



### Basic Digital Magazine - \$999 Package Includes:



- Cover of the magazine
- Your single page ad
- One page of editorial content or advertisers' viewpoint
- URL link hosted on [nxtbook.com](http://nxtbook.com) that can be placed on your company's web site and used in marketing materials
- Print low-res copies for external and internal use
- **Rich Media Options - \$600 additional per option**
  - Video
  - Audio
  - Podcasts



### Company Profiles

*Mid-Atlantic Construction* can create a special section that focuses on your company. It can be inserted into an upcoming issue. If your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace, a company profile should be an important part of your marketing plan.

### Directories

*Mid-Atlantic Construction* publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further. If there is one issue not to miss, it is the Annual Construction Directory.

### Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story? Make sure that your clients and prospective clients know about your expertise. Get reprints made for your marketing kit and you can extend the life of that third-party endorsement. Or, purchase extra copies of the entire magazine for use in promotional mailings or to send to key customers.

### Plaques

Promote your accomplishments, everyday in your own lobby. For special recognition of your efforts and industry ranking, *Mid-Atlantic Construction* offers high-quality plaques, with engraved company name and ranking.



### Custom Publishing

Directories, calendars, magazines, newsletters. Professional organizations and industry service entities can make *Mid-Atlantic Construction* a publishing partner. Use the distribution, editorial, sales and production power of *Mid-Atlantic Construction* to go to market with increased reach and impact. Talk to your sales representative for details.



### Events

#### Reach over 2,500 industry professionals from around the country!

The Regional Publications Best of Awards represent the top projects across each region of the country in categories that include steel, concrete, healthcare and more, which are chosen by a panel of judges. The winners are celebrated at the Best of Awards regionally and showcased in print and online.

**NEW from the editors of *ENR* and the Regional Publications is the National Best of Awards!** All regional Best of Project award winners will be entered into the National Best of 2009 Awards competition and will be judged against entries from other regions. The winners will be profiled in *ENR* and all eleven local Regional Publications.



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