



“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.

2018

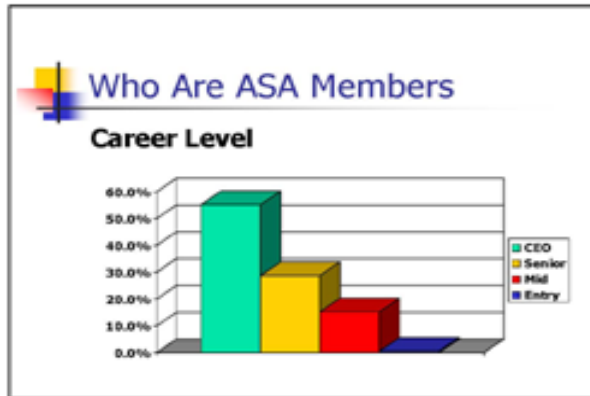
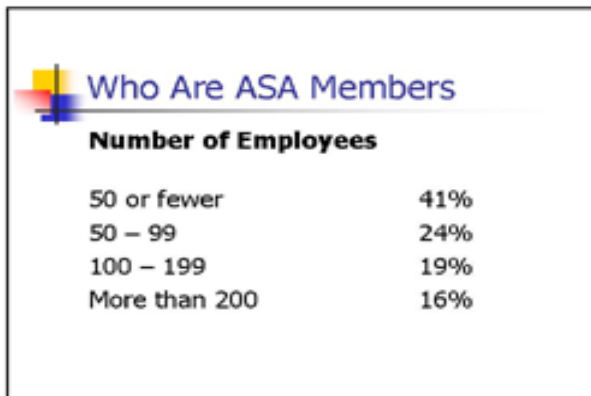
Circulation and Reader Profile

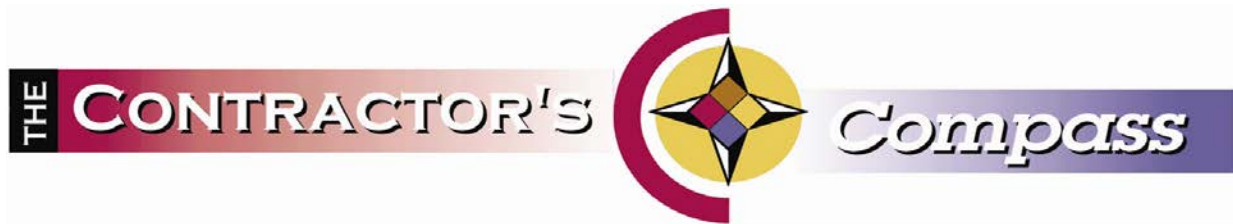
Circulation: 15,000

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 amplifies the voice of and leads trade contractors to improve the business environment for the construction industry. Every month, *The Contractor's Compass*:

- **Reaches Decision-Makers Who Spend \$11+ Billion Annually on Products and Services.** ASA's 2,400+ 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%).
 - Sheet Metal/Metal Fabricating (6.3%).
 - Electrical (9.5%).
 - Mechanical/HVACR (5.9%).
 - Steel (9.1%).
 - Doors/Hardware (5.4%).
 - Concrete (8.6%).
 - Carpentry (5.4%).
 - Masonry (6.8%).
 - Glass/Glazing (5.0%).
 - Paving (6.3%).
 - Communications (4.1%).
 - Excavating/Earth Moving (6.3%).
 - Painting/Wallcovering (4.1%).
 - Plumbing (4.1%).

- **Reaches Other Industry Leaders.** 10,000+ industry contacts and targeted prospects receive each issue.





2018

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) 8.5" w x 11" h (w/ bleed)	\$1,250	\$11,250 25% off 1x Rate (\$3,750 savings)
Full-page display ad	7.25" w x 9.75" h (no bleed) 8.5" w x 11" h (w/ bleed)	\$1,000	\$9,000 25% off 1x Rate (\$3,000 savings)
Half-page horizontal display ad	7.25" w x 4.56" h	\$500	\$5,100 15% off 1x Rate (\$900 savings)
1/4 page square display ad	4.75" w x 4.75" h	\$250	\$2,550 15% off 1x Rate (\$450 savings)
1/4 page vertical display ad	2.25" w x 9.75" h	\$250	\$2,550 15% off 1x Rate (\$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, b) the html version of the magazine at contractorscompass.wordpress.com, and c) the e-flip book on issuu.com. Your ad (linked to your company) will appear in the pdf of the magazine, in the e-flip book on issuu.com, and below a feature article at contractorscompass.wordpress.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.

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

(703) 684-3450 • communications@asa-hq.com • fasa@asa-hq.com • www.contractorscompass.org



2018

Advertising Insertion Order

Display ads for *The Contractor's Compass* will be accepted on a space- and position-available basis. For 2018 editions, the order/artwork deadlines are:

Dec. 29, 2017, for January 2018 Edition
Jan. 26, 2018, for February 2018 Edition
Feb. 23, 2018, for March 2018 Edition
March 30, 2018, for April 2018 Edition
April 27, 2018, for May 2018 Edition
May 25, 2018, for June 2018 Edition

June 29, 2018, for July 2018 Edition
July 27, 2018, for August 2018 Edition
Aug. 31, 2018, for September 2018 Edition
Sept. 28, 2018, for October 2018 Edition
Oct. 26, 2018, for November 2018 Edition
Nov. 30, 2018, for December 2018 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 and cc: 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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