

2015 MARKETING OPPORTUNITIES

# THE PROFESSIONAL CONTRACTOR

A Publication of the Associated Subcontractors of Massachusetts, Inc.



## Our Members Are Your Best PROSPECTS

### Start building stronger business relationships today.

Major players involved in almost all of the commonwealth's commercial building projects – both in the private and public sector – rely on The Professional Contractor. Appearing in the pages of this targeted magazine will allow you to reach thousands of business owners and managers, including the 3,500 readers of Banker & Tradesman.

The Professional Contractor is produced in partnership with the Associated Subcontractors of Massachusetts, whose member companies represent 25,000 construction employees working in every specialty trade, from steel erection and masonry to drywall and painting, and in every related service industry, from insurance to accounting. This includes both union and merit shops, ranging in size from the smallest startup firms to the largest specialty contractors in the region.

The Professional Contractor will give you significant name recognition and brand awareness within this market. Members are the most active and involved participants in this industry, and use the publication to keep themselves informed.



To learn more about **The Professional Contractor** or to customize a marketing program unique to your business needs, call **617-896-5307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

#### MEDIA SOLUTIONS

##### > PRINT

Published Three Times Per Year  
**The Professional Contractor**

##### > ONLINE

Website and Digital Magazine Advertising  
Direct Email Marketing



The Official Publication of The Warren Group  
In Partnership with the Associated Subcontractors of Massachusetts

# Benefits of Trade Publications

When you promote your product or service in *The Professional Contractor*, your message is seen in more than 4,500 printed copies. ASM represents more than 400 subcontractor, supplier and affiliated organizations in Massachusetts and surrounding states, with more than 25,000 employees.

“We have been placing advertisements in *The Professional Contractor* for several years and have greatly enjoyed the relationship. It has played a very important role in our sales and marketing strategy and has provided our firm with great exposure to construction industry professionals throughout Massachusetts.”

— Gregory Pierce, Director of Business Development; North Star Insurance Services, Inc.

Magazines score higher than TV or the internet in “ad receptivity” and other engagement measures, and among digital readers, 73% read or tap on advertisements appearing in electronic magazines.

— The Association of Magazine Media

## Associated Subcontractors of Massachusetts Membership - Trade Breakdown

23% .....	Mechanicals: HVAC/Plumbing/ Sheet Metal/Fire Protection/Controls	5% .....	Carpentry/Millwork
17% .....	Electrical & Telecommunications	5% .....	Glass & Glazing/Windows/Doors
8% .....	Roofing & Flashing	5% .....	Excavation & Demolition
7% .....	Painting	5% .....	Drywall & Plaster
11% .....	Masonry, Concrete & Waterproofing	5% .....	Metal Fabrication/Erection
6% .....	Flooring & Tile	2% .....	Elevators
		1% .....	Other





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## DIGITAL SOLUTIONS



### DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our construction audience. Utilize our professional creative services department and our exclusive database.

### DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

**Top & Bottom Banner** (728 x 90) \$450, **Square** (300 x 250) \$350

Digital editions are delivered by a dedicated email that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and email addresses are live within the digital version.

### DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smartphones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5" x 5" \$755**

### SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of construction magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

# ADVERTISING RATES

## PRINT DIMENSIONS



## ▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

## ▶ SENDING ADVERTISING MATERIALS

Email your ad rep or **advertising@thewarrenrengroup.com**. Please use the advertiser's name in the subject line of the email.

**SENDING LARGE FILES:** [www.wetransfer.com](http://www.wetransfer.com)

## ADVERTISING RATES

AD SIZE	3 TIMES	1 TIME
<b>Full Page</b> (bleeds) 8.375" w x 10.875" h	\$1,330	\$1,595
<b>2/3 Page</b> 4.75" w x 9.75" h	\$1,065	\$1,275
<b>Half Page</b> 7.25" w x 4.75" h	\$1,000	\$1,165
<b>1/3 Page</b> 4.75" w x 4.75" h	\$865	\$975
<b>Back Cover</b> (bleeds) 8.375" w x 10.875" h	\$1,515	N/A
<b>Inside Cover</b> (bleeds) 8.375" w x 10.875" h	\$1,445	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

## 2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	3/11	3/18	4/28
Issue 2	7/15	7/22	8/27
Issue 3	11/9	11/17	12/22

## NEW BUSINESS DIRECTORY

Service providers to the construction industry together in a convenient section of the magazine. A new initiative designed to consistently promote your products and services to virtually every major player involved in the commonwealth's building projects. One inexpensive buy in the *Business Directory* gets you into all three issues of The Professional Contractor.

### RATE 2.5 X 2.5

only \$300 per issue

## ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 617-896-5307 today for details.**