CONSYSA
CONSTRUCTION BUSINESS MANAGER

2019 MEDIA KIT
The Construction Systems of America’s CONSYSA Mag targets today’s entrepreneurs as well as the Construction Business professionals. We strive to provide content that ambitious Contractors and Home Builders will enjoy.

**READER DEMOGRAPHICS**

- **Contractors**: 83%
- **Home Builders**: 60%
- **Remodelers**: 53%
- **ReHabbers**: 41%

**LIFETIME VIEW STATISTICS**

- **2018 SUBSCRIBERS**: 3,500+
- **2018 DISTRIBUTION**: 4,000+
While many other are running away from magazines, we’re embracing it to give our readers another resource for the Construction Industry.
The Construction Systems of America (CONSYSA) provides project management, document management, finance & real time banking to people who want to successfully generate wealth through Construction Business. Our goal is to cover all aspects of the national construction business market.

Advertising with CONSYSA is an investment that will pay off with greater visibility that will help your bottom line. Don’t wait to put your message in front of an exclusive collection of construction business professionals!

SEE WHICH KIND OF DEVICES DIGITAL READERS ARE USING:

Reading Devices

49% Desktop
25% Tablet
26% Mobile
CONSYSA offers influences and entrepreneurs alike significant insights and information specific to the Construction Industry.
<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STANDARD PLACEMENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Page Spread*</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
</tr>
<tr>
<td>Full Page*</td>
<td>$750</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$400</td>
<td>$375</td>
<td>$325</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
</tr>
<tr>
<td><strong>PREMIUM PLACEMENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,100</td>
<td>$950</td>
<td>$800</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,100</td>
<td>$950</td>
<td>$800</td>
</tr>
</tbody>
</table>
DIGITAL FILE SPECIFICATIONS

We accept the following electronic files:

»» All fonts and graphic links must be included and all colors must be in CMYK mode

»» All colors must be converted to CMYK mode (no Spot, RGB or Pantone colors)

»» EPS files with fonts must be converted to outlines

»» PDF files at press-ready settings/compression (PDF/X-1a2001) export setting

»» Line art should be at least 600 dpi

»» Photos should be at least 300 dpi

Advertising materials not meeting the specifications outlined above and requiring additional prep work will be billed for the work performed.

DIGITAL FILE SPECIFICATIONS

»» Final magazine trim size: 8.375” x 10.5”

»» For bleed, add: .25” to outside
To help you determine which paid channels will work best for your business, we’ve created a snapshot of some of the options that are available today.
### Digital Advertising

#### Advertising Options

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner Ad (300x250px)</strong></td>
<td>Placement rotates, Responsive to all mobile devices</td>
<td>$1000/Yr.</td>
</tr>
<tr>
<td><strong>Leaderboard Ad (728x90px)</strong></td>
<td>Placement rotates, Desktop view only on Member Directory page</td>
<td>$1000/Yr.</td>
</tr>
<tr>
<td><strong>Webinar Sponsorship</strong></td>
<td>Host receives list of registrants including contact information</td>
<td>$1000/webinar.</td>
</tr>
<tr>
<td><strong>CONSYSA Newsletter Ad</strong></td>
<td>Leaderboard Ad placed once in quarterly newsletter.</td>
<td>$350</td>
</tr>
<tr>
<td><strong>CONSYSA Demo Website Ad (2000x1250px)</strong></td>
<td>Full view size Ad placed on Sign-in page, Ad Placement on demo.consysa.net.</td>
<td>$1000/Yr.</td>
</tr>
</tbody>
</table>
Today’s brands speak with visual and verbal elements that echo the sound-bites of information.
DIGITAL FILE SPECIFICATIONS

We accept the following types of electronic files:

»» JPG, PNG, GIF

We accept the following types of electronic files:

»» 72 DPI to 150 DPI

Disclaimer:
All web ads and advertorials must have approval before launch. We reserve the right to reject ads where the typography and layout simulate our editorial format and, thereby, deceive readers; advertisements that are typographically unpleasant or that distort the appearance of CONSYSA or CONSYSA mag; those that are patently fraudulent, illegal or libelous in their claims and language.
OVERVIEW

The statements expressed in advertisements are those of the advertisers and not necessarily of The Construction Systems of America (CONSYSA). CONSYSA shall have at its absolute discretion the right to refuse, omit, suspend, or change the position of any advertisement accepted for insertion.

»» CONSYSA reserves the right to reject advertising that it believes is false, slanderous, exploitative, socially irresponsible, hateful, or offensive to its readership, or that fails to meet the production standards of CONSYSA.

»» CONSYSA also reserves the right to reject advertising from direct or indirect association competitors. The word “advertisement” shall be mentioned at the top of advertisements that, in the opinion of the publisher, might be confused with editorial pages.

»» CONSYSA reserves the right to interpret these or any other guidelines that may be put in place periodically and to refuse any advertisement that is deemed not to follow them. In order to maintain the integrity of the association and protect the interests of its members and partners.

**CONSYSA adheres to the following advertising placement policies:**

»» CONSYSA reserves the right, when applicable, to restrict the participation of CONSYSA members in functions because of an outstanding debt.

»» Cancellations will not be accepted after the closing date. Cancellations must be submitted in writing to CONSYSA.

»» Cancellations after publication date will not be eligible for a refund.

»» An advertiser may change ad copy prior to the content date. The advertiser (or its agency) is responsible for providing the publisher with all ad material.

»» Requested ad positions are not guaranteed unless the advertiser purchases a preferred position at a 10 percent premium.

»» CONSYSA strives to maintain a 60% editorial content to 40% advertising ratio

CLOSING DATES

Reservations are requested approximately six weeks prior to publication date. Materials are due approximately three weeks before publication date. Please refer to the Editorial Calendar for space close and content deadlines, or contact your account executive.
REQUEST A QUOTE

Advertiser or Company Name

Street Address

City       State       Zip/Postal

Email-Address       Phone

Contact Name

Submit request to info@consysa.com

Tax ID or Employer Identification Number (EIN)

Billing Address (if different from above)

City       State       Zip/Postal

Email-Address       Phone

Contact Name

CONSYSA Mag ADVERTISING

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Issue(s)</th>
<th>Premium Positions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread*</td>
<td>January/March</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>One-page*</td>
<td>April/June</td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>July/September</td>
<td>Back Cover</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>October/December</td>
<td>None</td>
</tr>
<tr>
<td>Quarter Page</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DIGITAL ADVERTISING

<table>
<thead>
<tr>
<th>Product</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSYSA Demo Websites Ad</td>
<td>QT1</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>1x 3x 6x</td>
</tr>
<tr>
<td>Leaderboard Ad</td>
<td>1x 3x 6x</td>
</tr>
<tr>
<td>Sponsor Webinar</td>
<td>7 days 14 days</td>
</tr>
<tr>
<td>CONSYSA Newsletter</td>
<td></td>
</tr>
</tbody>
</table>


Request A Quote
Construction Systems of America

www.CONSYSA.com

Address: 82 School St, Piscataway, NJ 08854

Google Tech Streamline: 908-801-6225

E-mail: info@consysa.com