

THE ASSOCIATION OF  
UNION CONSTRUCTORS



# 2021-22 MEDIA KIT

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

*The Construction User Magazine*

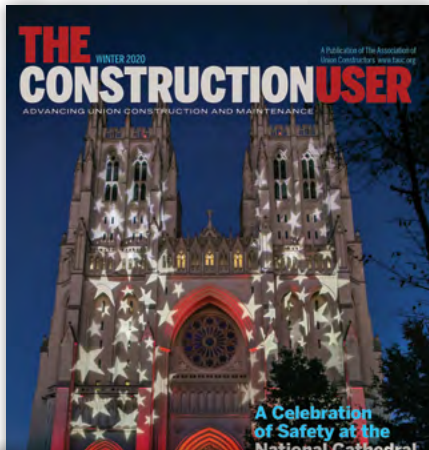
*TAUC Tripartite News Monthly E-newsletter*

*TAUC.org Web Advertising*

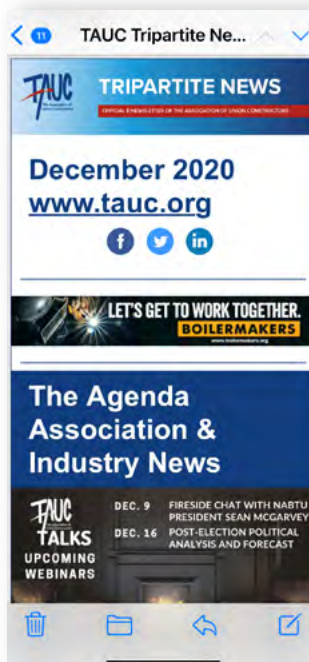
*Broadcast E-mail Opportunities*

[www.tauc.org](http://www.tauc.org)

# THE CONSTRUCTION USER



# TAUC TRIPARTITE NEWS





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

# 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 and maintenance 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%)** magazine 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.**

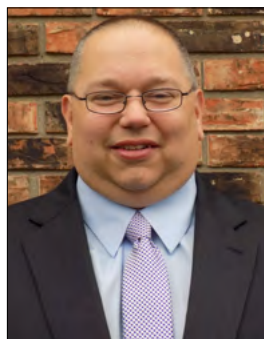
### Member Profile:

Our members perform construction and industrial maintenance every day throughout the United States. TAUC consists of more than **1,800 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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Oneida, IL 61467

**Email:** [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

**Phone:** 309-483-6467

**Fax:** 309-483-2371

[www.innovativemediasolutions.com](http://www.innovativemediasolutions.com)



# 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).

## 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 2021:** Government Affairs  
**Summer 2021:** Industrial Relations  
**Fall 2021:** Innovation & Technology  
**Winter 2022:** Safety

### Space Closing Dates

**Spring 2021:** March 5, 2021  
**Summer 2021:** June 4, 2021  
**Fall 2021:** September 3, 2021  
**Winter 2022:** December 3, 2021

### Artwork Deadlines

**Spring 2021:** March 19, 2021  
**Summer 2021:** June 18, 2021  
**Fall 2021:** September 17, 2021  
**Winter 2022:** December 17, 2021

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

All rates are per insertion and include four-color.

**Revisions and Proofs:**

\$50.00

**Position Guarantee:**

15% Premium

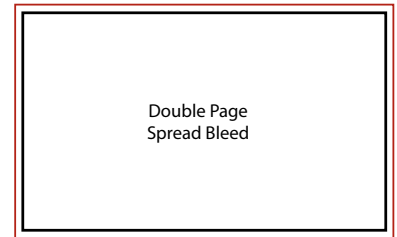
### Print Advertising Specs

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

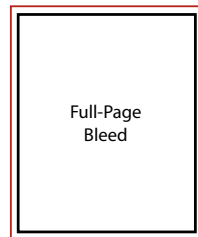
**Spread Live Area:** 15.417" x 9.5"

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

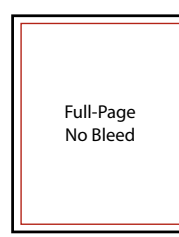
**Note:** Text placed outside the live area within any full-page or spread ad may be cut off. Please keep text within the live area at all times.



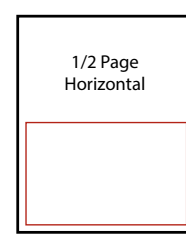
17" x 11.125"



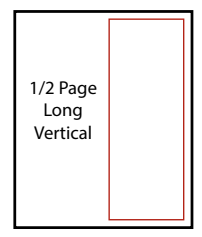
8.625" x 11.125"



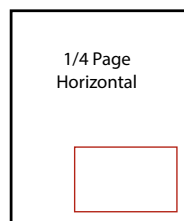
7" x 9.5"



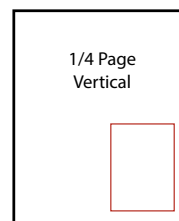
7" x 4.583"



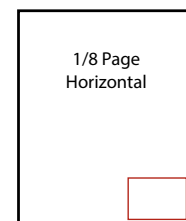
3.333" x 9.5"



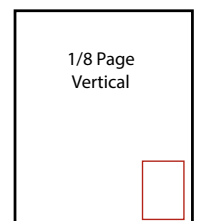
5.0625" x 3"



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 4,000 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.



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

\* Homepage only

#### 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.*

### E-mail Advertising

#### TAUC Tripartite News

Each month *TAUC Tripartite News*, our official e-newsletter, is delivered electronically to more than 5,000 professionals in the construction industry – contractors, plant managers and facility owners, building trades representatives and more! The average open rate for 2020 was 22%.

*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.*

#### TAUC Broadcast Emails

TAUC broadcast emails are an excellent method of delivering timely, detailed messages directly to more than 5,000 TAUC e-news subscribers' email accounts. Broadcast emails are effective tools to promote new products and services, offer discounts and share new research findings. The average open rate on broadcast emails sent by TAUC on behalf of advertisers is 19%. A week after a broadcast email is sent, you will be provided a final count on the number of recipients and the open and click-through rates.

Cost is \$2000 per broadcast with a limit of three per company annually. Availability is limited with this new opportunity. Schedule your TAUC broadcast campaign today!





## 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.  
Meccon Industries, Inc.  
MC Industrial  
Midwest Steel, Inc.  
NLMCC/NECA-IBEW  
Payroll4Construction.com  
Riggs Distler & Co.  
S. M. Electric Co., Inc.  
Scheck Mechanical Corp  
Solid Platforms, Inc.  
Songer Steel Services  
Stevens Engineering & Constructors, Inc.  
Stevenson Crane Service, Inc.  
United Association



## 2021-20 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 2021
- ☐ Summer 2021
- ☐ Fall 2021
- ☐ Winter 2022

#### **TAUC Tripartite News eNewsletter**

- ☐ January 2021
- ☐ February 2021
- ☐ March 2021
- ☐ April 2021
- ☐ May 2021
- ☐ June 2021
- ☐ July 2021
- ☐ August 2021
- ☐ September 2021
- ☐ October 2021
- ☐ November 2021
- ☐ December 2021
- ☐ January 2022

#### **TAUC.ORG**

- ☐ January 2021
- ☐ February 2021
- ☐ March 2021
- ☐ April 2021
- ☐ May 2021
- ☐ June 2021
- ☐ July 2021
- ☐ August 2021
- ☐ September 2021
- ☐ October 2021
- ☐ November 2021
- ☐ December 2021
- ☐ January 2022

#### **Broadcast E-mails**

- ☐ \_\_\_\_\_ (add date)
- ☐ \_\_\_\_\_ (add date)
- ☐ \_\_\_\_\_ (add date)

### Advertising Representative

#### **Bill Spilman**

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P.O. Box 399  
Oneida, IL 61467  
Phone: 877-878-3260  
Fax: 309-483-2371