

**2015**  
Media Kit

# Sponsorship and Advertising Opportunities

THE AMERICAN SOCIETY OF  
PROFESSIONAL ESTIMATORS



**ASPE**



Ethics



Education



Certification



Fellowship



Professionalism



Standards

# 2015 Opportunities:

- Corporate Supporter/Sponsor
- National Annual Meeting and Estimators Summit
- Regional Conferences
- Web Advertising (Home Page)
- ASPE Magazine Advertising - Estimating Today
- ASPE Member Annual Guide
- e-Communications

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# ASPE's Supporter Program

## Who is ASPE?

Serving more than 2200 construction estimating professionals, the American Society of Professional Estimators (ASPE), is the leading authority on education and information about the estimating profession within the construction industry. The membership of the organization represents all construction disciplines including general and subcontractors as well as independent estimators, students, and those individuals that provide goods and services to estimators.

The American Society of Professional Estimators (ASPE) is the oldest and largest non-profit association dedicated to serving construction estimators. Founded in 1956, ASPE has members in 65 chapters across the United States.

What started out as a small group of twenty individuals in Los Angeles has grown into a national organization whose members are a loyal and dedicated group of professionals. The Annual Meeting & Estimators Summit is the estimating event of the year where members and non-members alike can learn best practices and leading-edge concepts and methods that improve construction estimating.

## ASPE Supporter Program

As you position your organization for success, we invite you to incorporate the ASPE Supporter Program into your marketing mix. Gain valuable visibility among your customers and colleagues as a supporter of ASPE. Sponsorship builds brand awareness, elevates you as a valuable partner and offers opportunities to reach a captive audience.

### THANK YOU TO OUR 2014 SPONSORS/SUPPORTERS

GOLD SPONSOR

**VIEWPOINT®**

GOLD SPONSOR

**ProEst®**

SILVER SPONSOR



SILVER SPONSOR



CloudTakeoff   
Takeoff and Collaborate from Anywhere



**BLUE BOOK**  
Building & Construction  
NETWORK  
[www.bluebook.com](http://www.bluebook.com)



NATIONAL ALLIANCE OF  
CORPORATE CONTRACTING PARTNERS



# Corporate Supporter/Sponsor

For those wishing to have year-long brand exposure at the National and Regional levels of ASPE, we have Corporate Supporter/Sponsor levels.

We have created a dynamic array of highly effective sponsorships and incorporated numerous networking opportunities to ensure your visibility is maximized and your marketing dollars are well-spent.

Pick the level that best suits your needs and get optimum coverage.

	Supporter \$500	Sponsor BRONZE \$6,000	Sponsor SILVER \$12,000	Sponsor GOLD \$20,000	Sponsor PLATINUM \$35,000
Space - <i>Estimating Today</i> (all 11 issues)		1/4 page	1/2 page	Full page	Inside Front or Back
<b>NEW</b> Video Advertising in Digital Issue of <i>Estimating Today</i>				✓	✓
Space - <i>2015 Annual Guide</i>		1/4 page	1/2 page	Full page	Inside Front or Back
Space - <i>Annual Meeting &amp; Estimators Summit Program Book</i>	Recognition	1/4 page	1/2 page	Full page	Inside Front or Back
Button ad on ASPE website			3 months	6 months	12 months
e-Communication sent to Membership (e-blast)		1	2	4	6
Exhibit Space at National Annual Meeting		10 x 10	10 x 10	10 x 10	20 x 20
<b>NEW</b> VIP Annual Meeting Registration(s)				1	2
<b>NEW</b> Seat on Annual Meeting Planning Committee(s) to help develop event topics and speakers					✓
Annual Meeting Exclusives* specific to level		Your Choice Level I	Your Choice Level II	Your Choice Level III	Your Choice Any Level
Marketing insert in Attendee Packets		✓	✓	✓	✓
Co-sponsorship of Welcome Reception at Annual Meeting & Estimators Summit				✓	✓
Exclusive sponsor of mobile app					✓
Recognition on sponsor/supporter page of ASPE website	✓	✓	✓	✓	✓
Logo or Listing on all event promotion by ASPE National.		✓	✓	✓	✓
On-site Signage at National Annual Meeting & Estimators Summit		✓	✓	✓	✓
Sponsor ribbons for company representatives	✓	✓	✓	✓	✓
<b>NEW</b> Animated Digital Recognition at Annual Meeting & Estimators Summit	✓	✓	✓	✓	✓
		(\$7,950 value)	(\$15,975 value)	(\$27,000 value)	(\$50,000 value)



**\*Sponsor Level Exclusives:** Sponsors may choose to fulfill this offering of their package by choosing any one item in their designated level. Choice is made based on “first come, first choice” policy.

Due to production needs, some sponsorship items must be purchased by March 1 of the sponsorship year.

### Level I

**Beverage Break - \$1,500 value**

Company logo on placecards at break station

**NEW Segment Sponsor - \$1,500 value**

Provide 3 min. opening remarks at program and introduce panel/speaker for session.

**NEW Seat Drop - \$1,500 value**

Promotional brochure placed in each seat at the start of Wednesday's luncheon

### Level II

**“Write On” sponsor - \$2,500 value**

Company logo displayed with ASPE logo on pen and pad, provided to all attendees. Logo details provided at time of sponsorship purchase.

**“It’s in the Bag” Sponsor - \$2,500 value**

Company logo displayed with ASPE logo on conference total bag provided to each attendee. Logo details provided at time of sponsorship purchase.

**NEW “Save the Day” sponsor - \$2,500 value**

Company logo on flash drive provided to all attendees. Logo details provided at time of sponsorship purchase.

### Level III

**Luncheon Sponsor - \$3,000 value**

Provide remarks at luncheon (15 minute presentation); Signage displayed and VIP seating.

**NEW Registration Sponsor- \$5,000 value**

Company booth next to ASPE registration desk; Option for company representatives checking in registrants with ASPE staff.

**NEW Cocktail Pre-Event - \$5,000 value**

(Partial Sponsor)

Signage at entrance Cocktail Pre-Event venue. Cocktail Napkins with logo. Logo details provided at time of sponsor purchase.

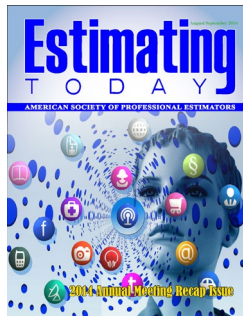
## ALL SPONSORS RECEIVE THESE BENEFITS FOR NATIONAL ANNUAL MEETING AND ESTIMATORS SUMMIT

- Exhibit space
- Signage and verbal recognition
- Logo on all event promotion
- Digital presentation recognition
- Sponsor listing in meeting program
- Listing on ASPE web site prior to meeting
- Inserts in attendees welcome packets
- Sponsor ribbon for company representatives
- On-site signage at meeting

# Estimating Today

The official magazine of ASPE

*Estimating Today* is a monthly news magazine designed to engage readers with all aspects of construction estimating. Maximize your marketing dollars, increase visibility, and keep your company's name and products in front of the people who make purchasing decisions for the estimating department.



## Why Advertise?

### Dedicated Readership

Readers of *Estimating Today* rely on the publication to keep them abreast of activities, issues, and news within the estimating profession and the construction industry.

### Niche Market

ASPE has thousands of members in 65+ chapters across the United States and represent a variety of construction disciplines from small consulting firms to large construction companies.

### Digital Distribution

*Estimating Today* is quickly disseminated to ASPE members through digital distribution without the delays caused by printers and unpredictable mail delivery. In addition, *Estimating Today* is available for download in either digital or PDF format from the ASPE national website.

### Authoritative Voice

Since 1956, ASPE and its publications, including *Estimating Today*, have been the authoritative voice on all issues relating to the estimating profession. For over 50 years, ASPE is the estimating authority in the construction industry.

## About Our Members/Readers

One of the strengths of our Society is the diversity of our estimator's construction practices. Our nearly 2200 members and their employers represent a variety of fields in construction. They are a loyal and dedicated group of professionals and look to their Society's magazine to keep them abreast of activities, issues, and news going on in the construction industry.

**"Advertising can generate customers now. . . and in the future."**

**Help decision makers remember your product and services - and grow your business."**

## Media Preparation

Adobe PDF is the preferred file-submission format. Create ad to the *Estimating Today*-specific size in CMYK color mode with graphic elements sized and placed at 100% and embed all fonts.

- Convert all RGB photos to CMYK.
- Photos must be high-resolution; 300 dpi is optimal.
- Colors must be built using CMYK model.
- Spot colors will be converted to nearest CMYK equivalent.

Supported layout programs: InDesign CS3, Illustrator CS3 & Photoshop CS3.



American Society of Professional Estimators (ASPE). Dedicated to serving construction estimators since 1956,



# 2015 *Estimating Today* Rate Card

## Ad Specifications:

### Full Page

**Bleed size** 8.75" x 11.25"

**Trim size** 8.5" x 11"

**Live Area** 7.5" x 10.25"

**Width x Height**

**Business Card**

W: 3.5"  
H: 2"

**Quarter Page**

W: 3.625"  
H: 4.5"

**Half Page**

W: 7.5"  
H: 4.5"

**Outside Back Cover**

W: 7.5"  
H: 7.5"

Size	1X	6X	11X
Outside Back Cover*			\$1,000
Inside Front or Inside Back Cover*			\$1,500
Full Page	\$1,000	\$900	\$800
Half Page	\$750	\$650	\$550
Quarter Page	\$500	\$400	\$350
Business Card	\$275	\$250	\$200

\*Premium pages only available with annual commitment & subject to availability.

## 2014-2015 E-Media Advertising!

## Rate

Increase your brand recognition by placing your corporate logo onto our monthly e-blast notifications. These notifications are sent monthly to our entire membership announcing that the new issue of *Estimating Today* is ready for their viewing and/or download. See example to the right.

\$250  
One Month

\$600  
One Quarter  
(3 months)



## Ad Submittal Deadlines

December 2014  
Submittals Deadline: November 1

January 2015  
Submittals Deadline: December 1

February 2015  
Submittals Deadline: January 1

March 2015  
Submittals Deadline: February 1

April 2015  
Submittals Deadline: March 1

May 2015  
Submittals Deadline: April 1

June 2015  
Submittals Deadline: May 1

July 2015  
Submittals Deadline: June 1

August/September 2014  
Submittals Deadline: July 1

October 2014  
Submittals Deadline: September 1

November 2014  
Submittals Deadline: October 1

December 2015  
Submittals Deadline: November 1

# 2015 Annual Guide

Distributed every fall, the *Annual Guide* is sent to the entire ASPE membership. Every member will have this publication within arm's reach as it serves as a year-round reference in every estimator's library.

Deadline for Ad and/or Listing is October 1,

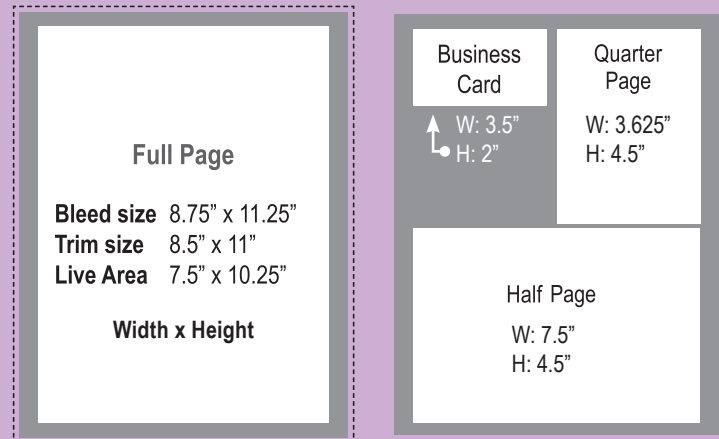
Advertising in the *Annual Guide* is the perfect opportunity to target our members with information about your products, services and opportunities. For those that purchase a display advertisement, you will receive one FREE listing (a \$150 value).

Size	IX
Outside Back Cover*	\$2,400
Inside Front or Inside Back Cover*	\$1,750
Full Page	\$1,200
Half Page	\$750
Quarter Page	\$500
Business Card	\$275
50-word Listing	\$150
*Subject to availability.	

**"The Annual Guide is rated among the highest member benefits of ASPE Members.**

**Stay in front of your target audience by advertising in the special printed publication they reference all year."**

## Ad Specifications:



## Media Preparation

Adobe PDF is the preferred file-submission format. Create ad to the *Annual Guide*-specific size in CMYK color mode with graphic elements sized and placed at 100% and embed all fonts.

- Convert all RGB photos to CMYK.
- Photos must be high-resolution; 300 dpi is optimal.
- Colors must be built using CMYK model.
- Spot colors will be converted to nearest CMYK equivalent.

Supported layout programs: InDesign CS3, Illustrator CS3 & Photoshop CS3.



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# Website & e-Communication

## Regional Meetings

### 2015 Website

Website Buttons Ads	Size	Frequency/Rate per month		
Button Ads Available on right side bar	Pixels: WxH	3X	6X	12X
Homepage	200x150	\$330	\$300	\$260
	200x200	\$360	\$330	\$290
	200x400	\$390	\$360	\$320

200 x 400	200 x 200
	200 x 150

### e-Communications

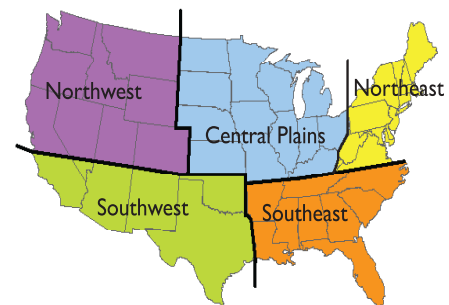
ASPE offers additional opportunities and exposure through our e-Communications. We will send to our membership your company's advertisement, special offers, etc.

Email Campaigns	Rate
Email advertising, affectionately known as e-blasts, to the entire ASPE membership. ASPE limits the number of campaigns and frequency. -- Must provide ASPE with HTML file --	\$600 Per Campaign

### Regional Meetings

Regional meetings offer your company additional exposure to ASPE members. Held at least once per year, the regional meetings are educational for those members that may not be able to attend the annual convention as well as those non-members wishing to learn more about ASPE. Having a presence regionally extends your personal interaction with our members to more than just once a year.

Sponsorship benefits consist of your company logo included on all pre-event publicity (both digital and printed) and on-site materials, as well as a 1-hour time slot for a presentation. Depending upon the meeting venue, there may be space available for a tabletop display. Additional time for interaction in the schedule may be possible if special events (i.e. welcome receptions, site tours, etc.) have been planned.



Regional Meetings are typically held in the Fall and Spring for each region.

Regions may choose to hold a joint regional meeting. Please check with ASPE's Executive Director for scheduled Regional Meetings.

Regional Meeting	Price
Each Region	\$350

# 2015 Annual Meeting & Estimators Summit

**The Decision to Exhibit is as Easy as 1-2-3**

## 1 Access



Promote your brand to estimating leaders with the influence and power to buy.

## 2 Network



Hours of face-to-face interaction with attendees.

## 3 Lead Generation



A free listing in the *Annual Meeting and Estimators Summit Program* tells every attendee about your company. After the event, each exhibitor receives a final attendee

The ASPE Annual Meeting & Estimators Summit offers construction estimators the opportunity to expand their professional knowledge and learn methods to help their businesses succeed. This annual event allows construction estimators from across the country to learn emerging trends in the estimating profession through informative educational sessions and presentations.

### Standard Sponsors & Exhibitors Benefits

- Recognition on the Events page of ASPE website
- Visual recognition at our Annual Meeting & Estimators Summit
- Appropriate colored ribbon on badge(s)

### Annual Meeting & Estimators Summit Sponsor: \$3,000

- All benefits of Exhibitor plus:
- Quarter page ad in the Annual Meeting & Estimators Summit Preview & Recap issues of *Estimating Today*
- Marketing insert in all attendee packets

### Exhibitors: \$1,500

- One (1) draped 6' table, 2 chairs, and electrical access
- Listing in Annual Meeting & Estimators Summit Program
- Opportunity to participate in door prize program

A La Carte Items*	Price	Benefits + Extras
<b>Special Events</b> Your Choice of: <ul style="list-style-type: none"> <li>• Awards Banquet</li> <li>• President's Party</li> <li>• Keynote Speaker</li> </ul>	\$5,000	<ul style="list-style-type: none"> <li>• Marketing insert in all attendee packets</li> <li>• Signage at the Event</li> <li>• VIP Tickets to Event (2) - additional available.</li> </ul>
Luncheon	\$3,000	<ul style="list-style-type: none"> <li>• 15 minute presentation to attendees</li> <li>• VIP seating</li> <li>• Marketing insert in all attendee packets</li> </ul>
Portfolio (limited to 1 sponsor)	\$2,500	<ul style="list-style-type: none"> <li>• Company logo will be printed on portfolio as well as the ASPE logo</li> </ul>
Tote Bags	\$2,500	<ul style="list-style-type: none"> <li>• Company logo will be printed on portfolio as well as the ASPE logo</li> </ul>
Beverage Break	\$1,500	<ul style="list-style-type: none"> <li>• Company logo placed at break station</li> </ul>

\*Subject to availability

Any sponsorship requiring artwork must be approved by ASPE in advance.



American Society of Professional Estimators (ASPE). Dedicated to serving construction estimators since 1956,

# Annual Meeting & Estimators Summit Program Book

Drive traffic to your booth by purchasing an advertisement in the 2015 *Annual Meeting & Estimators Summit Program*.

All attendees receive the *Program* which includes the complete event agenda, maps of the event venue, session descriptions, a list of pre-registered attendees, exhibitor listings, and much more.

Your ad will remind attendees of your services and products and brings them to you during and after the event. Attendees often retain the *Program* and use it as a ready reference throughout the year for locating products and services, reinforcing your brand and visibility.



## Ad Specifications:

### Full Page

Bleed Size: 8.75" x 11.25"

Live Area: 7.5" x 10.25"

Trim Size: 8.5" x 11"

Width x Height

### Quarter Page

W: 3.625"  
H: 4.5"

### Half Page

W: 7.5"  
H: 4.5"

Size	Price
Inside Front or Inside Back Cover*	\$1,000
Full Page	\$600
Half Page	\$375
Quarter Page	\$200
*Subject to availability.	

## Media Preparation

Adobe PDF is the preferred file-submission format. Create ad to the *Annual Meeting & Estimator Summit Program*-specific size in CMYK color mode with graphic elements sized and placed at 100% and embed all fonts.

- Convert all RGB photos to CMYK.
- Photos must be high-resolution; 300 dpi is optimal.
- Colors must be built using CMYK model.
- Spot colors will be converted to nearest CMYK equivalent.

Supported layout programs: InDesign CS3, Illustrator CS3 & Photoshop CS3.





# 2015 Marketing Order Form

Please return completed form to: [psmith@aspenational.org](mailto:psmith@aspenational.org) | Fax: 615.316.9800  
Phone: 615.316.9200

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Please check the boxes below that apply to your marketing commitments

Corporate Supporter/Sponsor		Website & e-Communication	
Platinum	\$35,000	HTML e-Communication	\$600 per campaign
Gold	\$20,000	<b>Web Button Ads:</b>	
Silver	\$12,000	200 x 150 (rectangle)	(see page 9 for rate)
Bronze	\$6,000	200 x 200 (square)	Frequency: _____
Supporter	\$500	200 x 400 (vertical rectangle)	multiply by Rate: _____
		Subtotal: \$ _____	
Estimating Today		Annual Meeting & Estimator Summit	
Outside Back Cover*	(see page 7 for rate)  Frequency: _____ multiply by Rate: \$ _____  Subtotal: \$ _____	Sponsor	\$3,000
Inside Front or Inside Back Cover*		Exhibitor	\$1,500
Full Page		<b>Program for the Annual Meeting &amp; Estimators Summit</b>	
Half Page		Inside Front or Back Cover*	\$1,000
Quarter Page		Full Page	\$600
Business Card		Half Page	\$375
Email Sponsor Monthly	\$250/mo.	Quarter Page	\$200
Email Sponsor Quarterly	\$600/qtr.		
Annual Guide		Annual Meeting & Estimators Summit A La Carte*	
Outside Back Cover 3/4 Page Size*	\$2,000	Awards Banquet	\$5,000
Inside Front or Back Cover *	\$1,500	President's Party	\$5,000
Full Page	\$1,200	Keynote Speaker	\$5,000
Half Page	\$750	Luncheon	\$3,000
Quarter Page	\$500	Portfolio (only 1 available)	\$2,500
Business Card	\$275	Tote Bags	\$2,500
50 Word Listing Only	\$150	Beverage Break	\$1,500
		Regional Meetings	
		Circle Region(s) NE NW SE SW CP	\$600/meeting

### Method of Payment:

Credit Card Number: \_\_\_\_\_ CVC Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

*\*subject to availability*