SCAN TO REGISTER

877-219-3976
BUILDDEXPOUSA.COM

THANK YOU TO THE SOUTH FLORIDA BUILD EXPO 2023 SPONSORS

GOLD

dannah
INVESTMENT GROUP
Booth #608

SILVER

American FASTENERS CORP.
Booth #214

BRONZE

planHub
Booth #426

Federal Engineering & Testing, Inc.
Booth #120

VERSATEX
Booth #215

OVERPUMP
Booth #220

VERSATEX
Booth #215

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

TAMPA BUILD EXPO SPONSORS

BRONZE Sponsors

INTS Architectural PRODUCTS Sales, Inc.
BOOTH #321

APG
BOOTH #309

COMEGYS INSURANCE AGENCY
BOOTH #624

TM
BOOTH #115

T&G Roofing Co.
BOOTH #422

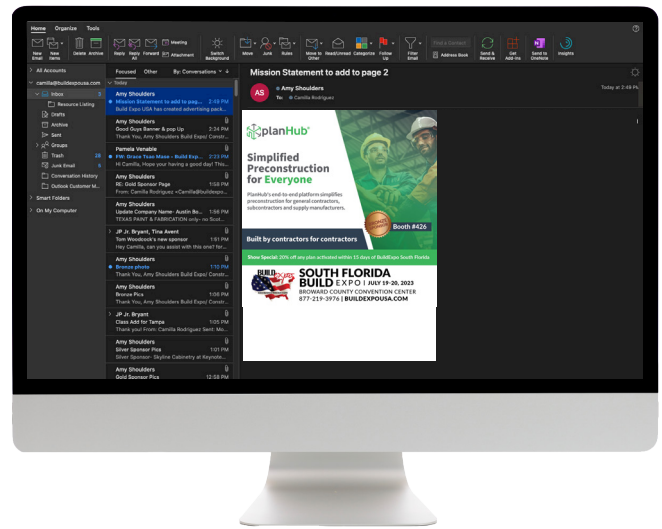
TURNER BUSINESS DEVELOPMENT
BOOTH #510

Thank You to the Tampa Build Expo Sponsors

CONSTRUCTION MAGAZINE MONTHLY

WWW.BUILDDEXPOUSA.COM | WWW.CONSTRUCTIONMONTHLY.COM

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



- Your ad is included on the show sponsors email campaign.

VISUAL AD GUIDE

DOUBLE TRUCK
\$2,695
16.875 X 10.875

FULL PAGE \$1,495
8.375 X 10.875

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, Files types can be .png, .jpg, or .gif.

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



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



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.



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:

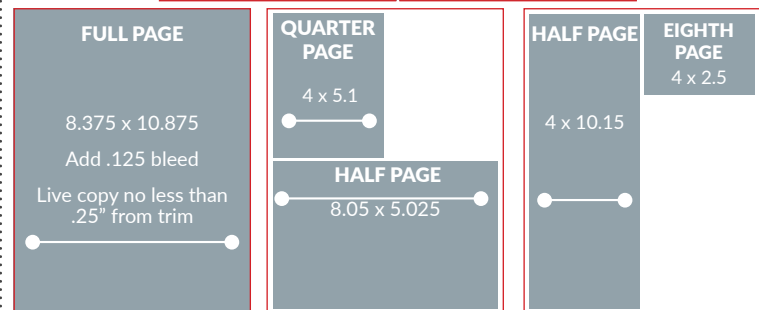
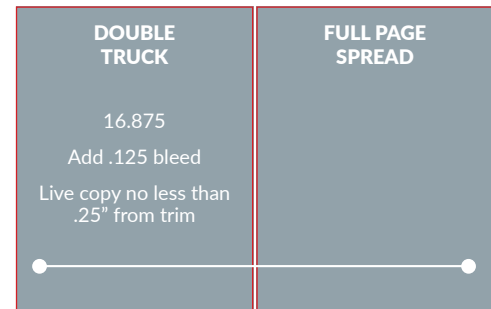
- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

LOGOS:

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

PRINTED ADS

MAGAZINE AD REQUIREMENTS



BANNER REQUIREMENTS (7.5 ft)

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



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