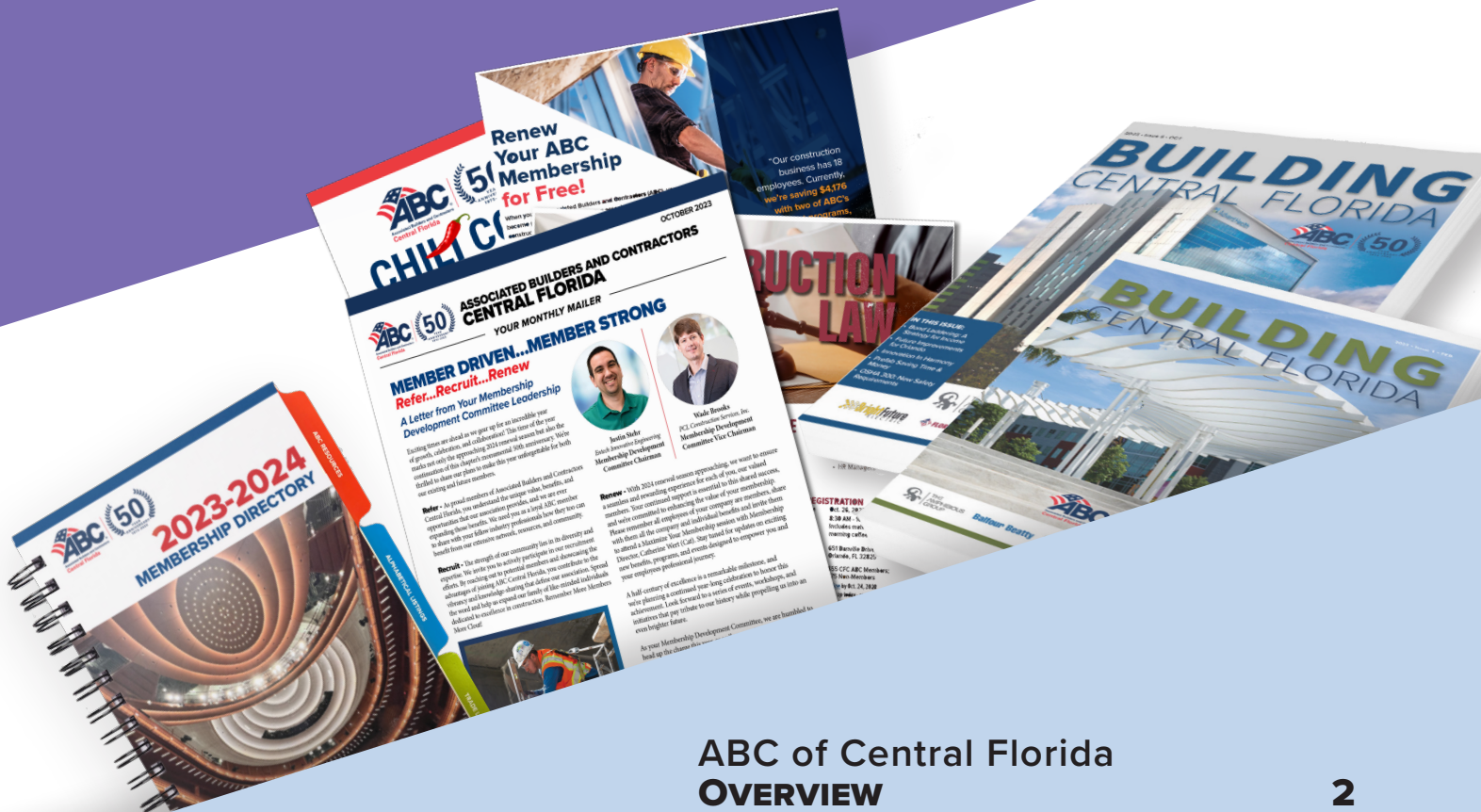


Associated Builders and Contractors of Central Florida

MEDIA KIT



ABC of Central Florida
OVERVIEW

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Yearly
EDITORIAL SCHEDULE

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RATES & SPECIFICATIONS

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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 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.



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.

PRINT

SCHEDULE

BUILDING CENTRAL FLORIDA

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

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 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
407-398-1268
www.westlakeshealth.com

Contractor
A. C. Brown Construction, Inc.
10000 West Lakes Blvd., Suite 100
Orlando, FL 32835
407-398-1268
www.acbrownconstruction.com

The West Lakes Health and Wellness Center is a 100,000-sq-ft facility that will serve as the heart of the West Lakes community. The center will provide a wide range of services, including medical, dental, and behavioral health services. The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between A. C. Brown Construction, Inc. and the West Lakes Health and Wellness Center, LLC. The project is currently under construction and is expected to be completed in late 2024.

The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between A. C. Brown Construction, Inc. and the West Lakes Health and Wellness Center, LLC. The project is currently under construction and is expected to be completed in late 2024.

BUSINESS

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

Smartbuild
10000 West Lakes Blvd., Suite 100
Orlando, FL 32835
407-398-1268
www.smartbuild.com

Orlando Health is a leading healthcare provider in the Orlando area. The organization is currently in the process of building a new \$5.8 billion facility. The project is a joint venture between Orlando Health and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between Orlando Health and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

BUSINESS PROFILE

CELEBRATING 90 YEARS OF EXCELLENCE Opening Doors to Unlock Potential

Mills & Nebraska
10000 West Lakes Blvd., Suite 100
Orlando, FL 32835
407-398-1268
www.millsandnebraska.com

Mills & Nebraska is a leading commercial construction company in the Orlando area. The organization is currently in the process of building a new \$5.8 billion facility. The project is a joint venture between Mills & Nebraska and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between Mills & Nebraska and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

BUSINESS ARTICLE

So easy to use, binders are scarce.

Smartbuild
10000 West Lakes Blvd., Suite 100
Orlando, FL 32835
407-398-1268
www.smartbuild.com

Smartbuild is a leading commercial construction company in the Orlando area. The organization is currently in the process of building a new \$5.8 billion facility. The project is a joint venture between Smartbuild and Mills & Nebraska. The project is currently under construction and is expected to be completed in late 2024.

The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between Smartbuild and Mills & Nebraska. The project is currently under construction and is expected to be completed in late 2024.

MEMBER NEWS

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

ABC Central Florida
10000 West Lakes Blvd., Suite 100
Orlando, FL 32835
407-398-1268
www.abccf.org

ABC Central Florida is a leading commercial construction company in the Orlando area. The organization is currently in the process of building a new \$5.8 billion facility. The project is a joint venture between ABC Central Florida and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

The building is designed to be a modern, multi-story structure with a mix of brick and glass. The project is a joint venture between ABC Central Florida and Smartbuild. The project is currently under construction and is expected to be completed in late 2024.

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 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.

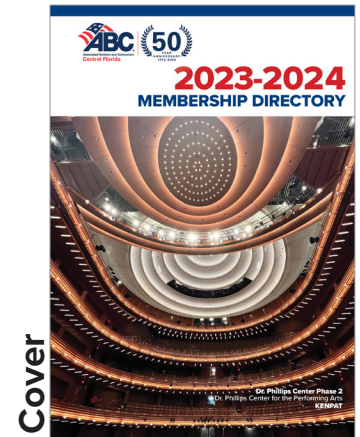
SPECIFICATIONS

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

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.

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

PRINT