Reach the industry decision-makers who spend nearly $250 billion annually on construction products and services.

Diana Kander

on Innovation, Blind Spots & Embracing Failure

SEE PAGE 24

TRIPARTITE NEWS

DECEMBER 2019

www.tauc.org

FREE UNION REPORTING.

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The Agenda

Association & Industry News

Get A Head Start on TAUC's 2020 Awards Season!

Why wait until January? We're launching two of our premier award competitions early!
Nominate a worthy candidate for the prestigious James J. Willis Craftsperson of the Year Award, or apply for our newest recognition program -- the Joseph R. La Rocca Union Project of the Year Awards!

James J. Willis Craftsperson of the Year

The Willie Award honors "the best of the best" -- a building trade member.

Joseph R. La Rocca Union Project of the Year

The Awards recognize outstanding work performed under labor...
Who We Are:
The Association of Union Constructors is the premier national trade association representing the 21st century union construction industry. TAUC evolved from the National Erectors Association, which was founded in 1969. Over the years, our membership has grown to include all types of union contractor firms, and in 2007 the name and structure was changed to The Association of Union Constructors.

The TAUC Advantage:
- Each quarterly issue of TAUC’s official magazine, The Construction User, targets more than 9,000 owners and developers, union contractors, local union contractor trade associations and industry vendors and suppliers.
- Nine out of 10 (90%) readers are CEOs or project managers with purchasing power.
- Partner with TAUC and our media program! We can help you build visibility within the industry and increase brand awareness.

Member Profile:
Our members perform construction and industrial maintenance every day throughout the United States. TAUC consists of more than 2,000 union contractors — many of whom are recognized worldwide as the top-ranked revenue-generating contractor firms — as well as local union contractor associations and vendors in the industrial maintenance and construction field.

Readers include:
Owners • Presidents • Senior Executives • Construction and Maintenance Executives • Labor Relations Experts • Safety Experts • Business Development Executives • Local Union Business Representatives • Agents • Managers • Local and State Building Trades Leaders • Industry Association Executives

For more information, please contact:

BILL SPILMAN
Innovative Media Solutions
320 W. Chestnut St.
P.O. Box 399
Oneida, IL 61467
Email: bill@innovativemediaolutions.com
Phone: 309-483-6467
Fax: 309-483-2371
www.innovativemediaolutions.com
Artwork Requirements
All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Space Closing Dates
Spring 2020: March 4, 2020
Summer 2020: June 3, 2020
Fall 2020: September 3, 2020
Winter 2021: December 4, 2020

Artwork Deadlines
Spring 2020: March 18, 2020
Summer 2020: June 17, 2020
Fall 2020: September 17, 2020
Winter 2021: December 18, 2020

Print Advertising

Print Advertising Specs
Magazine Trim Size: 8.375” x 10.875”
Spread Live Area: 15.417” x 9.5”
Full-Page Live Area: 7” x 9.5”

Note: Text placed outside the live area within any full-page or spread ad may be cut off. Please keep text within the live area at all times.

www.TAUC.org
Web Advertising at www.tauc.org

Reach thousands of union contractors and their executive-level clients in the construction, utility, automotive and manufacturing industries by advertising on TAUC’s official website, www.tauc.org. Our website generates an average of 5,000 unique page views per month. Our affordable rates and flexible ad sizes and placement options make it easy for your company to attract interest from senior executives. Our members are key decision-makers, the ones who sign the contracts (and the checks!) for virtually every aspect of a business: equipment purchases, professional services, administrative functions, etc.

Homepage ad:
Appears on every page of the site. No matter which page visitors click on, your message will be prominently displayed.

Subpage ad:
These ads rotate through the sub-pages of the web site, expanding your exposure to all visitors.

Off The Grid ad:
One of the most prestigious positions on the TAUC website home page. A 300 x 600 banner that adapts to the size of the screen being used. It will stay in the same place as the viewer scrolls down the home page! All ad reservations and materials are due on the 20th day of the month for inclusion the next month.

File size is limited to 75 KB. File types accepted: JPEG, GIF and Flash. Note: if supplying a Flash ad, a backup JPEG or GIF must also be supplied to serve users who don’t have the Flash plug-in. Artwork may be changed through the run without charge.

Website & E-mail Advertising

E-mail advertising with TAUC Tripartite News

Each month TAUC Tripartite News, our official e-newsletter, is delivered electronically to more than 4,000 professionals in the construction industry – contractors, plant managers and facility owners, building trades representatives and more! Average open rate is 18.19%.

TAUC Tripartite News delivers the latest news about the association and the union construction industry straight to our readers’ e-mail inboxes at the first of each month. All ad reservations and materials are due on the 20th day of the month for inclusion in the next month’s edition.

File size is limited to 30 KB. Acceptable file types: JPEG, GIF and PNG.
THE CONSTRUCTION USER

Our Partners

The Association of Union Constructors (TAUC) would like to invite you to participate in our media program. When you advertise with TAUC, you not only reach our members, but also our partners in the industry including:

- International Association of Heat and Frost Insulators
- International Brotherhood of Boilermakers, Iron Ship Builders, Blacksmiths, Forgers and Helpers
- International Union of Bricklayers and Allied Craftworkers
- United Brotherhood of Carpenters and Joiners of America
- Operative Plasterers’ and Cement Masons’ International Association of the United States and Canada
- International Brotherhood of Electrical Workers
- International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers
- Laborers’ International Union of North America
- International Union of Operating Engineers
- International Union of Painters and Allied Trades
- United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada
- United Union of Roofers, Waterproofers and Allied Workers
- Sheet Metal Workers’ International Association
- International Brotherhood of Teamsters

Recent Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with The Association of Union Constructors and strongly encourage our members to do business with vendors that support our association. Members know they can confidently select the quality products and services featured within the official magazine of TAUC.

Atlantic Plant Maintenance, Inc.
Construction Employers Association
Day & Zimmermann
DLZ Industries
Enerfab, Inc.
Fluor Constructors International, Inc.
Foundation Software
GEM Inc.
IMPACT
Imperial Crane Services, Inc.
Industrial Contractors, Inc.
International Brotherhood of Boilermakers
Kalkreuth Roofing and Sheet Metal
Kelley Steel Erectors, Inc.
Kiewit

Labor Management Cooperative Trust
LIUNA
McCarl’s, Inc.
Mecon Industries, Inc.
MC Industrial
Midwest Steel, Inc.
NLMCC/NECA-IBEW
Payroll4Construction.com
S. M. Electric Co., Inc.
Scheck Mechanical Corp
Solid Platforms, Inc.
Songer Steel Services
Stevens Engineering & Constructors, Inc.
Stevenson Crane Service, Inc.
United Association
2020-21 ADVERTISING CONTRACT

Please complete a separate form for each advertising opportunity

Advertising Opportunity: ________________________________________________

Company: ____________________________________________________________

Ad Size: ____________________________ Frequency: _____________________

Ad Position: ____________________________ Rate: _____________________

Purchase Order Number: ____________________________________________

Contract Authorized by (print): _______________________________________

Authorized Signature: ____________________________ Date: _____________

Advertising Contact

Name: ____________________________

Company: ____________________________

Address: ____________________________

City/State/Zip: ____________________________

Phone: ____________________________ Fax: ____________________________

Email: ____________________________

Bill To (if different from advertising contact)

Name: ____________________________

Company: ____________________________

Address: ____________________________

City/State/Zip: ____________________________

Phone: ____________________________ Fax: ____________________________

Email: ____________________________

Important Notes

• Advertiser and advertising is subject to approval by The Association of Union Constructors.
• Individual ads cannot be canceled after space close deadline.
• Any files that do not follow the requirements are subject to an additional production charge.
• A 15% commission is allowed to recognized advertising agencies.

Ad Placement

The Construction User Magazine

☐ Spring 2020  ☐ Summer 2020  ☐ Fall 2020  ☐ Winter 2021

TAUC Tripartite News eNewsletter

☐ January 2020  ☐ February 2020  ☐ March 2020  ☐ April 2020

☐ May 2020  ☐ June 2020  ☐ July 2020  ☐ August 2020

☐ September 2020  ☐ October 2020  ☐ November 2020  ☐ December 2020

☐ January 2021

TAUC.ORG

☐ January 2020  ☐ February 2020  ☐ March 2020  ☐ April 2020

☐ May 2020  ☐ June 2020  ☐ July 2020  ☐ August 2020

☐ September 2020  ☐ October 2020  ☐ November 2020  ☐ December 2020

☐ January 2021

Advertising Representative

Bill Spilman
bill@innovativemediasolutions.com
320 W. Chestnut St.
P.O. Box 399
Oneida, IL 61467
Phone: 877-878-3260
Fax: 309-483-2371