



EMAIL NEWSLETTER MEDIA KIT

ABCConnections is your connection to ABC members.

Based on the Merit Shop and Free Enterprise principles, **Associated Builders and Contractors (ABC) of Greater Houston** helps members win construction related work and deliver that work safely, ethically, and profitably for the betterment of the communities in which they work. ABC Houston has more than 470 members through-out the Houston-area and is growing every day.

Subscribers to the bi-weekly email newsletter, **ABCConnections**, are decision-makers with purchasing power – the top-tier professionals in the industry. If you're looking to reach leaders within the industry, ABCConnections is the way to do it!



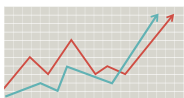
REACH

1,600* Construction Professionals every other week.



AFFORDABLE

Advertising in ABCConnections is affordable compared to internet advertising options, and much more inexpensive than options like television, print and radio promotion.



METRIC + REPORTING

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI. Clients will receive monthly reports detailing the traffic driven from your ad via click-through reports.



CREATIVE SERVICES

Our talented graphics and content develop team is continually raising the bar by creating sophisticated web ads for our clients. These services are offered at no charge to you with ABCConnections.



OPT-IN SUBSCRIBER LIST

Subscribers to ABCConnections have asked to receive this information. Your ad will not be mixed with junk mail and spam. ABC members turn to ABCConnections to remain connected and abreast of all the latest news, events, and training. ABC also segments their distribution list to ensure the right information is reaching the correct members.

**Average list served. Mailing list constantly growing. Contact us for latest count.*

Contact Us

- Jennifer Woodruff** | Director of Marketing | J.Woodruff@ABCHouston.org
- Janice Peters** | Advertising Sales Manager | J.Peters@ABCHouston.org
- Robert Chevis** | Graphic Design Specialist | R.Chevis@ABCHouston.org
- Jasmine Swoope** | Marketing Coordinator | J.Swoope@ABCHouston.org

Visit us at www.ABCHouston.org or call the main office at (713) 523-6222

Ad Specs & Rates

Prices are for participation in a campaign of 6 emails to 1,600* ABC Houston members who have chosen to opt-in to receive this bi-weekly communication from ABC.**

LEADERBOARD

This premier position provides your company with top exposure and quality traffic right under the association's masthead.

- 600x100
- file format: GIF
- cost: \$175/email (\$1,050 for 6 email campaign)

TOP BANNER

The lower leaderboard position gives your company a prominent position right under the association's news and updates.

- 600x100
- file format: GIF
- cost: \$150/email (\$900 for 6 email campaign)

BOX AD

This large-format position provides your company with good exposure in the body of the newsletter, bringing quality traffic to your website.

- 260 x 220 graphic
- file format: GIF
- cost: \$99/email (\$594 for 6 email campaign)

BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

- 600 x 100
- file format: GIF
- cost: \$75/email (\$450 for 6 email campaign)

***Minimum 6 email campaign consists of 6 ABCConnections ad features. Ads must run in succession and may not be broken up. Advertiser will be billed upon contract initiation and payment must be received prior to first email run.*

BI-WEEKLY SPECIAL FEATURE

SPONSORED CONTENT & SOCIAL MEDIA LINKS

Showcase your latest product with this placement and leverage the power of social media with a 5-word headline, a photo, 50-word description and link to your site.

- 150 x 60 thumbnail graphic
- file format: GIF
- cost: \$175/email