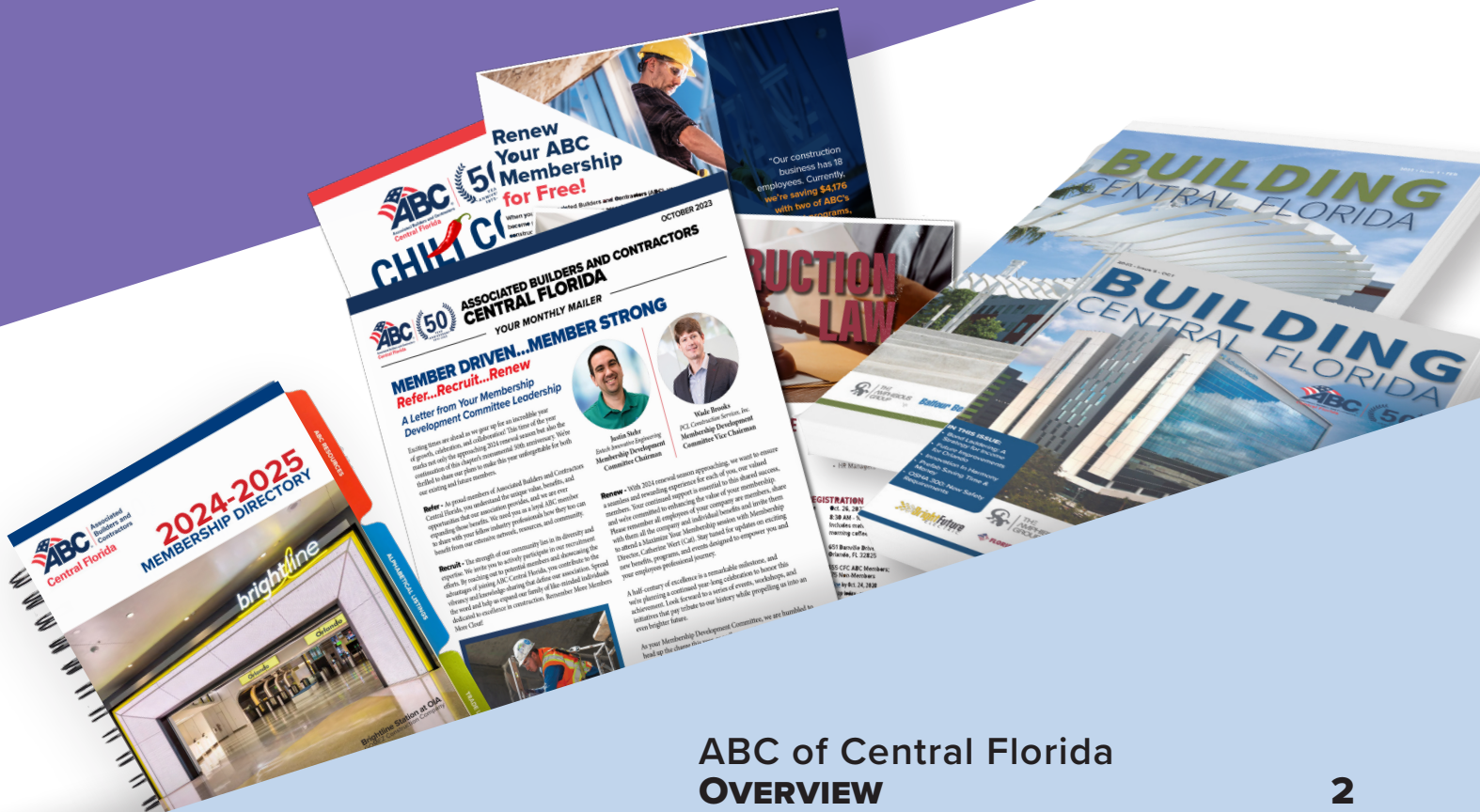


Associated Builders and Contractors of Central Florida

# MEDIA KIT



## ABC of Central Florida OVERVIEW

2

## Yearly EDITORIAL SCHEDULE

2

## Print Advertising: RATES & SPECIFICATIONS

3

# 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 15  
Materials Due: Jan 1

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

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

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

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

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

### 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.

Disclaimer: All ads are subject to review and approval before publication to ensure they meet our standards and guidelines.



## BUILDING CENTRAL FLORIDA

The official bi-monthly publication of ABC of Central Florida, reaching all our esteemed members with a readership of over 6,000.

## 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

The official bi-monthly publication of ABC Central Florida, reaching all our esteemed members with a readership of over 6,000.

## MEMBER NEWS

651 Danville Drive, Suite 200, Orlando, FL 32825  
407-628-2070 | [abccf.org](http://abccf.org)



# 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 over 6,000.

## RATE CARD & SPECIFICATIONS

SPACE SIZE	RATE - MEMBER <sup>1</sup> / NON-MEMBER <sup>2</sup>			AD DIMENSIONS
	(# of Issues) 1X	(# of Issues) 3X	(# of Issues) 6X	
1/8 Page	\$150/\$180	\$135/\$162	\$125/\$150	3.625" w x 2.4375" h
1/4 Page	\$250/\$300	\$225/\$270	\$200/\$240	3.625" w x 4.875" h
1/2 Page	\$395/\$475	\$375/\$450	\$350/\$420	7.5" w x 4.875" h
Full Page	\$650/\$780	\$625/\$750	\$595/\$715	7.5" w x 10" h (live area) 8.75" w x 11.25" h (bleed)
Cover: Inside Front/Back <sup>3</sup>	\$695/\$835	\$675/\$810	\$650/\$780	7.5" w x 10" h (live area) 8.75" w x 11.25" h (bleed)
Cover: Outside Back <sup>4</sup>	\$725/\$870	\$695/\$835	\$675/\$810	7.5" w x 8.85" h (live area) 8.75" w x 11.25" h (bleed)
Cover Photo <sup>5*</sup>	\$500			
Business Profile: Full*	\$400			
Business Profile: Half*	\$300			

\* Members Only

Company supplied final art/specification listed to the right  
 Design Services provided by ABC (\$150 fee) \_\_\_\_\_  
 Digital proof will be sent for approval \_\_\_\_\_  
 Additional Magazine copies \$6/each \_\_\_\_\_  
**Advertising Total** \_\_\_\_\_

Starting Issue						
Issue No./Delivery Month	1 - Feb	2 - Apr	3 - Jun	4 - Aug	5 - Oct	6 - Dec
<b>DEADLINES</b>						
Space Closing	Dec 15	Feb 15	Apr 15	Jun 15	Aug 15	Oct 15
Materials Due	Jan 1	Mar 1	May 1	Jul 1	Sep 1	Nov 1

### 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 Central Florida member companies.
- Ad rates are for non-member companies.
- <sup>4</sup> Inside Front/Back and back cover placement is reserved for full page ads.
- Cover photo available to Contractors and Subcontractors only.
- \* Members Only

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 407-628-2070.



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

### 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.

# 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. Space is reserved for Members Only.

## 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](mailto:directory@abccf.org) or call 407-628-2070.

## 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

A

**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

B

**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-\$6M

**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  
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

### 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



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 407-628-2070.



**DISCLAIMER:** We reserve the right to restrict non-member participation in our monthly mailings, email communications, and website presence, with the exception of event sponsors who may receive logo placement as part of their sponsorship benefits.

### 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