



BUILDING CONGRESS & EXCHANGE



HERE'S WHO Membership Directory 2010

Secure your future business today!

Advertise in the *2010 Here's Who Membership Directory*.



When it comes to reaching the most influential business audiences in the Baltimore construction industry, the *2010 Here's Who Membership Directory* is your ideal marketing tool. It is designed to target the decision-makers in the construction industry as well as the ancillary construction members. This medium is an excellent vehicle to carry your company's message on a business-to-business level.

In addition, this publication will help you as an advertiser to:

- Establish your firm as a leader in the construction industry
- Differentiate your company from your competition
- Maximize your advertising investment with 12 consecutive months of exposure
- Build awareness by aligning your company with the Building Congress & Exchange



This publication is distributed to Building Congress & Exchange Members including:

- Architects
- Engineers
- Developers
- General Contractors
- Subcontractors
- Suppliers
- Interior Designers
- Bonding Companies
- Legal Advisors
- Insurance Representatives
- Financial Institutions
- ... and other allied industry groups

Don't miss your opportunity to gain exposure to this highly qualified audience.

To lock in your space, contact Joyce Michael at 443-909-7830 or email joyce.michael@mediatwo.com.

ADVERTISING OPTIONS

A complete package of advertising opportunities is available to maximize exposure to this very unique audience.

Display Advertising

Display Advertising ranges in size from a full page to a one-sixth page, with accent color and black and white available.

Preferred Positions

Covers 2, 3 and 4 of the Membership Directory are available at a premium rate. Guaranteed positions within the publication are reserved for a 15 percent premium. Otherwise, Display Advertising will be placed at the discretion of the publisher.

Advertising Design and Production

Advertising Design and Production are available through the publisher. Rates will be quoted by your advertising representative upon request.

Payment

Advertising will be invoiced upon receipt of order, due net 30 days from invoice date. The balance, if any, is due upon publication. Carrying charge is 1.5 percent per month for invoices unpaid after 30 days following delivery. All orders are accepted subject to publisher's credit requirements.

General Advertising Rates (All rates are net)	
Preferred Position *	Cost
Outside Back Cover	\$2,240
Page 1	\$2,015
Inside Back Cover	\$1,900
Inside Front Cover	\$1,900
Black & White**	Cost
Full Page	\$1,400
2/3 Page	\$985
1/2 Page	\$795
1/3 Page	\$635
1/6 Page	\$475

* 4 color only
 ** Red accent color (PMS 194) an additional \$125

Ad Sizes	Width x Height
Full Page	7 3/8" x 9 7/8"
2/3 Page	4 5/8" x 9 7/8"
1/2 Vertical	4 5/8" x 7"
1/2 Horizontal	7 3/8" x 4 5/8"
1/3 Page Vertical	2 1/4" x 9 7/8"
1/3 Page Square	4 5/8" x 4 5/8"
1/6 Page Vertical	2 1/4" x 4 5/8"
1/6 Page Horizontal	4 5/8" x 2 3/8"
Bleed Size	8 5/8" x 11 1/8"
Trim Size	8 3/8" x 10 7/8"

Categorical Listings	Cost
Boxed, Shaded & Colored	\$220
Colored (red)	\$120

Don't miss this opportunity to showcase your business. Reserve your space today by contacting **Joyce Michael at Media Two 443-909-7830** or joyce.michael@mediatwo.com.

For ad production requirements, please contact Chris Milton at 443-909-7832 or chris.milton@mediatwo.com.