2019 Advertising & Sponsorship Opportunities

Connect with thousands of construction professionals across East Tennessee.
Reach the leaders in construction across East Tennessee!

AGC of East Tennessee is the largest construction association in the region.

MEMBERS INCLUDE:
- General Contractors
- Specialty Contractors
- Subcontractors
- Engineers
- Suppliers
- Service Providers

BY THE NUMBERS:

- **250** Active companies on our membership roster
- **10K+** Members employ over 10,000 construction professionals
- **$10B** Estimated annual revenue generated by members
- **50+** Chapter events throughout the year connecting industry professionals
Website Advertising on AGCETN.org

Advertising on our website is a great way to reach member and non-member visitors and to reinforce your marketing message. Visitors look to our website as a resource for upcoming industry events, safety training, educational opportunities, view our member directory, learn how to maximize their membership in AGC, view recent industry news, and more. For $125 per month or less, advertising on our website offers a cost-effective way to position your company as a leader in front of an influential group of construction professionals in Tennessee.

On average, the agcetn.org receives:
4,000 unique visits per month
15,000 page views per month

Homepage Placement
12 months | $1800 (equivalent to $125 / month)
One position with a maximum of three ads rotating on the homepage in a highly visible position under the main banner.

Event Calendar Page Placement
12 months | $800 (equivalent to $66/month)
One position with a maximum of five ads rotating on the events calendar page.

Member Directory Page Placement
12 months | $800 (equivalent to $66/month)
One position with a maximum of five ads rotating on the member directory page.

Subpage Rectangle Placement
12 months | $800 (equivalent to $66/month)
One position per page on the 10 most clicked pages excluding the homepage, events, and directory pages with a maximum of three ads in rotation.
The Weekly Scoop Email

Get in front of construction leaders every week by advertising in our new publication, The Weekly Scoop. This publication will be distributed to all AGC members every Monday, listing all of the upcoming AGC events as well as timely news blurbs, job postings, and more. Copies of this will be printed and distributed to guests at the AGC office.

A total of four ads are available: 2 sidebar tile ads, one middle banner ad, one lower banner ad. Advertisers may switch up their ads throughout the year.

**Sidebar or Upper Half Banner**
6 Months $900 (equivalent of $125/month)  
Two positions available on the top sidebar location and one position available under the first article.

**Lower Middle Banner**
6 Months $1000 (equivalent of $83/month)  
One available on the bottom of each email.

**Foundations Monthly E-Newsletter**

The Foundations newsletter is the monthly AGC newsletter featuring chapter and national highlights, events, legislative updates, safety training, new member announcements, member photo galleries, and other industry news. With prominent placement available, your ad will surely get attention.

**Banner Ad**
6 Months $600 (equivalent of $100/month)  
Two positions available on the top sidebar location and one position available under the first article.

*Advertisers may change their ads throughout the year*

**E-Blasts for Your Company Announcements**

For companies who need to reach our members for a special announcement, promotion or event, you may consider a dedicated e-blast to be distributed to our members. We will allow for one e-blast to be distributed per week and those will be allotted on a first come, first served basis. Advertisers will not be allowed to distribute more than 4 e-blasts per calendar year and may not send in consecutive weeks.

**Special E-Blast** $300 per email
Digital Plan Room Advertising
> Daily Update and Plan Room Website

The Daily Update is our daily email that is distributed every work day at 3 pm to our Plan Room subscribers, and features active project bids, bid results and AGC news. The Daily Update is linked to our Plan Room Website where subscribers can view project details, blueprints, request printing and more!

Daily Update Email Leaderboard Placement
to 800 subscribers inbox every work day
with a link to the Plan Room website
$900 for 3 months for daily placement

Online Plan Room Website Advertising
The go to online spot for posting and checking current bids!

Leaderboard Placement
One position with a maximum of two ads rotating in a prime position on the page.
12 months / $1200 (equivalent of $200 per month)

Sidebar Ads
Three positions with a maximum of four ads rotating on the page
12 months / $500 (equivalent of $33/month)

* Advertisers may change their ads throughout the year
Menu of Advertising Options

Inventory for each advertising option is limited and reserved on a first come, first served basis.

- 12 month ad placements run from July 1, 2019 - June 30, 2020.
- 6 month ad placements run from July 1, 2019 - December 31, 2019 and January 1, 2020 - June 30, 2020.
- Ads placed during ad cycles will be pro-rated.

Advertisers may opt to switch out ads intermittently at no charge throughout their advertising block.

Payment must be made in the full sum or payment terms must be approved in order to reserve the ads.

AGCETN.org Website Advertising:

Homepage Banner: 12 months for $1800 (equivalent to $150/month) / One position with max of 3 rotating ads
Event Calendar Page Banner: 12 months for $800 (equivalent to $66/month) / One position with max of 5 rotating ads
Member Directory Banner: 12 months for $800 (equivalent to $66/month) / One position with max of 5 rotating ads
Subpage Banner: 12 months for $800 (equivalent to $66/month) / One position with max of 2 rotating ads on 10 subpages

The Weekly Scoop Email:

Sidebar or Upper Half Banner: 6 months l $900 (equivalent of $150/month)
Two sidebar positions and one position available under the first article.

Lower Half Banner: 6 months l $500 (equivalent of $125/month)
One position available at the bottom of the page

Foundations Monthly Email:

Banner Ad: 6 months l $600 (equivalent of $100/month)

Special E-Blast For Your Company Announcements:

Each E-Blast: $300

Digital Plan Room / Daily Update Advertising:

Daily Update Email Banner: $900 for 3 months for daily placement
One position available with a maximum of two rotating ads.

Plan Room Website Sidebar Ad: 12 months / $500 (equivalent of $60 per month)
Three positions available with a maximum of four rotating ads.

Reserve your advertising by contacting Denise Fry, Membership Services Manager
(423) 265-1111 or denise@agcetn.org

To request special payment terms, contact Carol Pond, Chief Administrator
(423) 265-1111 or carol@agcetn.org
AGC Chapter Sponsorship gets companies in front of the leaders in construction! Our chapter sponsors are prominently displayed in a variety of formats throughout the year. Annual chapter sponsorships will showcase your company at:

**AGC Events and Meetings Throughout the Year**
- The Weekly Scoop Email
- Foundations Monthly E-Newsletter
- E-Blasts and Alerts to Members
- The Daily Update to Plan Room Members
- AGC of East Tennessee Member Directory
- AGC of East Tennessee Website Banners
- AGC Office Banner and Training Center Banner
- AGC Plan Room Wall of Fame Poster

**AGC Connections:**
- Membership Meetings
- AGC Annual Meeting
- Fishing Tournament
- Spring Golf Benefit
- Family Summer Social
- Skeet Shoot Tournament
- Fall Golf Benefit
- Industry Christmas Party
- Safety Training Classes
- Continuing Education Classes
- Lunch & Learns

**Option 1: $3,500, includes benefits at top of page plus ...**
- Feature article on AGCETN.org blog and social media
- Top listing on sponsor list
- Four tickets to Annual Meeting
- Annual Meeting banner and table cards recognition
- Key Event sponsor recognition at AGC Spring Golf Benefit
- Speaker introduction at one AGC member meeting
- Recognition on all meeting programs
- Website home page banner and link

**Option 2: $2,000, includes at top of page benefits plus ...**
- Two tickets to the Annual Meeting
- Annual Meeting banner and table cards recognition
- Spring Golf Benefit Hole Sponsorship

**Option 3: $1,600, includes benefits at top of page**

Event sponsorship opportunities will be distributed as events approach
Let’s get creative! Have ideas for other sponsorships or events?
Contact Denise Fry at
denise@agcetn.org