

Associated Builders and Contractors of Central Florida

# MEDIA KIT



## ABC of Central Florida OVERVIEW

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Associated  
Builders and  
Contractors

Central Florida

407.628.2070 | ABCCF.ORG

# ABC of Central Florida OVERVIEW

## Who We Are:

ABC Central Florida, a chapter of Associated Builders and Contractors, Inc., is the leading commercial construction trade association in Florida. Serving the vibrant regions of Orange, Lake, Volusia, Seminole, and Osceola, 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 1973, 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 Central Florida?

- ABC Central Florida is the largest commercial construction association in Florida.
- Over 52 networking events and 70 training and education sessions for members and non-members.
- ABC's audience includes more than 5,200 readers, including top industry executives, general contractors, subcontractors, architects, business owners and ABC chapter members.
- The direct annual impact of the construction industry in Florida accounted for \$62.6 billion. Of the 745,000 U.S. construction firms in 2019, 58,565 were based in Florida.



# BUILDING CENTRAL FLORIDA

The official bi-monthly publication of ABC of Central Florida, reaching all our esteemed members with a readership of 5,200.

## MEMBERSHIP DIRECTORY

Reaching over 600 industry leaders, decision makers and construction industry businesses, the membership directory is the ideal publication to get your company valuable exposure!

## YOUR MONTHLY MAILER

Your go-to source for ABC Central Florida's latest event and educational updates, delivered directly to all our members every month.

## EMAIL CAMPAIGNS

Amplify your brand every week! With ABC's weekly email blasts to all Central Florida Chapter members, this is a prime opportunity to feature your ad or logo, providing a direct link to your campaign or website.

## WEBSITE Advertising

Boost your brand on ABC's website, attracting 3.1K new users monthly. An ideal space to connect with a wide, engaged audience.

PRINT

DIGITAL

# BUILDING CENTRAL FLORIDA

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## EDITORIAL CONTENT

### PROJECT PROFILE (Free)

**Feature:** Central spread in the magazine; editorial in tone.  
**Eligibility:** Must involve multiple ABC Central Florida 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; \$500.  
High-quality, relevant photos required.

### 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.

### BUSINESS PROFILE

**Feature:** Paid placement focusing on member companies.  
**Content:** Company specifics, niche expertise, and current projects or clients.  
**Availability:** Up to four profiles per issue; non-competing advertising.

### MEMBER NEWS (Free)

**Content:** Updates such as new projects, milestones, and personnel changes.  
**Eligibility:** 100-250 word count, high-quality photos, and located within the covered counties.  
**Availability:** 3-4 pages per issue; space available basis.

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



For more information, to view past issues and to reserve your space, please scan QR code or contact [bccf@abccf.org](mailto:bccf@abccf.org) or call 407-398-1268.

#### PROJECT PROFILE

### BUILDING FROM THE HEART LIFT ORLANDO'S HEART OF WEST LAKES HEALTH AND WELLNESS CENTER

**Central Florida Chapter**  
West Lakes Health and Wellness Center, LLC  
10000 West Lakes Blvd., Suite 100  
Orlando, FL 32835  
Project Manager: [Name]  
Architect: [Name]  
General Contractor: [Name]

The West Lakes Health and Wellness Center is a 100,000-sq-ft facility that will serve as a hub for the community's health and wellness needs. The center will include a variety of services, including a fitness center, a community room, and a meeting space. The building is designed to be a welcoming and comfortable space for all who enter.

The West Lakes Health and Wellness Center is a 100,000-sq-ft facility that will serve as a hub for the community's health and wellness needs. The center will include a variety of services, including a fitness center, a community room, and a meeting space. The building is designed to be a welcoming and comfortable space for all who enter.

#### BUSINESS

### Orlando Health: Contractor Tips for Tapping into a \$5.8B Building Budget

Orlando Health is a leading healthcare provider in the region, and its commitment to providing high-quality care is reflected in its investment in new construction. The hospital system has a \$5.8 billion building budget, which presents a significant opportunity for contractors. To successfully tap into this budget, contractors must understand the unique challenges and requirements of healthcare construction.

Key tips for contractors include:

- Establish strong relationships with Orlando Health's project management team.
- Understand the specific requirements of healthcare construction, such as infection control and patient safety.
- Provide detailed proposals and timelines.
- Communicate effectively throughout the project.

#### BUSINESS PROFILE

### CELEBRATING 90 YEARS OF EXCELLENCE Opening Doors to Unlock Potential

Mills & Nebraska is a leading commercial construction company with over 90 years of experience. The company has a proven track record of delivering high-quality projects on time and within budget. Its commitment to excellence and innovation has earned it a reputation as a trusted partner for its clients.

The company's success is attributed to its strong relationships with its clients and its commitment to providing exceptional service. Mills & Nebraska is proud to be a part of the construction industry and to continue to grow and expand its services.

#### BUSINESS ARTICLE

### So easy to use, binders are scarce.

Binders are an essential tool for organizing and managing documents. They are easy to use and can help you stay organized and efficient. There are many different types of binders available, so you can choose the one that best suits your needs.

Binders are also a great way to protect your documents from damage. They can help you keep your documents safe and secure, so you can always find what you need when you need it.

#### MEMBER NEWS

### Member News is a fun way to connect with the Central Florida Chapter

Member News is a fun way to connect with the Central Florida Chapter. It provides a platform for members to share their stories, projects, and achievements. It is a great way to stay up-to-date on the latest news and events in the construction industry.

Member News is also a great way to promote your business and services. It provides a valuable opportunity for members to showcase their expertise and skills to their peers and the wider community.

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

PRINT

MEMBER NEWS



# BUILDING CENTRAL FLORIDA

The official bi-monthly publication of the Associated Builders and Contractors of Central Florida, reaching all our esteemed members with a readership of 5,200.

## RATE CARD & SPECIFICATIONS

SPACE SIZE	RATE/ISSUE <sup>1</sup>			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 <sup>2</sup>	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	<input type="checkbox"/> \$650	7.5" w x 10" h (live area)
Cover: Outside Back <sup>3</sup>	<input type="checkbox"/> \$725	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	7.5" w x 8.85" h (live area)
Cover Photo <sup>4</sup>	<input type="checkbox"/> \$500			8.75" w x 11.25" h (bleed)
Business Profile: Full	<input type="checkbox"/> \$400			
Business Profile: Half	<input type="checkbox"/> \$300			
<input type="checkbox"/> Company supplied final art/specification listed to the right <input type="checkbox"/> Design Services provided by ABC (\$150 fee) <i>Digital proof will be sent for approval</i>				
<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 - Feb	2 - Apr	3 - Jun	4 - Aug	5 - Oct	6 - Dec
DEADLINES						
Space Closing	Dec 1	Feb 1	Apr 1	Jun 1	Aug 1	Oct 1
Materials Due	Dec 15	Feb 15	Apr 15	Jun 15	Aug 15	Oct 15

### 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.

- <sup>1</sup> Ad rates are for current ABC Central Florida member companies.
- <sup>2,3</sup> Inside Front/Back and back cover placement is reserved for full page ads.
- <sup>4</sup> 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.

For more information, to view past issues and to reserve your ad space, please scan QR code or contact [bcbf@abccf.org](mailto:bcbf@abccf.org) or call 407-398-1268.



8.75" w (with bleed)

11.25" h (with bleed)

Full Page

7.5" w X 10" h  
(Live area)

8.5" w

11" h

1/8 Page  
3.625" w  
X 2.4375" h

1/4 Page  
3.625" w  
X 4.875" h

1/2 Page  
Horizontal

7.5" w X 4.875" h

PRINT

# MEMBERSHIP DIRECTORY

Reaching over 600 industry leaders, decision makers and construction industry businesses, the membership directory is the ideal publication to get your company valuable exposure!

The Annual ABC Central Florida *Membership Directory* is a great way to increase your exposure to other members. ABC CF encourages member companies to hire other members for jobs whenever possible. ABC's annual directory serves as an invaluable resource and is referenced throughout the year.

## DEADLINES

Reserve Space Mar 15    **Materials Due Mar 31**    Publishes May 1

## ADD YOUR LOGO

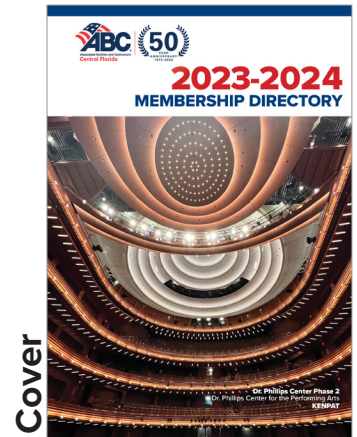
Make your listing stand out by including your logo above your listing in the Alpha Section for \$150. Your logo will also be added to your company listing on ABC CF's website for one year.

## SPECIFICATIONS

**Minimum Resolution:** 300 DPI  
**Color:** CMYK process  
**Bleeds:** 0.125 inch on full-page and tab ads  
**Margin:** 0.5 inch on full-page and tab ads  
**Acceptable file types:** Adobe InDesign, Illustrator, TIF, Photoshop or PDF. Please embed or include all fonts and graphics.  
**NOTE:** We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

## AD RATES

- ☐ 1/4 Page ..... \$295
  - ☐ 1/2 Page ..... \$495
  - ☐ Full Page ..... \$695
  - ☐ Tab\* (*limited availability*)... \$895
  - ☐ Inside Front/Back\* ..... \$995
  - ☐ Back Cover\* ..... \$1,495
- \*First come, first served
- ☐ **Add logo to directory/website** - \$150
  - ☐ **Company to Provide Artwork\*\***
  - ☐ **Pick-up** ad from last year
  - ☐ **Update** ad from last year - \$75
  - ☐ **Request Ad Design by ABC** - \$150
- Digital proofs sent via email*



Cover

5.25" w

8" h

Full Page

5.25" w X 8" h

Quarter Page

5.25" w X 1.875" h

Half Page  
Horizontal

5.25" w X 3.875" h



For more information, to view the digital directory or to reserve you ad space, scan the QR code, contact [directory@abccf.org](mailto:directory@abccf.org) or call 407-398-1268.

**ALBU & Associates**  
Albu & Associates, Inc.  
Jason Albu  
2711 W Fairbanks Ave  
Winter Park, FL 32789-3314  
(407) 788-1450  
jasonalbu@albu.biz  
albu.biz  
\$10M-\$15M

**Allen & Company, Inc.**  
Jerry Johnston  
16 E. Plant Street  
Winter Garden, FL 34787  
(407) 654-5355  
jerry@allen-company.com  
allen-company.com  
Associate

**Alpha Insulation & Waterproofing, Inc.**  
Chris Helgesen  
4200 Church Street Unit 1060  
Sanford, FL 32771  
(813) 778-7818  
chhelgesen@alphaiwp.com  
alphaiwp.com  
\$6M-\$10M

**Alsina Formwork**  
Jimmy Penailillo  
3550 NW 58th Street  
Miami, FL 33142  
(305) 398-9860  
jimmy.penailillo@alsina.com  
alsina.com/en-us  
Supplier

**American Pools and Spas**  
Ben Evans  
7320 Narcoossee Road  
Orlando, FL 32822  
(407) 847-9322  
bevans@american-pools.com  
american-pools.com  
\$20M-\$50M

**ALPHABETICAL LISTINGS** 29

**American Safety Council, Inc.**  
Carolyn Wolfe  
225 East Robinson Street Suite 570  
Orlando, FL 32801  
(407) 629-4811  
carolyn.wolfe@amersc.com  
americansafetycouncil.com  
Associate

**American Standard**  
Joey Pletka  
30 Knightsbridge Road Suite 201  
Piscataway, NJ 08854  
(732) 514-2931  
joey.pletka@ixil.com  
ixil.com  
Supplier

**APG Electric, Inc.**  
Julie Bennett  
1804 Lakeland Hills Blvd.  
Lakeland, FL 33805-3004  
(863) 688-0600  
julie.bennett@apg-company.com  
apg-company.com  
\$3M-\$5M

**Arena Americas**  
Alix Pena  
8500 Parkline Boulevard Suite 110  
Orlando, FL 32809  
(407) 297-1165  
apena@arenaamericas.com  
arenaamericas.com  
Supplier

**ARGOS**  
Argos USA  
Kevin McCoy  
2858 Sidney Avenue  
Orlando, FL 32810  
(407) 298-1900  
kmccoy@argos-us.com  
argos-us.co/usa  
Supplier

**Armstrong Air & Electric**  
Lisa Porter  
671 Business Park Blvd.  
Winter Garden, FL 34787  
(407) 298-1900  
lporter@armstrongairinc.com  
armstrongairinc.com  
\$20M-\$50M

**AP CONSTRUCTION**

**Anderson Place Construction, LLC**  
Neal Blacketter  
1936 Brengle Avenue  
Orlando, FL 32808  
(407) 704-4333  
neal@ap-const.com  
ap-const.com  
\$1M-\$3M

**Andrew General Contractors, Inc.**  
Todd M. Andrew  
2301 Mercator Drive  
Orlando, FL 32807  
(407) 681-7070  
tandrew@andrewgc.com  
andrewgc.com  
\$10M-\$15M

**A. Standard Listing**

**B. Advertiser Listing**  
Highlighted company name

**C. Logo Listing**  
Advertising listing plus company logo in directory and on website listings

PRINT

# YOUR MONTHLY MAILER

Your go-to source for ABC Central Florida's latest event and educational updates, delivered directly to all our members every month.

## MARKET YOUR COMPANY TO ABC MEMBERS DIRECTLY!

Every 30 days the Central Florida Chapter sends out the **Membership Monthly Mailing** to nearly 600 ABC Central Florida members. Your company can reach this audience as well.

**Simply send your camera-ready materials and we do the rest.**

Maximum 2 non-competing companies per mailing.

### ONE PAGE INSERT IN MONTHLY MAILING

Specs: 8.5" x 11"; one sided; no bleed; PDF

☐ \$300 full- page color

Need Assistance?

☐ \$150 ABC design fee

Have pre-printed inserts?

☐ \$250 customer supplied inserts (600)

Start Month: \_\_\_\_\_ # of months: \_\_\_\_\_

### Bundle Discounts

☐ \$850 full-page color - 3 months

☐ \$1,500 color - 6 months

Start Month: \_\_\_\_\_ # of months: \_\_\_\_\_

### 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

**NOTE:** We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

**Inserts will be placed on a first-come, first-serve basis.**

If month requested is full, the next available month will be secured.



ONE PAGE INSERT

Sample Monthly MAILING



For more information, to view digital mailers or to reserve your page insert, **scan the QR code**, email [marketing@abccf.org](mailto:marketing@abccf.org) or call 407-398-1268.



### DEADLINES

Mailer / #	Jan./01	Feb./02	Mar./03	Apr./04	May/05	Jun./06	Jul./07	Aug./08	Sept./09	Oct./10	Nov./11
Materials Due	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May. 1	Jun. 1	Jul. 1	Aug. 1	Sept. 1	Oct. 1

# EMAIL CAMPAIGNS

Amplify your brand every week! With our weekly email blasts to all ABC Central Florida members, this is a prime opportunity to feature your ad or logo, providing a direct link to your campaign or website.

## WEEKLY MEMBER EMAILS: YOUR GATEWAY TO ENGAGEMENT

Every Tuesday, ABC Central Florida reaches out to over 5000 members with an informative email that provides a glimpse into upcoming events, complete with convenient links to detailed event PDFs and straightforward online registration options.

### EXCLUSIVE LOGO PLACEMENT IN MEMBER EMAILS: *Enhance Your Visibility*

- Your logo will be prominently displayed in every member email sent out each Tuesday, linking directly to your website, offering you a direct line to a targeted audience.
- **Frequency:** 4 emails/month.
- **Pricing:** \$300 - billed quarterly. This service provides a consistent presence over a three-month period, encompassing 12 emails.
- Submit company website link
- *Note: Up to 6 logo ads per email campaign, allocated on a first-come, first-served basis.*

### INTRODUCING EMAIL BANNER ADS:

#### *A New Opportunity*

Starting in 2024, ABC Central Florida will offer **banner ad space** in our member emails, presenting a new and exciting way for companies to showcase their services and connect with industry professionals.

*Note: Up to 2 banner ads per email campaign, allocated on a first-come, first-served basis.*

Logo Tile  
150 x 150 pixels

90 pixels

Horizontal Banner  
650 x 90 pixels

650 pixels

200 pixels

350 pixels

Vertical Banner  
350 x 200 pixels

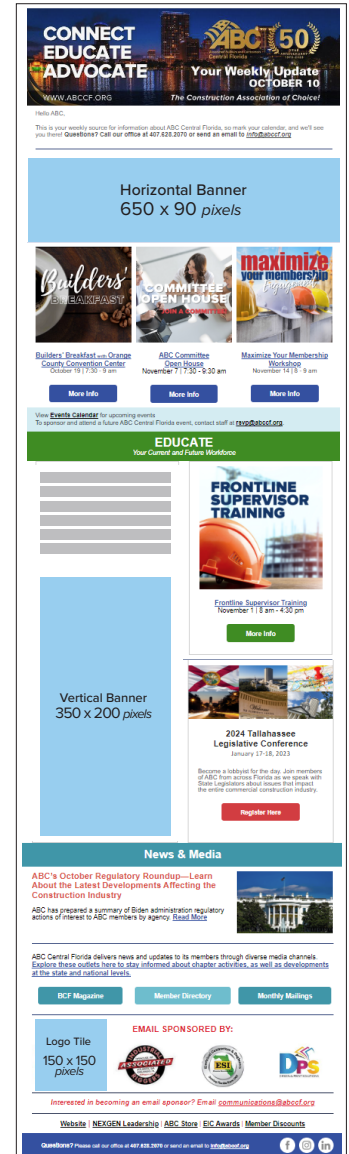
### SPECIFICATIONS:

**Minimum Resolution:** 72 DPI (dots per inch)  
**Color:** RGB

### RATES AND DEADLINES

Email #	12 Emails / 3 months	24 Emails / 6 months	1-Year (Limited Space)
Vertical Banner 650 x 90 pixels	\$1200	\$2160	\$4320
Horizontal Banner 650 x 90 pixels	\$1000	\$1800	\$3200
Logo Tile 150 x 150 pixels	\$300	\$600	\$1200

Please **submit your artwork 14 days in advance** of the week you wish your ad to be displayed, to be included in our weekly Tuesday email campaigns. This ensures timely and seamless integration of your brand into our communications.



For more information, to reserve your ad space, email [marketing@abccf.org](mailto:marketing@abccf.org) or call 407-398-1268.

Scan the QR code to be included on the weekly email list



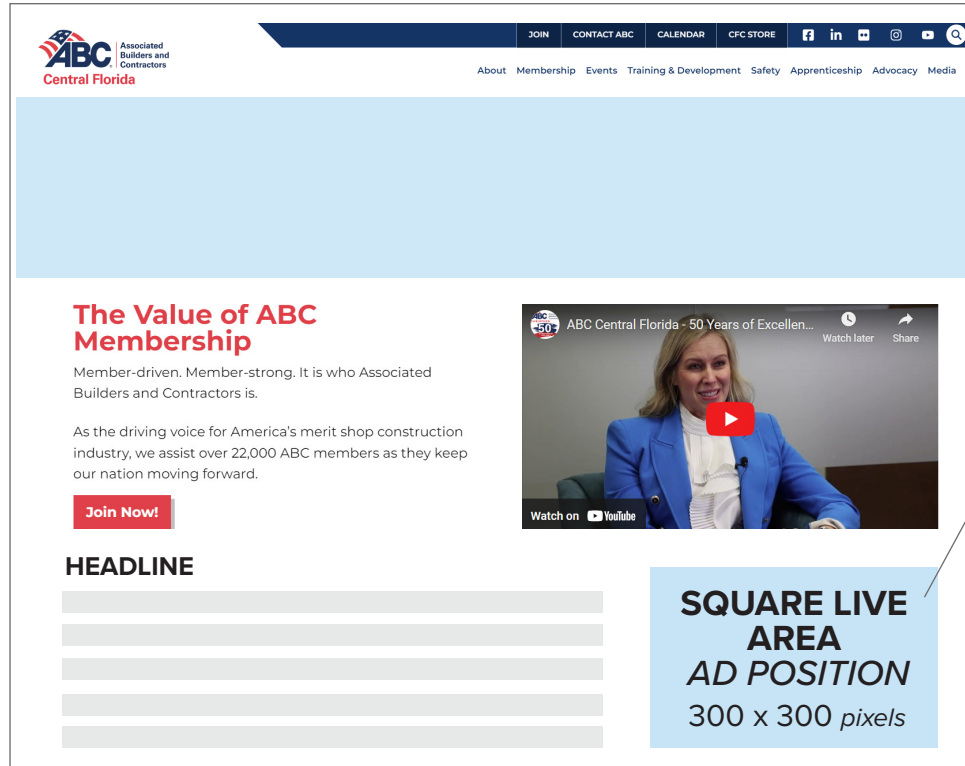


# WEBSITE Advertising

Boost your brand on our website, attracting 3.2K new users monthly. An ideal space to connect with a wide, engaged audience.

**NEW in 2024**

Elevate Your Brand with ABC's Website Banner Ads



**THE VALUE OF ABC MEMBERSHIP**  
Member-driven. Member-strong. It is who Associated Builders and Contractors is.  
As the driving voice for America's merit shop construction industry, we assist over 22,000 ABC members as they keep our nation moving forward.  
[Join Now!](#)

**HEADLINE**

**SQUARE LIVE AREA AD POSITION**  
300 x 300 pixels

## SPECIFICATIONS:

**Minimum Resolution:** 72 DPI (dots per inch)  
**Color:** RGB

Please allow a two-week period for it to be live on our website, from the day you submit your artwork. This ensures proper setup and optimal placement for your ad.

## SQUARE LIVE AREA

Frequency	Cost
Quarterly	\$300
Annual	\$1100

Up to 2 advertisers rotate in the square live area position

Our website attracts over 3.2K new users every month, providing a prime opportunity for your brand to engage with a wide and attentive audience in the construction industry.

*Take advantage of this bustling digital space to showcase your products, services, and announcements.*

For more information, to reserve your ad space, email [marketing@abccf.org](mailto:marketing@abccf.org) or call 407-398-1268.

## BUILDING CENTRAL FLORIDA MAGAZINE

Issue 1 - February  
Space Closing: Dec 1  
Materials Due: Dec 15

Issue 2 - April  
Space Closing: Feb 1  
Materials Due: Feb 15

Issue 3 - June  
Space Closing: Apr 1  
Materials Due: Apr 15

Issue 4 - August  
Space Closing: Jun 1  
Materials Due: Jun 15

Issue 5 - October  
Space Closing: Aug 1  
Materials Due: Aug 15

Issue 6 - December  
Space Closing: Oct 1  
Materials Due: Oct 15

## MEMBERSHIP DIRECTORY

Reserve Space by: Mar 15  
Materials Due: Mar 31  
Publishes: May 1

## MONTHLY MAILERS

Materials Due 30 days before the start of the intended advertising month.

## EMAIL CAMPAIGNS

Submit artwork 14 days in advance of the desired display week for inclusion in our weekly Tuesday email campaigns.

## WEBSITE ADS

Please allow a two-week period for it to be live on our website, from the day you submit your artwork. This ensures proper setup and optimal placement for your ad.