



Media Kit

The Association of Union Constructors

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 targets **more than 9,000** owners and developers, union contractors, local union contractor trade associations and industry vendors and suppliers.
- **Nine out of 10** readers are CEOs or project managers with purchasing power.
- Partner with TAUC, and with 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

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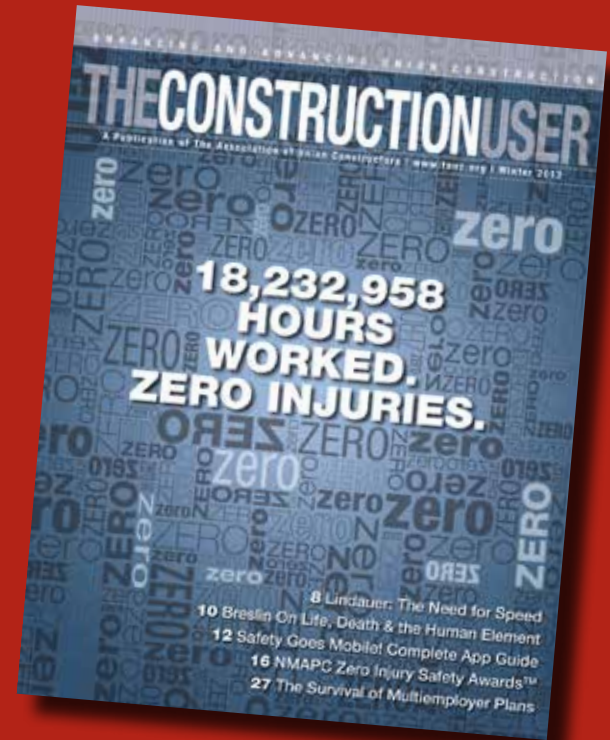
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www.innovativemediasolutions.com

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



THE CONSTRUCTION USER

Published four times a year, the magazine is the official publication of TAUC.

Members rely on the magazine to stay up-to-date on the latest industry trends and regulations, and to locate quality product and service vendors.

ENJOY ADDITIONAL ONLINE EXPOSURE AT NO EXTRA COST: The Marcom Gold Award-winning magazine is also available online at www.TAUC.org.

To learn more about The Association of Union Constructors visit: www.TAUC.org



THE CONSTRUCTION USER Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	4x
Double Page Spread	\$6,300	\$5,670	\$5,040
Outside Back Cover	\$5,250	\$4,725	\$4,200
Inside Front Cover	\$4,900	\$4,410	\$3,920
Inside Back Cover	\$4,550	\$4,095	\$3,640
Full Page	\$3,500	\$3,150	\$2,800
1/2 Page	\$2,800	\$2,520	\$2,240
1/4 Page	\$2,100	\$1,890	\$1,680
1/8 Page	\$1,400	\$1,260	\$1,120

All rates are per insertion and include four-color. Your ad and URL link are published in the online digital version of the magazine at no additional charge.

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed: 17" x 11.125"

Full-Page Bleed: 8.625" x 11.125"

Full-Page No Bleed: 7" x 9.5"

1/2 Page Horizontal: 7" x 4.583"

1/2 Page Long Vertical: 3.333" x 9.5"

1/4 Page Horizontal: 4.583" x 3.333"

1/4 Page Vertical: 3.333" x 4.583"

1/8 Page Horizontal: 3.333" x 2.166"

1/8 Page Vertical: 2.166" x 3.333"

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.

Spread Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

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: February 16, 2018
 Summer: May 18, 2018
 Fall: August 17, 2018
 Winter: October 12, 2018

Artwork Deadlines

Spring: March 2, 2018
 Summer: June 1, 2018
 Fall: August 31, 2018
 Winter: October 19, 2018



Website & E-mail Advertising with The Association of Union Constructors

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 6,800 clicks a day and 213,000 clicks a 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! This brand new banner ad opportunity will put you front & center to the industry.

Size	Homepage & Subpage	Subpage only
180px x 200px	\$700 per month	\$350 per month
180px x 400px	\$1,200 per month	\$600 per month
180px x 600px	\$2,000 per month	\$1,000 per month
300px x 600px	\$2,500 per month*	NA

* Homepage only

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.



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 ads are due on the last business day of the month for inclusion in the next edition.

Size	Per Month
Leaderboard position	600px x 100px - \$800
Run of Site position	600px x 100px - \$500

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.**

The American Group of Constructors
Atlantic Plant Maintenance, Inc.
Bank of Labor
Chellino Crane Rental
Construction Estimating Institute
Day & Zimmermann
DLZ Industries
Enerfab, Inc.
Fisher Tank
Fluor Constructors International, Inc.
Foundation Software
GPMC
Horizon Safety Group
I-9 Okay
IMPACT
Imperial Crane Services, Inc.
Industrial Contractors, Inc.
Kelley Steel Erectors, Inc.
Kiewit
Kvaerner

Labor Management Cooperative Trust
LECET
Link-Belt Construction Equipment Co.
LockMart USA
McCarl's, Inc.
Meccon Industries, Inc.
MC Industrial
Midwest Steel, Inc.
National Steel Constructors, LLC
NLMCC/NECA-IBEW
Norris Brothers Co., Inc.
S. M. Electric Co., Inc.
Sargent Electric Company
Scaffold Industry Association
Scheck Mechanical Corp
SeaBright Insurance Company
Solid Platforms, Inc.
Stevens Engineering & Constructors, Inc.
Stevenson Crane Service, Inc.
US Citizenship & Immigration Service



2018 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 2018
- Summer 2018
- Fall 2018
- Winter 2018

TAUC Tripartite News eNewsletter

- January 2018
- February 2018
- March 2018
- April 2018
- May 2018
- June 2018
- July 2018
- August 2018
- September 2018
- October 2018
- November 2018
- December 2018

TAUC.ORG

- January 2018
- February 2018
- March 2018
- April 2018
- May 2018
- June 2018
- July 2018
- August 2018
- September 2018
- October 2018
- November 2018
- December 2018

Advertising Representative

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