

Associated Builders and Contractors of Central Florida

MEDIA KIT



ABC of Central Florida OVERVIEW

2

Print Advertising: RATES & SPECIFICATIONS

3

Digital Advertising: RATES & SPECIFICATIONS

7

Yearly EDITORIAL SCHEDULE

8



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

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

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 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 | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$675 | <input type="checkbox"/> \$650 | 7.5" w x 10" h (live area) |
| Cover: Outside Back 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"/> \$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.

- ¹ Ad rates are for current ABC Central Florida 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.

For more information, to view past issues and to reserve your ad space, please scan QR code or contact 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.

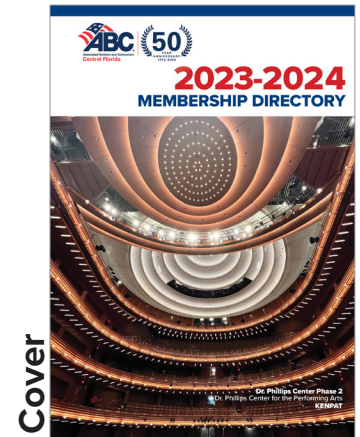
SPECIFICATIONS

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*).. \$1095
 - ☐ 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 or call 407-398-1268.

PRINT

A

B

C

ALPHABETICAL LISTINGS 29



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

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 301
Piscataway, NJ 08854
(732) 514-2931
joey.pletka@lixil.com
lixil.com
Supplier



The Amphibious Group:
Amphibious Medics & Savi EHS
Ian Foley
5639 Hansel Avenue
Orlando, FL 32809
(642) 355-9850
ifoley@theamphibiousgroup.com
amphibiousmedics.com
Associate



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

Annapurna Construction LLC
Allen Oster
100 2nd St
Winter Garden, FL 34787
(662) 617-4215
info@annapurnaconstruction.com
annapurnaconstruction.com
\$1M-\$3M



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 USA
Kevin McCoy
2858 Sidney Avenue
Orlando, FL 32810
(407) 298-1900
kmcocoy@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

A. Standard Listing

B. Advertiser Listing

Highlighted company name

C. Logo Listing

Advertising listing plus company logo in directory and on website listings

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 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

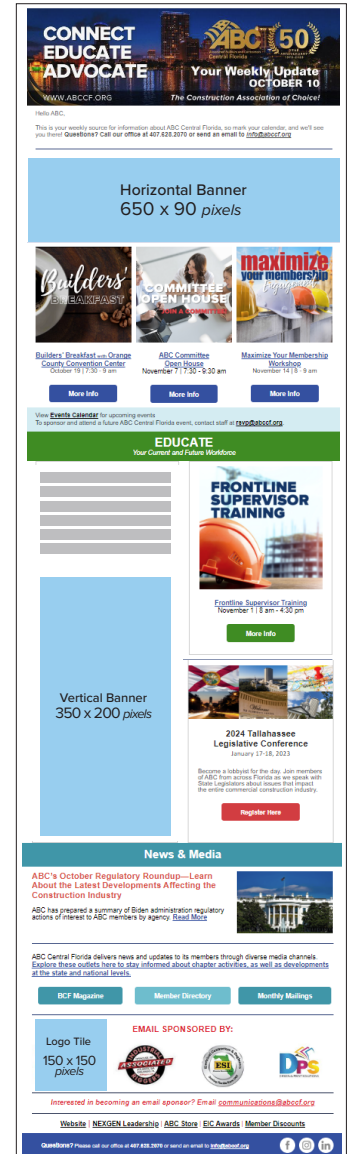
SPECIFICATIONS:

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 or call 407-398-1268.

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

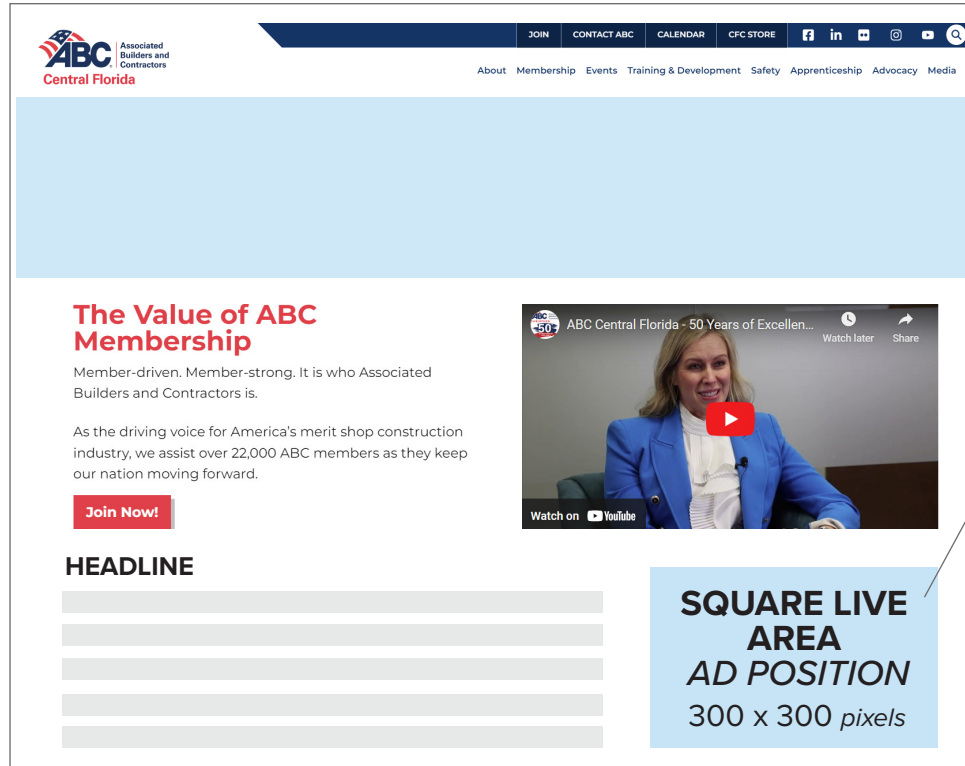


WEBSITE Advertising

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 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.