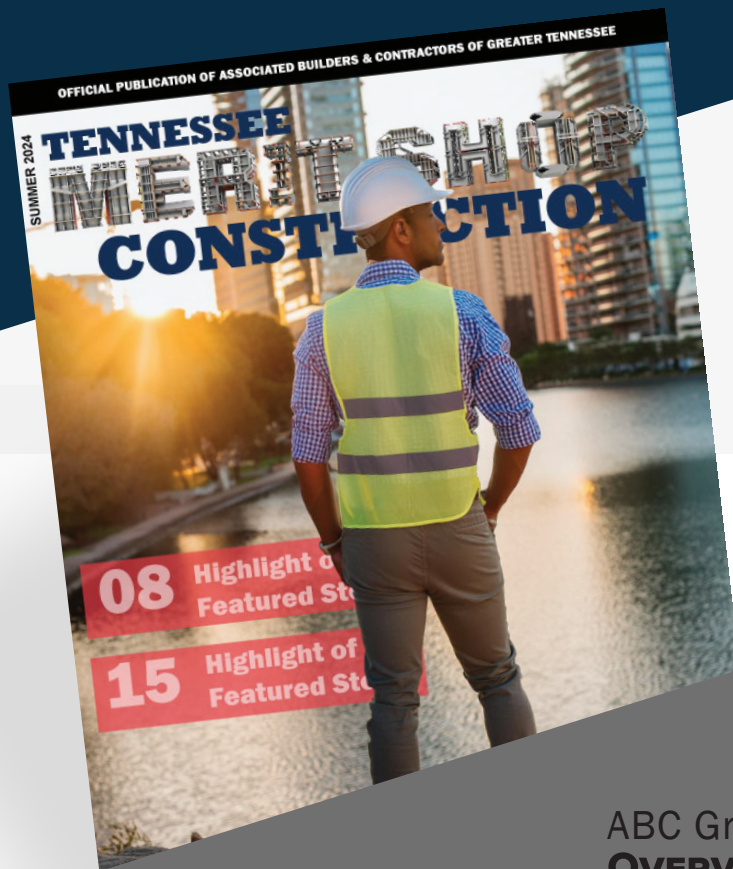


Associated Builders and Contractors of Greater Tennessee

MEDIA KIT



ABC Greater Tennessee
OVERVIEW

2

Yearly
EDITORIAL SCHEDULE

2

Print Advertising:
RATES & SPECIFICATIONS

3



Greater Tennessee

615.399.8323 | ABCTN.ORG

ABC of Greater Tennessee OVERVIEW

Who We Are:

Associated Builders and Contractors, Inc., is the leading commercial construction trade association in Tennessee. Serving the vibrant regions of Middle and East Tennessee, we are a part of a national network dedicated to the unrestricted market, assisting contractors, subcontractors, suppliers, and associates.

Our Mission:

Born from the merit shop philosophy in 1971, ABC proudly stands as “The Construction Association of Choice.” At our core, we help our members develop people, win work, and perform that work safely, ethically, profitably for the betterment of the communities where we work and live.

Why ABC Greater Tennessee?

- ABC Greater Tennessee is the largest commercial construction association in Tennessee that represents General Contractors and Subcontractors equally to benefit the entire industry.
- Over 90 networking, training, and Emerging Leaders events between both regions for members and non-members.
- ABC’s audience includes top industry executives, general contractors, subcontractors, business owners and other ABC chapter members in the construction industry.
- ABC Greater Tennessee is the industry’s source for training the next generation workforce in Tennessee.



TENNESSEE MERIT SHOP CONSTRUCTION

Introducing the official quarterly publication of ABC Greater Tennessee, reaching all of our esteemed members.

MEMBERSHIP DIRECTORY

Reaching over 350 industry leaders, decision makers and construction industry businesses, the ABC Greater Tennessee membership directory is the ideal publication to get your company valuable exposure! Deadline for inclusion is April 30th.

TENNESSEE MERIT SHOP CONSTRUCTION MAGAZINE

Issue 1 - Oct 2024
Space Closing: Sept 16
Materials Due: Sept 30

Issue 2 - Jan 2025
Space Closing: Dec 16
Materials Due: Dec 23

Issue 3 - April 2025
Space Closing: Mar 17
Materials Due: Mar 24

Issue 4 - July 2025
Space Closing: June 16
Materials Due: Jun 23

Issue 5 - Oct 2025
Space Closing: Sept 15
Materials Due: Sept 22

Issue 6 - Jan 2026
Space Closing: Dec 16
Materials Due: Dec 23

MEMBERSHIP DIRECTORY

Reserve Space by: CLOSED
Materials Due: CLOSED
Publishes: October 1, 2024

TENNESSEE MERIT SHOP CONSTRUCTION

Introducing the official quarterly publication of ABC Greater Tennessee, reaching all of our esteemed members. First issue launching October 1, 2024.

PRINT

MEMBER EDITORIAL CONTENT

MEMBER NEWS (Free)

Content: Updates such as new projects, milestones, and personnel changes. Eligibility: 100-250 word count, high-quality photos, and located within Middle and/or East Tennessee. Availability: 3-4 pages per issue; space available basis.

BUSINESS ARTICLE (Free)

Content: Editorial articles by member companies, relevant to commercial construction. Eligibility: Up to 750 words, high-quality photos or illustrations encouraged. Availability: Multiple articles per issue; placement as space permits

PROJECT PROFILE (FREE)

Content: Spread in the magazine; editorial in tone. Eligibility: Must involve multiple ABC Greater Tennessee member companies and completed within the last 12 months. Up to 800-1200 words. Availability: One profile per issue; first-come, first-serve basis. Cover Photo: First chance to reserve. Paid placement; \$750. High quality, relevant photos req.

NEW MEMBER PROFILES (FREE)

Content: New members for the quarter featured with logo and short company profile. Eligibility: Must have joined during the quarter; 100-150 words

Please note that for all sections, the content must align with ABC Greater Tennessee's values and should not be sales or promotional in nature. All submitted material becomes the property of ABC Greater Tennessee unless prior arrangements are made. ABC Greater Tennessee welcomes submissions of articles and press releases from our members; however, ABC Greater Tennessee reserves the right to publish based on relevance and space availability.

For more information, or to reserve your space, contact us at abctnmag@abctn.org

*images above are examples and not necessarily representative of final layout

PROJECT PROFILE: BUILDING FROM THE HEART LIFT ORLANDO'S HEART OF WEST LAKES HEALTH AND WELLNESS CENTER. Includes photos of the building and text describing the project.

BUSINESS: Orlando Health: Contractor Tips for Tapping into a \$5.8B Building Budget. Includes a photo of a group of people and text providing tips for contractors.

PROJECT PROFILE: NEW MEMBERS. Includes photos of construction sites and logos for member companies like SPIRITSWORLDWIDE and DOSTER.

MEMBER NEWS. Includes photos of various construction projects and text highlighting member activities and achievements.

BUSINESS ARTICLE

NEW MEMBER PROFILE

MEMBER NEWS

FOR AD RATES AND SPECIFICATIONS, PLEASE REFER TO THE FOLLOWING PAGE

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RATE CARD & SPECIFICATIONS

SPACE SIZE	RATE/ISSUE ¹			AD DIMENSIONS
	1/X	3/X	6/X	
1/8 Page	<input type="checkbox"/> \$150	<input type="checkbox"/> \$135	<input type="checkbox"/> \$125	3.625" w x 2.4375" h
1/4 Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	3.625" w x 4.875" h
1/2 Page	<input type="checkbox"/> \$395	<input type="checkbox"/> \$375	<input type="checkbox"/> \$350	7.5" w x 4.875" h
Full Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$595	7.5" w x 10" h (live area) 8.75" w x 11.25" h (with bleed)
Cover: Inside Front/Back ^{2,3}	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	<input type="checkbox"/> \$650	7.5" w x 10" h (live area)
Cover: Outside Back ^{2,3}	<input type="checkbox"/> \$725	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	7.5" w x 8.85" h (live area)
Cover Photo ⁴	<input type="checkbox"/> \$750			8.75" w x 11.25" h (bleed)
Business Profile: Full	<input type="checkbox"/> \$450			
Business Profile: Half	<input type="checkbox"/> \$350			
<input type="checkbox"/> Company supplied final art/specification listed to the right <input type="checkbox"/> Design Services provided by ABC (\$200 fee) Digital proof will be sent for approval				
<input type="checkbox"/> _____ Additional Magazine copies \$6/each				
Advertising Total				_____

Starting Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Issue No./Delivery Month	1 - Oct	2 - Jan	3 - April	4 - July	5 - Oct	6 - Jan
DEADLINES						
Space Closing	Sept 16	Dec 16	Mar 17	June 16	Sept 15	Dec 16
Materials Due	Sept 30	Dec 23	Mar 24	June 23	Sept 22	Dec 23

SPECIFICATIONS

Minimum Resolution: 300 DPI (dots per inch)
 Color: CMYK process
 Bleeds: 0.125 inch on full-page
 Margin: 0.5 inch on full-page
 Acceptable file types: Adobe InDesign, Illustrator, TIF, Photoshop or PDF.
 Please embed or include all fonts and graphics.

LOGOS

Vector art files with fonts as outline and converted to CMYK color space for print. No PMS, spot colors or transparencies. Acceptable formats include .eps, .ai, some .psd, and .pdf if fonts have been converted to outline. Note: .jpg is a raster file type and will blur when enlarged. Vector files .eps, .ai retain crispness and clarity when enlarged.

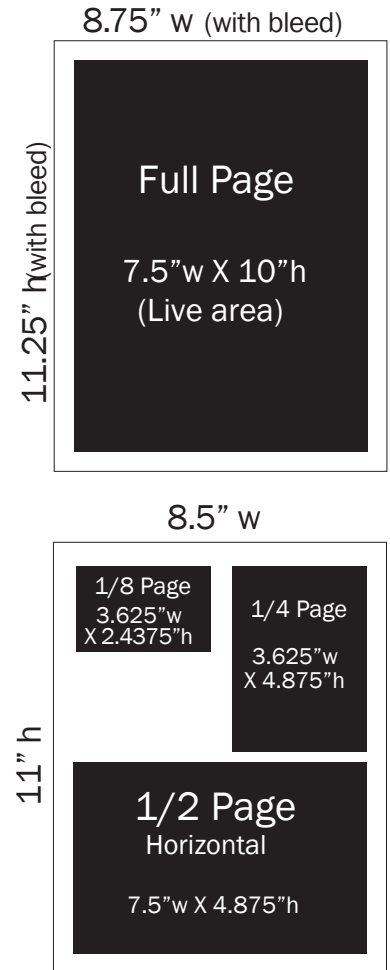
ARTICLE CONTENT

MS Word file with CAPS, Initial Caps, boldface, or italic where requested. One word-space between sentences. One line-return between paragraphs. Please run spellcheck on your documents before submitting.

- Ad rates are for current ABC Greater TN member companies.
- ^{2,3} Inside Front/Back and back cover placement is reserved for full page ads.
- ⁴ Cover photo available to Contractors Subcontractors only.

CANCELLATION POLICIES:

Advertising space and Business Profile cancellations must be received by 5:00 pm of the Space Closing Date listed above. If materials are not received by the Materials Due date, no refund or credit will be given and space will not roll over to a future issue.



PRINT

For more information, or to reserve your space, contact us at abctnmag@abctn.org