

# AIC Constructor News- Media Kit

## The Monthly Member Newsletters of the American Institute of Constructors

The American Institute of Constructors – Constructor Newsletter reaches over 6,000 Members and Certified Professionals each month. These individuals are construction management professionals residing in the United States. Subscribers represent a range of companies, from small construction contractors to the largest construction firms in the world.



**6,000**

Monthly Subscribers

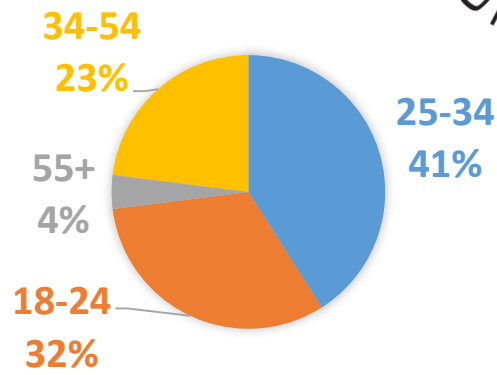
**16%**

Average Open Rate

**2%**

Average Click Rate

### SUBSCRIBER AGE DISTRIBUTION



## Newsletter Advertisement Rates

**Large Vertical Banner** (160X600) – Placed in the side bar, above the fold with a direct link.

*Rates: 1X - \$250; 6X - \$1,000; 12X - \$2,000*

**Horizontal Banner** (450X75) – Featured placement between articles in the main body of the newsletter. Includes a direct link.

*Rates: 1X - \$100; 6X - \$500; 12X - \$900*

**Small Square** (200X200) – Placed in the side bar, below the fold with a direct link.

*Rates: 1X - \$50; 6X - \$200; 12X - \$400*

**Small Vertical Banner** (120X240) - Placed in the side bar, below the fold with a direct link.

*Rates: 1X - \$50; 6X - \$200; 12X - \$400*

## Newsletter Job Placements

Looking to hire a Certified Professional Constructor? Place a Job within the AIC Newsletter and the AIC Website. Highlighted within a dedicated career center area. Features a text Ad with direct link.

Free! Post your job within the AIC Career Center and it will appear in the monthly newsletter at no charge. Job postings within the AIC Career Center are free as well.

# Media Placement Order Form

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

**Select Your Option**

**Large Vertical Banner** (160X600) – Placed in the side bar, above the fold with a direct link.

*Rates: 1X - \$250; 6X - \$1,000; 12X - \$2,000*

\_\_\_\_\_ # of Placements

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\_\_\_\_\_ # of Placements

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**Job Placement Rates** (Per Month) – 1X - \$75; \$50 per additional month.

\_\_\_\_\_ # of Placements

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To place an order please complete the Media Placement Form and return it to Joe Sapp, [joe@professionalconstructor.org](mailto:joe@professionalconstructor.org). Upon receipt of the placement form an invoice will be sent, which can be paid via Credit Card online or by check. Upon completion of the form you may also indicate what months you would like your advertisement to appear, if multiple placements are purchased. Ads should be sent to [joe@professionalconstructor.org](mailto:joe@professionalconstructor.org) by the 3<sup>rd</sup> Thursday of the month in which it is schedule to appear. The AIC Newsletter is sent at on the afternoon of the last Thursday of each month. Ads should be sent in JPG format and cannot feature animation. Ads are reviewed and must be approved by AIC prior to appearing within the newsletter.

Sample Ad Sizes:

