



# 2018 Media Kit



Advertise with New York's ***Leading*** Construction Industry Association

**AGC**  
NEW YORK STATE

**2016-2017  
MEMBERSHIP  
DIRECTORY**

**AGC**  
NEW YORK STATE

(518) 456-1134  
www.agcnys.org



**AGC**  
ASSOCIATED GENERAL  
CONTRACTORS  
NEW YORK STATE

Reader View  
Remove clutter so you can focus  
exactly on what you want to read.

HOME SERVICES MEMBERSHIP CALENDAR

**Register Now!**  
**30th Annual**  
**Construction Industry Conference**  
December 6 - 8, 2016 • The Saratoga Hilton

About AGC NYS

Annual Construction Industry Conference  
Construction Advocacy  
Economic Development, Market & Capital Funding  
Advocacy  
Education & Training  
Labor Relations Division  
Legislative Affairs  
Letting Information

Networking  
PAC Efforts  
Publications  
Regulatory Affairs  
Safety  
Scholarships  
Specification Reviews

Upcoming Events  
Dec 6th, 2016 - 30th Annual  
Construction Industry Conference  
Dec 7th, 2016 - AGC NYS Future  
Construction Leaders 2016-2017  
Jan 5th, 2017 - AGC Project Manager  
Development Program - Project  
Administration

The Associated General Contractors of New York State is the leading voice of the building and heavy highway construction industry, representing contractors and related companies dedicated to the ideals of skill, integrity and responsibility. Membership in the AGC NYS provides you with the opportunities to participate in addressing and learning from all the issues.

Latest News

NEWS FOR CONSTRUCTION PROFESSIONALS IN NEW YORK STATE

**CORNERSTONE**  
OFFICIAL PUBLICATION OF THE AGC OF NEW YORK STATE  
Spring 2016

**AGC NYS Welcomes New Chairman  
Pat Murnane of Murnane Building Contractors, Inc.**

Also inside:  
The L.C. Whitford  
Company Celebrates 100  
Years of History  
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# Connect with Thousands of Construction Industry Leaders

## AGC Cornerstone

This quarterly publication carries highly informative, thought-provoking and authoritative articles covering such subjects as building, highway, safety, government affairs, education, new technology and materials, as well as updates on Association and Member activities.

### *Circulation*

The AGC Cornerstone circulation includes approximately 3,000 specifically targeted mailings per issue. In addition, copies are included in the registration packets for AGC's largest events including the Construction Industry Conference and Summer Meeting, greatly increasing its visibility.

As an advertiser, you can be assured that your ad will be placed in the hands of the top decision makers in the New York construction industry.

## Membership Directory

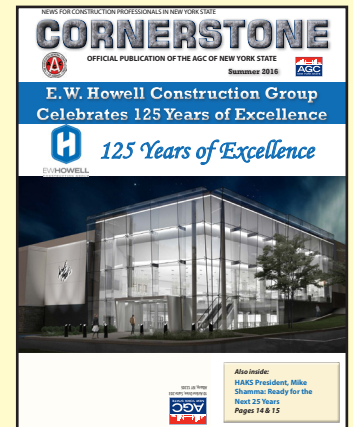
The Associated General Contractors of New York State is preparing the 2017-2018 Membership Directory. The directory will be printed and mailed by the end of April.

The membership directory offers a full listing of the entire AGC NYS Membership broken down alphabetically and by region. It has a shelf life of 12 months and is a source of referrals for Members.

Increase your brand exposure and be seen by the hundreds of Members who rely on our directory on a daily basis.

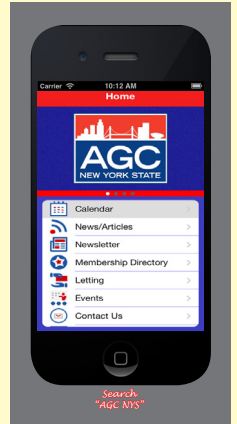
### *Note: Tab Style Advertising*

As in years past, the directory offers tab style advertising in black/white and color. The tabs, which are printed on glossy card stock for easier viewing, separate the sections of the directory. Full and half page advertising opportunities are available.



## AGC NYS Mobile Application

AGC NYS has launched a sophisticated new mobile application which will greatly enhance our communications with Members. The app “AGC NYS,” while available for free to download to the general public (iOS and Android devices only), also includes special “Members Only” information (password required) such as access to AGC NYS’s Membership Directory. The development of this app has been received by Membership with great enthusiasm as a way to help AGC NYS evolve with the changing ways of modern communications by bringing important and relevant information about the construction industry directly to our users’ fingertips.



By advertising on our mobile application, users will be able to click on your scrolling ad and be taken directly to the URL of your choice. With a growing user base, this feature will be sure to increase interaction between your company and AGC NYS Members and their employees. Advertising on the app is sold in six month increments and provides a 15% discount for AGC NYS Members.

## AGC NYS Website

The AGC NYS website, which was recently upgraded, features prominent opportunities for your organization to increase its presence among leading construction industry professionals. The rotating banner on the homepage is a great place to be if you wish to increase traffic to your website.

Each ad will allow you to link to the URL of your choice increasing your web traffic. Space is limited so be sure to contact us today if you are interested.



# 2018 Rate Information

## Cornerstone

Check off below & circle selections to right	Advertisement Size	One time order (B&W)	Two issues (B&W)	Four issues (B&W)	Add One Color (per issue)	Add Full Color (per issue)	Non-Members add 10%	TOTAL
	<b>Full Page</b>	\$675	\$625 ea.	\$575 ea.	\$275 ea.	\$575 ea.	Non-Members add 10%	
	<b>Half Page</b>	\$475	\$395 ea.	\$350 ea.	\$275 ea.	\$575 ea.	Non-Members add 10%	
	<b>Quarter Page</b>	\$275	\$225 ea.	\$175 ea.	\$275 ea.	\$575 ea.	Non-Members add 10%	
	<b>Eighth Page</b>	\$175	\$150 ea.	\$125 ea.	\$275 ea.	\$575 ea.	Non-Members add 10%	

FULL COLOR INCLUDED WITH THE PURCHASES BELOW

	<b>Back Cover</b> 7" x 9.5" (Full bleed 8.75" x 11.25")	\$1750	\$1700 ea.	\$1650 ea.	Included	Included	Non-Members add 10%	
	<b>Inside Front Cover</b> 7" x 9.5" (Full bleed 8.75" x 11.25")	\$1500	\$1450 ea.	\$1400 ea.	Included	Included	Non-Members add 10%	
	<b>Inside Back Cover</b> 7" x 9.5" (Full bleed 8.75" x 11.25")	\$1500	\$1450 ea.	\$1400 ea.	Included	Included	Non-Members add 10%	

## Mobile Application

Advertise with AGC NYS' mobile app and be a click away from industry leading decision makers and professionals!

Introductory rates for a 6 month subscription:

**Members: \$900**

**Non-Members: \$1,135**

# 2018 Rate Information

## Membership Directory

Check off below	Advertisement Size	Ad Dimensions	Price	Total
	Inside Front Cover (full color)	5" x 8"	\$2200	
	Back Cover	5"x8"	\$2500	
	Inside Back Cover (full color)	5" x 8"	\$2200	
	Tab - Full Color	5" x 8"	\$1700	
	Tab - Black & White	5" x 8"	\$1200	
	Tab - Half Page - Full Color	5" x 4"	\$800	
	Tab - Half Page - Black & White	5" X 4"	\$450	

## AGC NYS Website

Rotating Banner: \$500 for 3 month display



# About AGC NYS

The Associated General Contractors of New York State is the leading voice of the building and heavy highway construction industry, representing contractors and related companies dedicated to the ideals of skill, integrity and responsibility. Membership in AGC NYS provides you with the opportunities to participate in addressing and learning from all the issues and problems created by the complexity of New York State's current and future political, legal and regulatory environment.



For more than 80 years, AGC NYS has delivered a variety of services and programs effectively organized to truly protect the interests of our Members. Governed by a Board of Directors and supported by a complement of committees and task forces, our Association is able to quickly adapt to meet the challenges confronting the entire Membership and New York's Construction Industry.

**MICHAEL J. ELMENDORF, II**  
President and CEO

**JOE HOGAN**  
Vice President of Building Services

**DENNIS KIEFER**  
Member Services Director

**BRYANNA KISELAUSKAS**  
Administrative Assistant

**BRENDAN MANNING**  
Vice President Education and Environment

**KAREN MORRISON**  
Vice President of Transportation Services

**CATHY NEWELL**  
Vice President of Operations

**WALTER PACHOLCZAK**  
Vice President of Government Affairs

**CARLA PLANKENHORN**  
Vice President of Finance

**BROOKE RAYDER**  
Director of Communications

**JIM REDMOND**  
Safety and Health Services Director

**MICHAEL WOOD**  
Data Specialist

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