



MEDIA KIT

2020/2021



PREPARED BY:
EMILY STEINMETZ
COMMUNICATIONS MANAGER



ABOUT:

Our website and app are home to information about education, labor, government, and safety that construction companies around the Chicagoland area seek. Online publications are distributed to over 1,500 stakeholders and decision makers regularly.

Our membership ranges from large, national firms to smaller, specialized companies who all employ over 10,000 individuals and perform more than \$12 billion in work annually.

MISSION STATEMENT

Chicagoland Associated General Contractors serves as the unified voice of the Chicagoland construction industry and empowers our members through labor and government relations, ongoing education, and business relationships.

GENERAL AUDIENCE

General Contractors
Service Providers
Specialty Contractors
Suppliers
Architects
Engineers
Owners/Developers

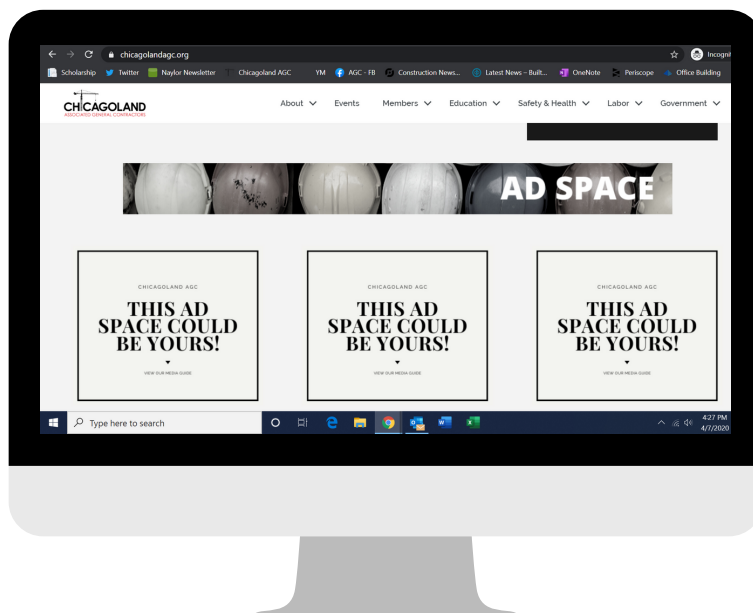
WEBSITE

CHICAGOLANDAGC.ORG



ADVERTISING ON THE CHICAGOLAND AGC WEBSITE IS A FANTASTIC WAY TO SHARE YOUR MESSAGE WITH MEMBERS AND NON-MEMBERS ALIKE.

- Enhance exposure by linking to page of your choice
- Bi-annual packages reinforce visibility
- Reach over 2,000 users per month



SQUARE | \$1,000 BI-ANNUALLY

HOMEPAGE & NEWS PAGE
THREE PLACEMENTS AVAILABLE


EVENTS PAGE & NEWS PAGE
THREE PLACEMENTS AVAILABLE

BANNER | \$1,250 BI-ANNUALLY

HOMEPAGE & NEWS PAGE
ONE PLACEMENT AVAILABLE

EVENTS PAGE & NEWS PAGE
ONE PLACEMENT AVAILABLE

THE "BLUEPRINT" E-NEWSLETTER



Monthly delivery to nearly 2,000 contacts at general contractors, subcontractors and industry affiliates.

BENEFITS OF ADVERTISING

- Your messages are directly sent to targeted decision makers
- Non-members can be added to the list, which means those in many facets of the Industry will see your messages
- Directs visitors to the landing page of your choice to assist in your sales funnel
- Limited available space makes each position exclusive

message is displayed, click here to view it in a web browser.



BANNER ADVERTISING

6 MONTHS | \$900

- Only two spots available semi-annually
- 600 x 90 Pixels
- Located at top or bottom of eNewsletter

SPONSORED CONTENT

6 MONTHS | \$1,200

- 5-10 word header, 30-50 words for the summary text
- 180 x 150 pixel image/logo
- Located within body of newsletter, varying on each month's organic content



AGC CONNECTION MOBILE APP

AVAILABLE ON IOS AND
ANDROID APP ENABLED
DEVICES, THIS IS THE
PERFECT OPPORTUNITY
TO BE AT MEMBERS'
FINGERTIPS.

PLACEMENT OPTIONS

BANNER ADVERTISING APP WIDE PLACEMENT, RUN IN ROTATION

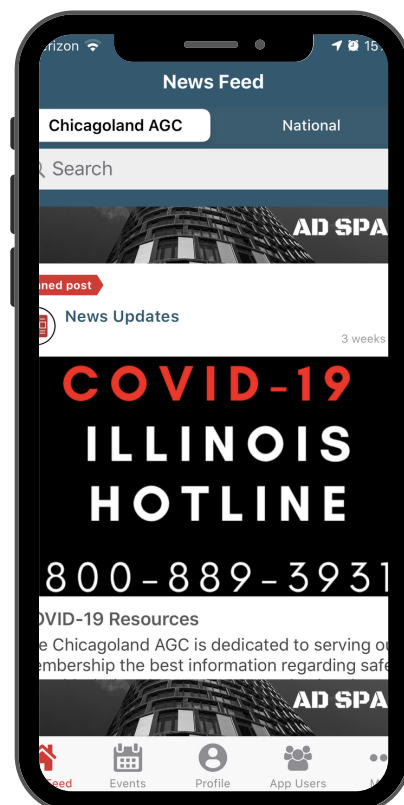
- PLACEMENT WILL VARY. ADVERTISERS MAY DETERMINE WHERE THEY WOULD LIKE THE BANNERS PLACED BASED ON AVAILABILITY.

SPONSORED CONTENT NEWSFEED

- PUBLISH A 5 TO 10 WORD HEADLINE, LINKED TO LANDING PAGE OF ADVERTISERS CHOICE.

ENHANCED ENGAGEMENT POLLING, FORUMS AND RESOURCES

- CREATE A POLL(S) THAT PRODUCES REAL-TIME RESULTS FROM THE CHICAGOLAND AGC MEMBERSHIP.
- START A CONVERSATION WITH YOUR TARGET AUDIENCE ABOUT A CAGC APPROVED TOPIC OF YOUR CHOICE.
- ADVERTISERS MAY HAVE 1 TO 5 RESOURCES IN THEIR FOLDER TO SHARE WITH THE CHICAGOLAND AGC MEMBERS.



★	TIER 1	TIER 2	TIER 3	TIER 4
BANNER ADVERTISING				
SPONSORED CONTENT				
ENHANCED ENGAGEMENT				
LANDING PAGE AD				
ANNUAL COST	\$5,000	\$3,500	\$2,500	\$2,000
PACKAGES AVAILABLE	1	2	4	5

*ALL PACKAGES ARE FOR ONE CALENDAR YEAR

SECURE YOUR SPOT

PLEASE CONTACT EMILY STEINMETZ
ESTEINMETZ@CHICAGOLANDAGC.ORG
773.444.0465



GRAPHICS, IMAGES, OR SPECIALIZED VOCABULARY CAN BE REQUESTED AT AN ADDITIONAL COST. ALL ADVERTISEMENTS WILL GO THROUGH AN APPROVAL PROCESS.