





# 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 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**

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To learn more about  
The Association of Union  
Constructors visit:  
**[www.TAUC.org](http://www.TAUC.org)**



## Print Advertising

### 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.

### Editorial Calendar/Themes

Spring 2020: Safety  
Summer 2020: Government Affairs  
Fall 2020: Industrial Relations  
Winter 2021: Innovation & Technology

### 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

# THE CONSTRUCTION USER

Published four times a year, *The Construction User* 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 Platinum Award-winning magazine is also available online at [www.TAUC.org](http://www.TAUC.org).

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.

**Revisions and Proofs:**  
\$50.00

**Position Guarantee:**  
15% Premium

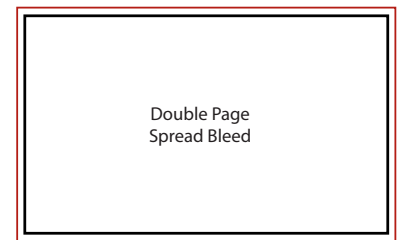
### Print Advertising Specs

**Magazine Trim Size:** 8.375" x 10.875"

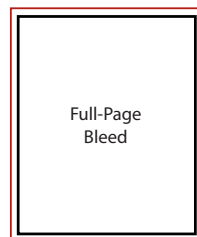
**Spread Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

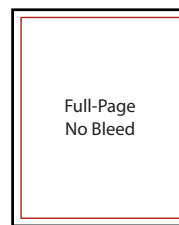
**Note:** Text placed outside the live area within any full-page or spread ad may be cut off. Please keep text within the live area at all times.



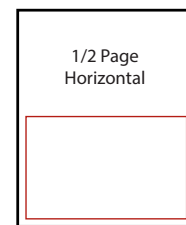
17" x 11.125"



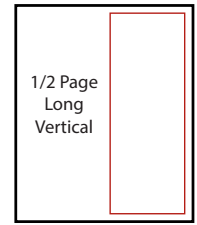
8.625" x 11.125"



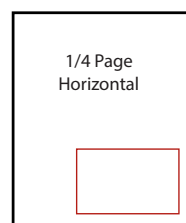
7" x 9.5"



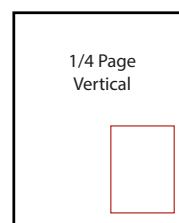
7" x 4.583"



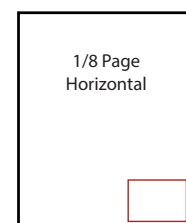
3.333" x 9.5"



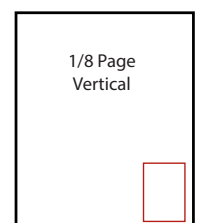
5.0625" x 3"



3" x 4.25"



3" x 2.25"



2.25" x 3"

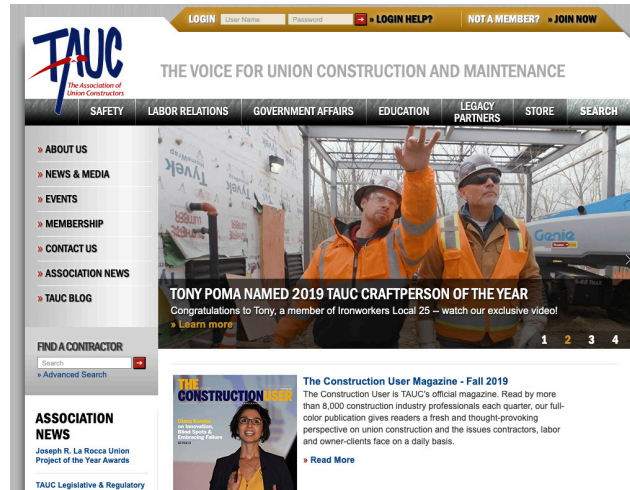




## Website & E-mail Advertising

### Web Advertising at [www.tauc.org](http://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](http://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.*

SIZE	HOMEPAGE & SUB-PAGE PER MONTH
180px x 200px	\$300
180px x 400px	\$400
180px x 600px	\$500
300px x 600px	\$750*

\* Homepage only

### 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.

SIZE	PER MONTH
Position A (Leaderboard) 600px x 100px	\$500
Position B (Top Half) 600px x 100px	\$400
Position C (Bottom Half) 600px x 100px	\$300

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
- ☐ 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**

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