CONSTRUCTON MAGAZINE MONTHUY



AUSTIN BUILD EXPO BUYER'S GUIDE MAY 22-23, 2024
PALMER EVENTS CENTER

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 Austin Build Expo Buyer's Guide, web advertising on the Austin 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 AUSTIN REACHES OVER 20,000 CONSTRUCTION INDUSTRY** PROFESSIONALS IN THE **AUSTIN AREA.**





















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 Austin 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 Austin 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 preregistered 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 AUSTIN 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 Austin 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 Austin 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 20,000+ AUSTIN 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 Austin area with our digital publication! Construction Monthly reaches a huge cross-section of the highest-ranking construction industry companies in the greater Austin area. We deliver 5,000 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 Silder and Still Ad	Web Advertising on the registration Page Silder 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	5X10 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



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





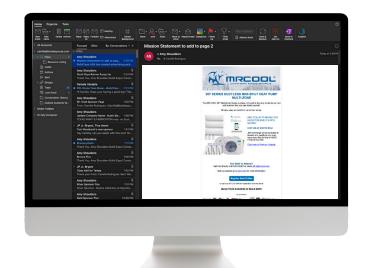
- Web ad on all participating city Build Expo web pages.
- A 5x10 backdrop banner for your booth.
- One (1) 4x4 ft banner hung in the Keynote area.
- Two (2) Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).
- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.



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



Custom made tickets to send out to your customers.



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

GOLD | \$3,000



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







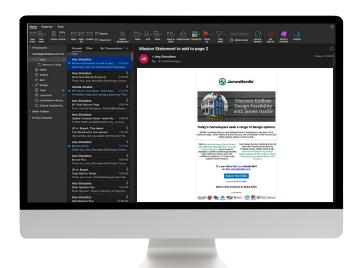
- Web ad on Austin Build Expo homepage, registration page slider and registration still ad.
- A 4x6 backdrop banner for your booth.
- One (1) 4x2 ft banner hung in the Keynote area.
- Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).
- Company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



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



Custom made tickets to send out to your customers.



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

SILVER | \$2,000



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





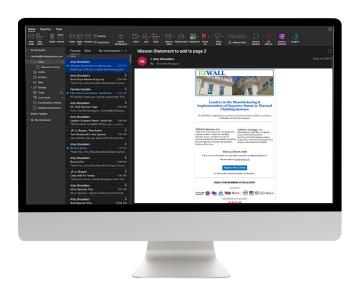
- Web ad on registration page slider and registration still ad.
- A 2x2 ft banner hung in the Keynote area.
- Company logo on two (2) seminar signs.
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.



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



Custom made tickets to send out to your customers.



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

BRONZE | \$1,000



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



- 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.



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



Custom made tickets to send out to your customers.



 Your ad is included on the show sponsors email campaign.

VISUAL AD GUIDE





\$2, 695 16.875 X 10.875

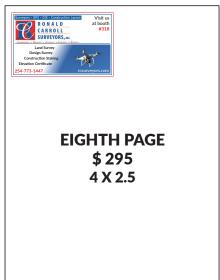
FULL PAGE \$1, 495 8.375 X 10.875











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 1240 px wide and 327 px tall.

FOOTER AD 985 px wide x 145 px high

HOME PAGE SLIDER

1240 px wide x 327 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 moble 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:

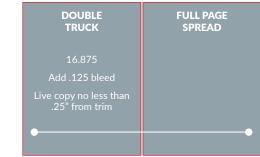
- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

LOGOS

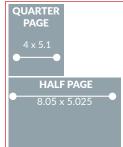
 For sponsors, logos should be 8 in and 300dpi or vector files (.ai, .eps, or some .pdf files.)

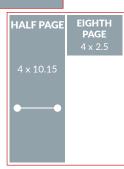
PRINTED ADS

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.

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



MAY 22-23, 2024 PALMER EVENTS CENTER



Total Charge Amount \$_____

CONTRACT/APPLICATION

CON	INACI/APPI	LICATIO	14		
BOOTH NUMBER:					
COMPANY:			DATE:		
ADDRESS:					
CITY:				<:	
EMAIL:					
	PHONE:				
		PHONE:			
PAYMENT AUTHORIZATIONS TO: CONSTR					
TYPE OF CARD (CHECK ONE): AMX		MASTERCARD	CV	C CODE	
CREDIT CARD #:					
NAME, EXACTLY AS IT APPEARS ON THE CA					
BILLING ADDRESS (CREDIT CARD)					
DILLING ADDRESS (CREDIT CARD)					
	CITT		31	ZIP	
AUTHORIZED SIGNATURE: X					
NO REFUNDS AFTER AD SPACES ARE ASSIGNED					
SPECIAL INSTRUCTIONS					
This application is for advertising space and/or spogoverning the exposition, and constitutes a part of CONSTRUCTION MONTHLY makes no guarantees miss the ad deadline will be forced to be \$500 transadvertising firm, with no refunds after advertising space company. Verbal agreements or promises made by	this contract. Show Managemer as to number of exact distribut fer fee. All Ads must be paid for pace is assigned and client furth	nt reserves the right ion. Advertisers who as agreed upon betwer er agrees to make No	to change show da m wish to transfer ween CONSTRUC O CHARGEBACK	ates, times, locations, etc. to another month if they TION MONTHLY and the CLAIM to any credit card	
December 6-7, 2023 - Charlotte Build Expo	SPONSORSHIP	c	AD PRICING		
February 7-8, 2024 - Tampa Build Expo 🗖	Platinum \$6,000		PREMIUM	STANDARD	
April 24-25, 2024 - Dallas Build Expo	Gold \$3,00	N-Dago	Center \$8500 🗆	Full Page \$1495	
May 22-23, 2024 - Austin Build Expo □	Silver \$2,00	0 🗖	letruck \$2695 🗖	Half Page \$795 □	
June 26-27, 2024 - Houston Build Expo	Bronze \$1,00	Pack	Cover \$2695 🗖	Quarter Page \$595 □	
July 31-August 1, 2024 - Atlanta Build Expo	WEB AD City Home pg Slider \$500/m	>	Cover \$2095 □	Eighth Page \$295 □	
August 28-29, 2024 - Los Angeles Build Expo eptember 25-26, 2024 - South Florida Build Expo	City Florite pg slider \$350/m	O D	Cover \$1695 🗖		
eptember 25-20, 2024 - Jouth Florida Bullu EXPO L			Chara	orship \$	
Office Use Only:					
Amount: Date:	Time:			rchase \$	
Authorization #	atch#		Other Adve	ertising \$	