



*“A monthly educational journal designed to equip construction subcontractors and specialty trade contractors with the ideas, tools and tactics they need to thrive.”*

**Official Educational Journal of the American Subcontractors Association, Inc.**

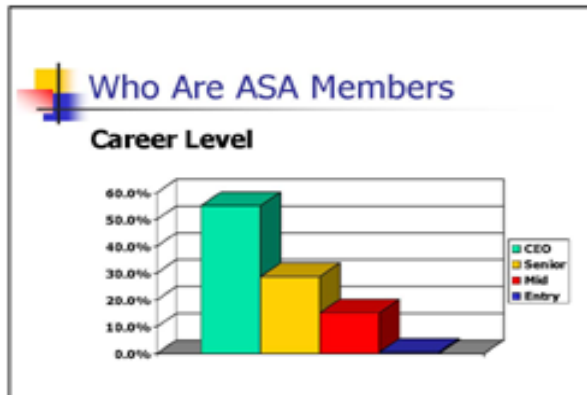
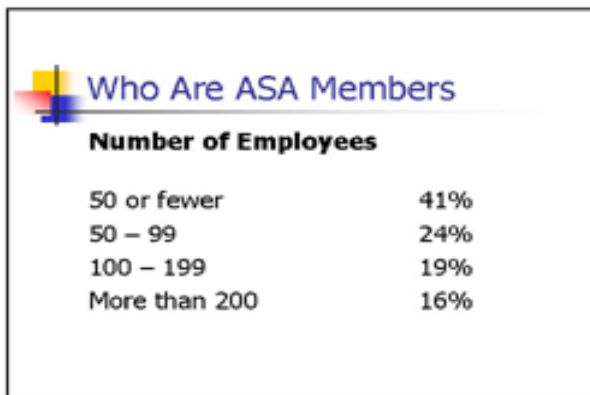
# 2019

## Circulation and Reader Profile

**Circulation: 15,000**

*The Contractor's Compass* is the official educational journal of the American Subcontractors Association, Inc., a non-profit, membership, trade association founded in 1966. ASA promotes the rights and interests of subcontractors, specialty contractors and suppliers by building strength in community through education, advocacy, networking and professional growth.. Every month, *The Contractor's Compass*:

- **Reaches Decision-Makers Who Spend \$11+ Billion Annually on Products and Services.** ASA's 2,700+ member companies with a median annual company sales volume of \$7+ million receive *The Contractor's Compass*. More than half of members read at least three out of the last four editions, and more than half report that others in their company read the magazine. The *top* construction specialty trades in the ASA membership are:
  - Drywall (12.3%).
  - Electrical (9.5%).
  - Steel (9.1%).
  - Concrete (8.6%).
  - Masonry (6.8%).
  - Paving (6.3%).
  - Excavating/Earth Moving (6.3%).
  - Sheet Metal/Metal Fabricating (6.3%).
  - Mechanical/HVACR (5.9%).
  - Doors/Hardware (5.4%).
  - Carpentry (5.4%).
  - Glass/Glazing (5.0%).
  - Communications (4.1%).
  - Painting/Wallcovering (4.1%).
  - Plumbing (4.1%).
- **Reaches Other Industry Leaders.** 10,000+ industry contacts and targeted prospects receive each issue.



The Foundation of the American Subcontractors Association, Inc.  
1004 Duke Street, Alexandria, VA 22314-3512

(703) 684-3450 • [communications@asa-hq.com](mailto:communications@asa-hq.com) • [fasa@asa-hq.com](mailto:fasa@asa-hq.com) • <http://contractorscompass.org>



# 2019

## Full-Color Advertising Specifications and Rates

Prices for placement in *The Contractor's Compass*

| Ad type   | Ad size   | 1x rate | 12x rate  |
|---|---|---------|---|
| Premium full-page display ad (back cover, inside front or back cover) | 7.25" w x 9.75" h (no bleed)<br>8.5" w x 11" h (w/ bleed) | \$1,250 | \$11,250<br><b>25% off 1x Rate</b><br>(\$3,750 savings) |
| Full-page display ad  | 7.25" w x 9.75" h (no bleed)<br>8.5" w x 11" h (w/ bleed) | \$1,000 | \$9,000<br><b>25% off 1x Rate</b><br>(\$3,000 savings)  |
| Half-page horizontal display ad                                       | 7.25" w x 4.56" h   | \$500   | \$5,100<br><b>15% off 1x Rate</b><br>(\$900 savings)    |
| 1/4 page square display ad  | 4.75" w x 4.75" h   | \$250   | \$2,550<br><b>15% off 1x Rate</b><br>(\$450 savings)    |
| 1/4 page vertical display ad  | 2.25" w x 9.75" h   | \$250   | \$2,550<br><b>15% off 1x Rate</b><br>(\$450 savings)    |

*The Contractor's Compass* is a digital educational journal distributed each month via email to about 5,000 ASA members and an additional 10,000+ nonmember contacts. The email contains headlines featured in the edition and links to a) the pdf of the magazine under "News & Periodicals" on the ASA Web site at [asaonline.com](http://asaonline.com), b) the html version of the magazine at <http://contractorscompass.org>, and c) the digital flip-book on [issuu.com](http://issuu.com). Your ad (linked to your company) will appear in the pdf of the magazine and in the digital flip-book on [issuu.com](http://issuu.com).

### **Interested in advertising in *The Contractor's Compass*?**

Contact Richard Bright, ASA Chief Operating Officer, 1004 Duke St., Alexandria, VA 22314, at (703) 684-3450, Ext. 1335, or [rbright@asa-hq.com](mailto:rbright@asa-hq.com).

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# 2019

## Advertising Insertion Order

Display ads for *The Contractor's Compass* will be accepted on a space- and position-available basis. For 2019 editions, the order/artwork deadlines are:

**Dec. 28, 2018, for January 2019 Edition**  
**Jan. 25, 2019, for February 2019 Edition**  
**Feb. 22, 2019, for March 2019 Edition**  
**March 29, 2019, for April 2019 Edition**  
**April 26, 2019, for May 2019 Edition**  
**May 31, 2019, for June 2019 Edition**

**June 28, 2019, for July 2019 Edition**  
**July 26, 2019, for August 2019 Edition**  
**Aug. 30, 2019, for September 2019 Edition**  
**Sept. 27, 2019, for October 2019 Edition**  
**Oct. 25, 2019, for November 2019 Edition**  
**Nov. 22, 2019, for December 2019 Edition**

Ad sizes:

- \_\_\_\_\_ Full-page (back cover)
- \_\_\_\_\_ Full-page (inside front cover)
- \_\_\_\_\_ Full-page (inside back cover)
- \_\_\_\_\_ Full-page (interior page)
- \_\_\_\_\_ Half-page horizontal
- \_\_\_\_\_ 1/4 page square
- \_\_\_\_\_ 1/4 page vertical

*Acceptable file formats include hi-res (300 dpi) .eps, .tif and .pdf.*

**URL to which ad should link:**

\_\_\_\_\_

**Indicate the editions in which you will advertise:**

\_\_\_\_\_

**Order Transmittal.** Please transmit your insertion order and artwork to ASA Director of Communications Marc Ramsey, Editor-in-Chief, *The Contractor's Compass*, at [mramsey@asa-hq.com](mailto:mramsey@asa-hq.com) and cc: [Advertising@asa-hq.com](mailto:Advertising@asa-hq.com).

**Terms and Conditions.** By submitting this insertion order, the advertiser identified below agrees to pay in full, and within 30 days of FASA's receipt of the insertion order, for each insertion that it or its designee orders, except orders canceled by the artwork deadline for an issue. In the event of a cancellation, the advertiser or agency agrees to repay the Foundation of the American Subcontractors Association, Inc., (FASA) any discounts granted for multiple insertions less any discount applicable for the number of insertions completed. Late payments accrue interest at 1.5 percent per month. Content and appearance of ads are the sole responsibility of the advertiser. By ordering this insertion, the advertiser and its agency indemnify and hold harmless FASA and the American Subcontractors Association, Inc., (ASA) and their officers, directors and employees, against all claims, including intellectual property, unfair competition, false advertising and libel claims, related to the content or design of advertisements. FASA and ASA reserve the right to reject any advertisement for cause or without cause, at their sole discretion. By signing below, you agree to these terms and conditions, and agree that you are authorized to place an order on behalf of the advertiser.

**Number of Insertions:** \_\_\_\_\_ **Cost:** \_\_\_\_\_

Agreed: \_\_\_\_\_ (sign and date)

Contact Name (print clearly): \_\_\_\_\_

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_

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

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

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## Editorial Calendar

| <b>Edition</b> | <b>Theme</b>  | <b>Copy Deadline</b> | <b>Ad Deadline</b> |
|----------------|---|----------------------|--------------------|
| January 2019   | <b>Court Cases You Ought to Care About</b>              | • Dec. 21, 2018      | • Dec. 28, 2018    |
| February 2019  | <b>How ‘Lean’ Is Your Business?</b>                     | • Jan. 18, 2019      | • Jan. 25, 2019    |
| March 2019     | <b>What’s the Matter with Wrap-Ups?</b>                 | • Feb. 15, 2019      | • Feb. 22, 2019    |
| April 2019     | <b>How the New Tax Law Affects You</b>                  | • March 22, 2019     | • March 29, 2019   |
| May 2019       | <b>Find Yourself in the Trades</b>                      | • April 19, 2019     | • April 26, 2019   |
| June 2019      | <b>Emerging Technologies</b>                            | • May 24, 2019       | • May 31, 2019     |
| July 2019      | <b>How to Get the Best Customers</b>                    | • June 21, 2019      | • June 28, 2019    |
| August 2019    | <b>Data Collection &amp; How to Use It</b>              | • July 19, 2019      | • July 26, 2019    |
| September 2019 | <b>Why &amp; How to Make Safety Your No. 1 Priority</b> | • Aug. 23, 2019      | • Aug. 30, 2019    |
| October 2019   | <b>Competing in Tomorrow’s Marketplace</b>              | • Sept. 20, 2019     | • Sept. 27, 2019   |
| November 2019  | <b>SUBExcel 2020: Education &amp; Networking</b>        | • Oct. 18, 2019      | • Oct. 25, 2019    |
| December 2019  | <b>TBD</b>  | • Nov. 15, 2019      | • Nov. 22, 2019    |