



THE CONSTRUCTION USER 2.0

ADVANCING UNION CONSTRUCTION AND MAINTENANCE

2023
MEDIA &
ADVERTISING KIT

THE ASSOCIATION OF
UNION CONSTRUCTORS

1501 Langston BLVD #202
Arlington, VA 22209

ABOUT TAUC

SUPPORTING THOSE THAT BUILD AND MAINTAIN AMERICA

WHO WE ARE

01

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

02

Every week TAUC releases content to more than 9,000 owners & developers, union contractors, union trade associations, industry vendors and suppliers.

- Nine out of 10 listeners and readers are CEOs or project managers with decision making power.
- Partner with TAUC, and with our media program we can help you build visibility within the industry and increase brand awareness.

MEMBER PROFILE

03

Our members perform construction and industrial maintenance every day throughout the United States. TAUC consists of more than 1,750 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.

AUDIENCE INCLUDES

04

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

PODCAST ADVERTISING OPPORTUNITIES

THE CONSTRUCTION USER 2.0

For 15 years, the award-winning magazine "The Construction User" went out quarterly to over 9,000 people. In 2023, we are evolving this publication into a weekly podcast, "The Construction User 2.0."

As a weekly podcast, the content will be more timely, more specific, more actionable, and more relevant. This will provide a much higher value to advertisers getting messages to specific audiences.

| Opportunity | 1x episode+ | 4x episodes+ | 12x episodes+ |
|---|-----------------------------|-----------------------------|--------------------------------------|
| Title Sponsor: "Construction User 2.0 brought to you by [Your Company]" | - | - | \$5,000 / 12 episode block |
| 15-Second Ad: Provide a produced 15-second Ad to be played during the episode* | \$500 per episode | \$450 per episode | \$400 per episode |
| Community Announcement : Have the host announce your meeting or program at the end of the episode | \$150 per episode | \$125 per episode | \$100 per episode |
| Full Episode Content: Have an entire episode tailored to your message. You select guests and option for co-host** | \$3000 | - | - |

*TAUC produces ad for you: \$1,500

**Restrictions apply. Not for use as a "commercial" for your product or service.

Each episode will be promoted by email and social media. Name of sponsors will be referenced in each post.

Links to advertisers and announcements will be available on the podcast page, and referenced in the episode transcription.

E-MAIL PROMOTIONS

Be included in award winning engagement

TRIPARTITE NEWS

TAUC's monthly newsletter "The Tripartite News" was recognized in 2022 by Axios HQ as being amongst their most engaged newsletters. With an "open rate" reaching more than 40% of an over 8,000 person mailing list, The Tripartite News puts your ad in front of an audience primed to engage.

The Tripartite News delivers the latest updates from the union construction industry and the association, straight to your customers' inbox.

| | 1 issue | 4 issues | 12 issues |
|--------------|--------------------|--------------------|--------------------|
| Banner Ad | \$500 per issue | \$450 per issue | \$400 per issue |

OPTIMAL FILE SIZE IS 1200 X 200 LIMITED TO 5 MB. ACCEPTABLE FILE TYPES: PNG, AND JPEG.

ALL AD RESERVATIONS AND MATERIALS ARE DUE ON THE 20TH DAY OF THE MONTH FOR INCLUSION IN THE NEXT MONTH'S EDITION.



Tripartite News

By Valeria Contreras-Herrera • Oct 06, 2022

Smart Brevity® count: 5 mins...1344 words

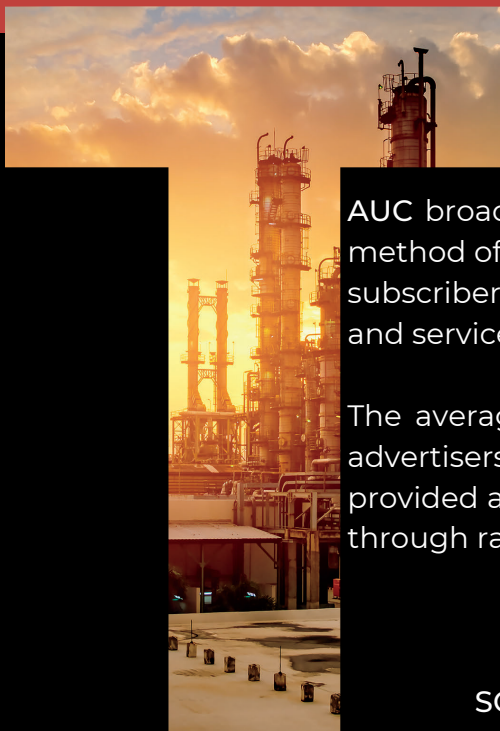
Greetings everyone! We meet again and for the first time this Fall 🍁🍂.
This season brings with it an increase of activity 🏗️ ahead of us. As
always, I'm here to deliver only the best of what you need to know. 😊👤

PROCORE



ON-DEMAND WEBINAR

Top Issues Facing Specialty Partners
featuring Dodge Data



EXCLUSIVE BROADCAST EMAILS

AUC broadcast emails are exclusive to our Partners and are an excellent method of delivering timely, detailed messages directly to more than 5,000 subscribers. 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 \$2500 PER BROADCAST
LIMIT OF THREE PER COMPANY ANNUALLY.

SCHEDULE YOUR TAUC BROADCAST CAMPAIGN TODAY!

PARTNERS, ADVERTISERS, AND STRATEGIC ALLIANCES

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 BUILDING TRADES UNIONS:

- BRICKLAYERS
- BOILERMAKERS
- CARPENTERS & MILLWRIGHTS
- HEAT AND FROST INSULATORS
- I.B.E.W.
- IRON WORKERS
- LIUNA
- OPERATING ENGINEERS
- OPERATIVE PLASTERERS' AND CEMENT MASONS
- PAINTERS
- ROOFERS
- SMART
- TEAMSTERS
- UNITED ASSOCIATION

LEGACY PARTNERS:

- MILWAUKEE TOOL
- PROCORE

INDUSTRY PARTNERS:

- IRONWORKER MANAGEMENT PROGRESSIVE ACTION COOPERATIVE TRUST
- STANLEY BLACK & DECKER

EXECUTIVE PARTNER:

- ENVIRONMENTAL, HEALTH & SAFETY SOLUTIONS

ASSOCIATE PARTNERS:

- AMERISAFE
- BOARD OF CERTIFIED SAFETY PROFESSIONALS
- FALLTECH
- GRAYBAR
- IREPORT SOURCE
- KERN RIVER CONSULTING
- METABO
- WERNER CO.

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.

- THE AMERICAN GROUP OF CONSTRUCTORS
- ATLANTIC PLANT MAINTENANCE, INC.
- CHELLINO CRANE RENTAL
- CONSTRUCTION ESTIMATING INSTITUTE
- DAY & ZIMMERMANN
- DEWALT
- ENERFAB, INC.
- FLUOR CONSTRUCTORS INTERNATIONAL, INC.
- IMPACT
- INDUSTRIAL CONTRACTORS, INC.
- LECET
- LINK-BELT CONSTRUCTION EQUIPMENT CO.
- MCCARL'S, INC.
- MECCON INDUSTRIES, INC.
- MIDWEST STEEL, INC.
- NATIONAL STEEL CONSTRUCTORS, LLC
- NLMCC/NECA-IBEW
- S. M. ELECTRIC CO., INC.
- SARGENT ELECTRIC COMPANY
- SCHECK MECHANICAL CORP
- SOLID PLATFORMS, INC.
- STEVENSON CRANE SERVICE, INC.



2023-24 ADVERTISING CONTRACT

Please complete a separate form for each advertising opportunity

Advertising Opportunity: _____

Company: _____

Ad Size: _____ Number of Episodes: _____

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 2.0 Podcast

- ☐ Title Sponsor
- ☐ 15-second Ad
- ☐ Community Announcement
- ☐ Full Episode Content

TAUC Tripartite News eNewsletter

- ☐ January 2023
- ☐ February 2023
- ☐ March 2023
- ☐ April 2023
- ☐ May 2023
- ☐ June 2023
- ☐ July 2023
- ☐ August 2023
- ☐ September 2023
- ☐ October 2023
- ☐ November 2023
- ☐ December 2023
- ☐ January 2024

Broadcast E-mails

- ☐ January 2023
- ☐ February 2023
- ☐ March 2023
- ☐ April 2023
- ☐ May 2023
- ☐ June 2023
- ☐ July 2023
- ☐ August 2023
- ☐ September 2023
- ☐ October 2023
- ☐ November 2023
- ☐ December 2023
- ☐ January 2024

Broadcast Dates

- ☐ _____ (add date)
- ☐ _____ (add date)
- ☐ _____ (add date)

Advertising Representative

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