



Bldrs.org

Advertising

Online Advertising Rates, 2010

The Builders Association announces new online advertising opportunities on its website, www.bldrs.org, and its weekly e-publication, *The Builder Blast*. These two publicity outlets create new avenues for companies to have homepage exposure or reach decision makers at Chicago's best contractors.

Front page, bldrs.org

Monthly - \$175

Quarterly (three months) - \$500

Section landing pages, bldrs.org

Monthly - \$150

Builder Blast

One week - \$50

Three weeks - \$150

Six weeks - \$300

For more on advertising contact:

Andy Cole

Communications Manager

Builders Association

9550 W. Higgins Road

Suite 380

Rosemont, IL 60018

Phone: (847) 318-8585

Fax: (847) 318-8586

Email: acole@bldrs.org

Why Advertise With Us?

The best general contractors, subcontractors and suppliers in Chicagoland's construction industry belong to the Builders Association. Your company can reach construction company executives, project managers, community leaders and other industry interests by advertising on www.bldrs.org.

Your company can take advantage of three affordable options to reach 1,500 visitors per month:

- The front page of our site, where visitors will be able to peel back our page to view your company's information on an ad that links to your site
- Section front ads, where visitors can peel back the page to see your ad when getting information from our labor, safety, training, government, news or membership sections
- Our weekly email to hundreds of construction executives, *The Builder Blast*. Your ad would include a company logo and description, in addition to a link to your site

Advertisements can be purchased in a one-to-three month block on the front page and in a one-to-six week block in *The Builder Blast*. Rates are listed to the left. If there is a waiting list for a position at the end of an advertising period, the advertiser will be rotated onto the waiting list. If there is no waiting list, the advertiser will have the option of renewing.

The Builders Association reserves the right to approve advertisers, in addition to the content and placement of advertisements. For questions about online advertising through the Builders Association or to get more information, contact Communications Manager Andy Cole at 847-318-8585 or acole@bldrs.org.

BLDRS.ORG is the online presence of Builders Association, Inc., which has been serving the construction community in the Chicago area since 1906. We deliver innovative programs and services regarding labor, safety, government relations and other areas. We are proud to be a charter member of the AGC of America, the nation's largest construction advocate.

2010 Advertising Contract

Online Advertising

Advertiser (Company Name): _____

Contact: _____ Title: _____

Address: _____

City, state, zip: _____

Phone: _____ E-mail: _____

Check Desired Advertising Method

- Front page, bldrs.org: "Peel back" ad on website; Available monthly or quarterly (three months)
- Section fronts (Labor, Training/Education, Safety, Government, News/Events or Membership): "Peel back" ad on website; Available monthly or quarterly (three months)
- Builder Blast: Company logo, description and link to company website in weekly e-publication; Available in blocks of one, three and six weeks

Specific month(s) desired for bldrs.org _____

Specific week(s) desired for Builder Blast _____

Advertising Fees:	Quantity:	Total:
Bldrs.org, monthly	\$175	_____
Bldrs.org, quarterly	\$500	_____
Bldrs.org, section fronts	\$150	_____
Builder Blast, one week	\$50	_____
Builder Blast, three weeks	\$150	_____
Builder Blast, six weeks	\$300	_____

Total Advertising Fee: _____

Authorized Signature: _____ Date: _____

Please check one:

- Check (payable to Builders Association)
- Charge to: VISA MasterCard American Express VCode (back of card) _____

Name on Card	Card Number	Exp. Date	Signature
--------------	-------------	-----------	-----------

Billing Address _____

Mail check payment to: Builders Association, 9550 W. Higgins Rd., Suite 380, Rosemont, IL 60018.

Fax credit card payment to: (847) 318-8586.

Please sign and return to: Attn: Andy Cole
 Builders Association
 9550 W. Higgins Road, Suite 380
 Rosemont, IL 60018
 acole@bldrs.org

***Please note the Contract & Copy Regulations on next page.**

Contract & Copy Regulations

1. If there is a waiting list at the end of an advertising period, the advertiser will be rotated onto the waiting list. If there is not waiting list, the advertiser will have the option of renewing.
2. Publisher reserves the right to refuse advertising at any time due to space limitations, advertisements which are not in accordance with publishing guidelines, or which may be considered to be illegal. The Association also reserves the right to adjust the placement and content of any ad.
3. Advertisers shall assume liability for all content of advertisements printed, and also assume responsibility for any resulting claims made against the Builders Association.
4. Cancellations are not accepted and copy corrections not guaranteed after closing date. Cancellations prior to closing date must be submitted in writing.
5. All rates are based on electronically provided art. For the front page of bldrs.org, advertisers may provide art or allow the Builders Association to create an ad. Builder Blast sponsorships include a company's logo, a description of less than 50 words and a link to the advertiser's website.
6. All payments are due with the advertising contract.