Digital Media Kit

• AGC of Minnesota members spend $3.5 billion annually on products and services.

• Members work on four out of every five construction projects in the state.

• Members account for $4.5 billion in construction projects annually.

• Members work in commercial building, highway/transportation and utility construction.

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eNewsletter Advertising

- **Strong Reach and Readership**
  - The *Weekly Update* eNewsletter is sent out weekly to 1,500 construction professionals.
  - Average 30% open rate (above industry average)
  - Legislative and regulatory updates
  - Content based on membership interests

- **Banner Advertising**
  - Four positions, no rotation
  - High visibility within content
  - Headline leaderboard = $2,250
  - Leaderboard #2 = $2,125
  - Rectangle #1 and #2 = $1,750
  - All positions will run annually

- **Sponsored Content**
  - Exclusive, one per issue
  - Thought leadership opportunity
  - Proofing assistance provided; writing services available ($375 fee per content piece)
  - Includes logo/headshot, 75-word lead-in, author contact, and link to content
  - $750 (month)
Website

- Run-of-site rectangle position
  - 300 x 250
  - Three spots with five rotations each

- $1,890 annually
  - More than 1,000 unique visitors per month
  - 4,400 page views per month

Brand new option:

Monthly Thought Leadership Series

Each month, AGC of Minnesota members have an opportunity to provide an exclusive thought leadership message to more than 2,000 construction professionals. This message must be informative in nature and include best practices for the commercial construction community. This is not an advertising opportunity where a specific product or service is displayed, but an opportunity to educate and be viewed as a subject-matter expert.

Includes:

- One email sent out to more than 2,000 construction professionals
- 500 to 600-word thought leadership article
- One banner ad (728x90)
- Editing services provided at no cost (writing services available for $375)
- $1,500 per submission (maximum two submissions per year, per company; cannot run consecutive months)