



# American Society of Professional Estimators

2525 Perimeter Place Drive, Suite 103 • Nashville, TN 37214 • 615-316-9200 • Fax 615-316-9800

## 2010 MEDIA KIT

### Advertising Rates & Specs

**MAXIMIZE YOUR MARKETING DOLLARS, INCREASE VISIBILITY, AND KEEP YOUR COMPANY'S NAME AND PRODUCTS IN FRONT OF THE PEOPLE WHO COUNT.**

Your opportunities are abundant with the American Society of Professional Estimators. ASPE is adding more opportunities for you to get in front of professional estimators. Because every project should start with a professionally prepared estimate, you need to know that estimators are considering your products and services when they start the bid process. Make sure that your company is in the mix when the pricing starts. Partner with ASPE to show how your products and services are the best for the job.

ASPE has developed many opportunities for you to choose from to accomplish your marketing goals. Take the lead by using one or all these methods to stay in the forefront. Often a choice or purchase is a matter of timing. Be in the right place at the right time by choosing multiple means of staying visible all the time.

Have you ever tried to explain something to someone who just didn't get it? Then someone else comes along and says the same thing you did, and it suddenly clicks. That's why you need to be out there. Because you want to be that company that an estimator remembers when it all "clicks." Choose one or multiples ASPE's opportunities and see how your business can benefit. **Save with cross-media packages.**

**MEMBERSHIP DIRECTORY AND BUYER'S GUIDE** is the official roster and buyer's guide produced by the Society. The annual guide reaches over 3,000 professional estimators in the residential, commercial, industrial and institutional construction industries. The "yellow page" section is a year-round reference source for the people who have responsibility for specifying and purchasing products, service and equipment in the construction industry. All printed ads are also posted at no additional cost to you on the online version of the buyers guide.

**ESTIMATING TODAY** is the monthly news-magazine for the Society reaching thousands of estimators across the country. This major communications tool is extremely well read and is frequently passed along to others as a reference tool. Our online version is seen by all visitors to our website by choosing the newsletter publication button. This publication reaches 100% of ASPE members plus many others.

The **ASPE NATIONAL WEBSITE** boasts thousands of visitors per month (both members and non-members). It is a great place for an advertiser looking to reach real decision makers in the estimating departments of major companies across the USA as well as others in the construction industry.

**CONSULTANTS LISTINGS:** Members can be listed on the ASPE Consultants Referral page for \$50 for the first state and an additional \$30 administrative fee for each additional state within the specified word count requirements. See **CONSULTANTS LISTINGS** for additional details.

**COMMISSIONS:** All advertising prices are net. **ALL INQUIRIES & CAMERA READY ADS:** Call 615-316-9200.



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## ESTIMATING TODAY NEWSLETTER Display Advertising Rates and Insertion Order

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Authorizing Name: \_\_\_\_\_

### Publication Deadlines and Dates: (Please check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> June Issue: April 20, 2010 (web)      | <input type="checkbox"/> December Issue: October 20, 2010 (web)  |
| <input type="checkbox"/> July Issue: May 18, 2010              | <input type="checkbox"/> January Issue: November 24, 2010        |
| <input type="checkbox"/> August/September Issue: July 14, 2010 | <input type="checkbox"/> February Issue: December 21, 2010 (web) |
| <input type="checkbox"/> October Issue: August 25, 2010 (web)  | <input type="checkbox"/> March Issue: January 19, 2011           |
| <input type="checkbox"/> November Issue: September 22, 2010    | <input type="checkbox"/> April Issue: February 16, 2011 (web)    |
|  | <input type="checkbox"/> May Issue: March 16, 2011               |

### ASPE's New Fiscal Year Begins

### All measurements are width x length

#### Full Color Ads

	1 Time	6 Times	11 Times
<input type="checkbox"/> Full page, w/ bleed 8.75" x 11.25"	\$1,325	\$1,200	\$1,150
<input type="checkbox"/> Full page, no bleed 7.5" x 10.25"	\$1,325	\$1,200	\$1,150
<input type="checkbox"/> 3/4 page 7.5" x 7"	\$1,225	\$1,125	\$1,150
<input type="checkbox"/> 1/2 page horizontal 7.5" x 4.875"	\$1,150	\$1,100	\$1,000
<input type="checkbox"/> 1/2 page vertical 3.625" x 10.25"	\$1,150	\$1,100	\$1,000
<input type="checkbox"/> 1/3 page horizontal 7.5" x 3.1875"	\$1,000	\$ 975	\$ 950
<input type="checkbox"/> 1/3 page vertical 2.5" x 10.25"	\$1,000	\$ 975	\$ 950
<input type="checkbox"/> 1/4 page 3.625" x" x 4.875"	\$ 875	\$ 840	\$ 825
<input type="checkbox"/> Business card 3.5" x 2"	\$ 300	\$ 250	\$ 200

#### B&W Ads

<input type="checkbox"/> 1/3 page horizontal 7.5" x 3.1875"	\$ 500	\$ 450	\$ 400
<input type="checkbox"/> 1/3 page vertical 2.5" x 10.25"	\$ 500	\$ 450	\$ 400
<input type="checkbox"/> 1/4 page 3.625" x" x 4.875"	\$ 375	\$ 350	\$ 325
<input type="checkbox"/> Business card 3.5" x 2"	\$ 150	\$ 150	\$ 150

#### Premium Positions

<input type="checkbox"/> Outside back cover (3/4 page)	\$1,700	\$1,600	\$1,500
<input type="checkbox"/> Inside front cover	\$1,400	\$1,300	\$1,200
<input type="checkbox"/> Inside back cover	\$1,500	\$1,400	\$1,300
<input type="checkbox"/> Centerfold two page spread*	\$2,400	\$2,250	\$2,000
<input type="checkbox"/> Centerfold right read*	\$1,450	\$1,400	\$1,350
<input type="checkbox"/> Centerfold left read*	\$1,350	\$1,250	\$1,200

Employment or classified ads: 25 words or less per issue: must be e-mailed to ASPE

Advertorial – one page per company per year @ \$1,700 (7.5" X 10.25)

**FILE SPECIFICATIONS:** Only the following file formats will be accepted: Adobe /Illustrator /Photoshop/Acrobat (**CS3 OR CS3** compatible, please save as interchangeable), **PDF, JPEG, TIFF, and EPS**. All files must be **300 dpi and in cmyk color mode**. Files must be packaged with/accompanies by the necessary graphics and font files. PDFs should have crop and bleed marks when applicable. 'All printer's marks' is fine, but not required. Web issues need RGB color mode. All black and white ads must be in grayscale color mode.

#### Send insertion order to:

ASPE National  
2525 Perimeter Place Drive, Ste 103  
Nashville, TN 37214  
Fax: 615-316-9800  
Email: [khinen@aspenational.org](mailto:khinen@aspenational.org)

\*Based on positioning of technical paper, ASPE reserves the right to place ad as close to center as possible and does not guarantee exact center.



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## ELECTRONIC ADS AND INSERTION ORDER WEBSITE BUTTON ADVERTISING RATES

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Authorizing Name: \_\_\_\_\_

### Home page button ad

### Rates per month

	1 Month	6 Months	11/12 months
<input type="checkbox"/> 120 x 60 pixel	\$ 500	\$ 225	\$ 200
<input type="checkbox"/> 120 x 90 pixel	\$ 525	\$ 275	\$ 250
<input type="checkbox"/> 120 x 120 pixel	\$ 550	\$ 300	\$ 275
<input type="checkbox"/> 120 x 150 pixel	\$ 600	\$ 325	\$ 300

Employment Opportunities:  
Please refer to website career  
center. Ads are self-service.

**E-BLAST MESSAGE TO MEMBERSHIP: \$500 PER -BLAST (LIMITED USAGE)**

## ESTIMATING CONSULTANT PAGE ADVERTISING RATES

### Rates for new and re-set\*listings:

- Simple listing under any one state (45 words or less) ..... \$50.00
- Same listing under each additional state ..... \$30.00
- Expanded listing under any one state (75 words or less) ..... \$75.00
- Same expanded listing under each additional state..... \$50.00
- Listing from 75 – 125 words..... \$125.00
- Same listing from 75 – 125 words under each additional state..... \$ 80.00
- Logo added to your listing..... \$ 25.00
- \*Please note that it takes as much time to enter a new listing as it does to re-set a previous listing.



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## MEMBERSHIP DIRECTORY AND BUYERS GUIDE

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Authorizing Name: \_\_\_\_\_

### PREMIUM POSITIONS: All measurements are width x length

- Back cover full bleed (4-color) 5.75" x 7.25" \$3,000
- Inside front and back covers / special pages: B&W (4.625" x 7.75") \$1,500
- 1<sup>st</sup> inside left hand page: 4.625" x 7.75"

**DISPLAY ADS** (for "print ready B&W ads only) ALL specialty & display advertising come with one free 50 word listing (\$150 value).

Ad Size	Dimensions	Cost
<input type="checkbox"/> Full page	4.625" x 7.1875"	\$1,000
<input type="checkbox"/> 1/2 page vertical	2.25" x 7.1875"	\$ 600
<input type="checkbox"/> 1/2 page horizontal	4.625" x 3.5"	\$ 600
<input type="checkbox"/> 1/3 page	2.25" x 4.625"	\$ 300
<input type="checkbox"/> 1/4 page	2.25" x 3.5"	\$ 300

### YELLOW PAGES/BUYERS GUIDE LISTINGS

- 50 words one heading \$150
- Second heading + \$ 50 each

All listings are placed alphabetical, by company name.  
300 dpi logo (JPEG, PDF, TIFF or EPS format) must accompany buyers guide listing.

**INSERTION DEADLINE: SEPTEMBER 1, 2010**

### SUBMISSION SPECIFICATIONS:

Only the following file formats will be accepted: Adobe /Illustrator /Photoshop/Acrobat **CS3 or CS3 compatible, PDF, JPEG, TIFF, and EPS. All files must be 300 dpi and in cmyk (for 4-color) or grayscale color mode (for B&W).**

Files must be packaged with or accompanied by the necessary graphics and font files. PDFs should have crop and bleed marks. 'Printer's marks' - not required.