2023 MEDIA KIT

gbca
GENERAL BUILDING CONTRACTORS ASSOCIATION

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Mission Statement

WHAT WE STAND FOR

General Building Contractors Association advances the union commercial, industrial, and institutional construction industry by serving members as the leader in labor relations, education, advocacy, safety, and networking opportunities.

About Us

BOILER PLATE

As one of America's oldest trade associations, GBCA advances commercial construction in the Philadelphia region by serving as a powerful voice, an industry watchdog, and a critical resource. Established in 1891, GBCA is the Philadelphia chapter of the Associated General Contractors of America (AGC). GBCA provides more than 325 member companies with access to proven advocacy, networking opportunities, safety services, education, and training programs.

OUR STORY

Our Story

HISTORY

Established in 1891, as one of America's oldest trade associations we advance commercial construction in the Philadelphia region. The Carpenters' Company was established 1724. Comprised primarily of craftsmen from England, they were our original master builders. They brought with them a very long lineage of traditions rooted in the ancient trade guilds.

Some of the group of craftsmen in Philadelphia were both master builders and business owners, and resemble modern-day contractors. By 1891 a group of carpenters members broke off from the Carpenters' Company and formed the Master Carpenters & Builders Association. Over time, the master builder became the general contractor, the general contractor began to sub-contract to various trades. The organization became more comprised of very specific professions.

By 1943, they settled in center city Philadelphia and became the General Building Contractors Association. The General Building Contractors Association came together to become a collective bargaining unit. Over time the association evolved into a full-service association focusing on the communication of best practices, safety and education training, networking for members, and promoting the industry on a new level.

THE WHY

The purpose of GBCA is to serve our members as industry leaders in education, advocacy, labor negotiations, safety, and networking opportunities to advance the commercial, industrial and institutional construction industry.

Our Story

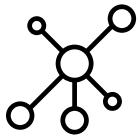
THE HOW

PROMOTE INDUSTRY.
A strong, vibrant industry yields collective benefits for all stakeholders. To encourage economic and infrastructure investment, job creation, education, training, advocacy, and professional exchange, we promote dialogue and communication between members, adjacent industry groups, trade associations, elected officials, special interest groups, the media, and the general public.

EMPOWER MEMBERS.
Delivering value for members is at the core of our mission. We provide tools and resources that enable members to improve and grow their businesses, and continually seek to offer new solutions that address the needs of a changing landscape.

DRIVE CHANGE.
As the world around us evolves, GBCA recognizes the importance of embracing a forward-thinking, proactive approach to influence change that positively affects our stakeholders. We continually assess and update our standards and practices, focusing on opportunities that hold the greatest promise to yield results.

THE WHAT

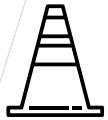


VITAL BUSINESS AND NETWORKING OPPORTUNITIES

Meet and develop relationships with other industry professionals, contractors and suppliers. GBCA gives you the opportunity to connect with others at our signature events like the Annual Meeting, Golf Outing, Construction Excellence Awards, Membership Dinners and many other social gatherings. GBCA membership also automatically enrolls you in the Associated General Contractors of America, which provides additional access to industry events and conventions.

PROVEN ADVOCACY AND ESSENTIAL INDUSTRY INSIGHT

Stay in front of the competition, industry trends and legislation with timely news and information. Access valuable GBCA communications, including online resources, newsletters, annual reports and *Construction Today*, our exclusive publication. GBCA commits to advancing legislative initiatives that impact membership, we ensure that your voice is heard at the local, state and federal levels of government. Simply put, our unique influence is your unique influence.



SAFETY EDUCATION AND CONSULTING

Safety first always. GBCA unites and helps safety professionals work to better improve the safety of the industry. Safety programs and events provide training on the latest trends, statistics and regulations pertinent to contractors.

TRAINING AND PROFESSIONAL DEVELOPMENT PROGRAMS

Ensure you and your employees have the knowledge necessary to advance professionally. GBCA's educational and career development programs, help advance your business forward with knowledgeable and first rate education and training for your employees. Tap into a wide range of educational resources for management and field staff.

WORKFORCE DEVELOPMENT

Close to 20 separate apprentice training programs are available in the Greater Philadelphia area. These typically combine on-the-job training with classroom instruction. GBCA also supports apprentice ready training programs that teach participants the core skills required to pass the construction and building trade unions' apprenticeship tests. GBCA also provides tuition reimbursement to union construction industry workers taking construction-related courses at participating schools in the region.

LABOR RELATIONS

GBCA maintains collaborative relationships with general presidents and business managers of the various building trades, other trade associations and negotiating teams to discuss critical issues to help ensure productive relationships and facilitate business opportunities. We also administer trade agreements in counties across Pennsylvania, Delaware, and Maryland.

MARKETING

GBCA partners with a range of media outlets to promote the strength of Philadelphia's commercial building industry. GBCA members are featured on radio, television, print and online editorial.

Member Communications - GBCA keeps its members up-to-date on the latest association and industry news through legacy and new media. GBCA's award-winning magazine, Construction Today, features articles from member companies, and expanded its reach to over 2,500 recipients per issue in 2018. Our popular weekly e-newsletter, GBCA News at a Glance, and active social media accounts: Facebook, Twitter, LinkedIn, and Instagram make sure we are keeping our members in-the-know.

LOGOS

Logos

WHICH LOGO TO USE AND WHEN TO USE IT

The GBCA logo, pictured to the right, is our primary logo, and it should only be used on a White background or very light colored photography.

The black logo should be used on light colored backgrounds.
The white logo should be used on dark colored backgrounds.

Primary Logo

Primary Logo

Alternate Logo
For Horizontal Layout

BACKGROUND COLOR

RGB	255 255 255
HEX/HTML	FFFFFF
CMYK	0 0 0 0
PANTONE	N/A

Secondary Logo

Alternate Logo
For Horizontal Layout

BACKGROUND COLOR

RGB	0 0 0
HEX/HTML	000000
CMYK	75 68 67 90
PANTONE	P Process Black C

Tertiary Logo

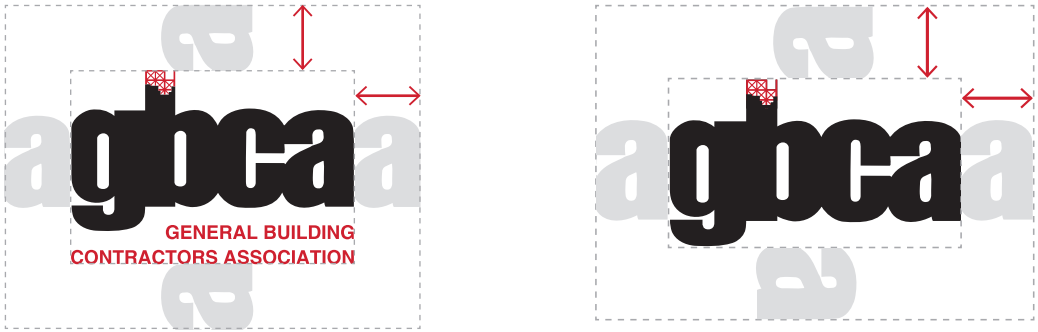
Alternate Logo
For Horizontal Layout

BACKGROUND COLOR

RGB	206 14 45
HEX/HTML	CE0E2D
CMYK	12 100 91 3
Pantone	186 C

INCORRECT LOGO USAGE

SPACING

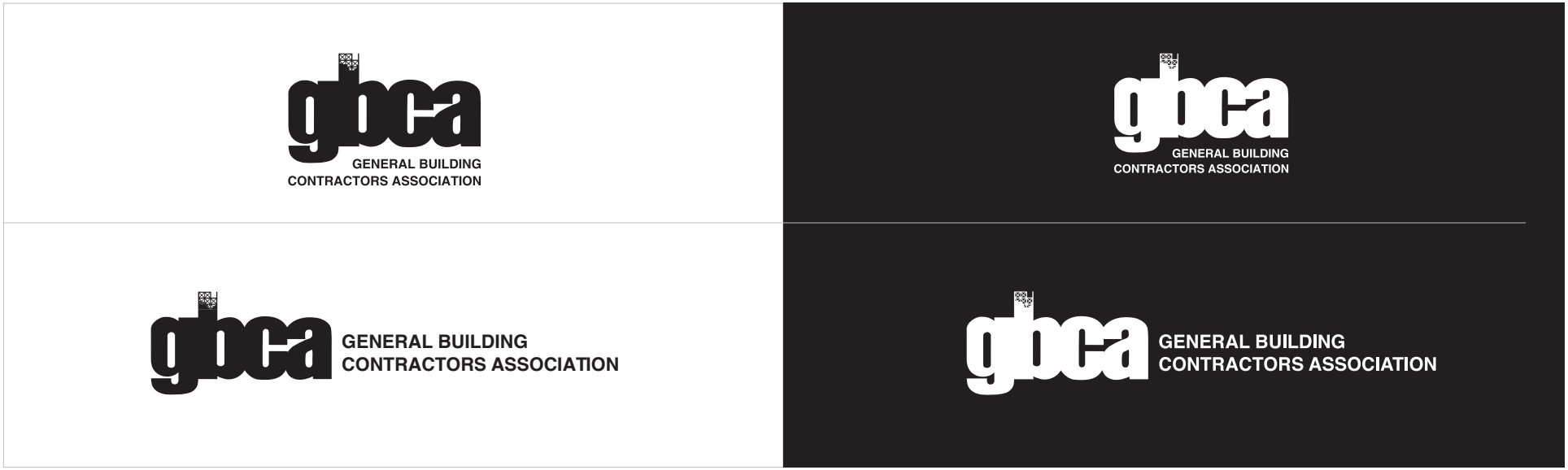


Maintain one letter spacing on all four sides of logo.

GBCA LOGO WITHOUT THE TAGLINE

The GBCA logo is to be used....

LOGO OPTIONS FOR ONE COLOR PRINTING



ALL DOCUMENTS THAT REQUIRE A LOGO

- Agendas
- Meeting Minutes
- Memos
- Letters
- Invoices
- Forms
- Applications
- Proposals

LOGO RESOLUTION:
300dpi

USE PRIMARY LOGO:

COLORS

Color Palette

GBCA COLORS AND APPLICATIONS

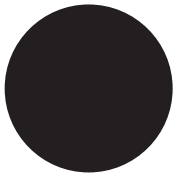
PHILOSOPHY

Color is an important component of how a brand is perceived. The GBCA color palette offers options that allow various applications.

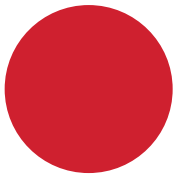
Our color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and consider the tone of the message in whatever communication you are creating.

Primary Colors

RGB	255 255 255
HEX/HTML	FFFFFF
CMYK	0 0 0 0
PANTONE	N/A



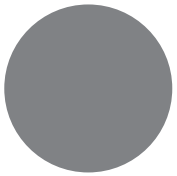
RGB	0 0 0
HEX/HTML	000000
CMYK	75 68 67 90
PANTONE	P Process Black C



RGB	206 14 45
HEX/HTML	CE0E2D
CMYK	12 100 91 3
PANTONE	186 C

Secondary Colors

RGB	209 211 212
HEX/HTML	D1D3D4
CMYK	0 0 0 20
PANTONE	P Process Black C @ 20%



RGB	128 130 133
HEX/HTML	808285
CMYK	0 0 0 60
PANTONE	P Process Black C @ 60%

APP
ARE

Apparel

USING THE CORRECT LOGO

Apparel with GBCA branding must be used on white or black items. This includes, shirts, hats, jackets, etc.

LOGOS FOR 2.5" WIDTH OR LARGER

LOGOS FOR 2.5" WIDTH OR LESS

T-SHIRTS

BLACK

WHITE

POLO SHIRTS

BLACK

WHITE

HATS

2023 ADVERTISING OPPORTUNITIES

gbca
GENERAL BUILDING CONTRACTORS ASSOCIATION

GBCA Publications and Recognition Opportunities

NEWS AT A GLANCE

GBCA's weekly e-newsletter is sent to the Philadelphia region's union commercial construction community. The newsletter provides GBCA news, event updates, resources, and industry news.
Estimated reach: 3,000+

News at a Glance Recognition ~~($500, Limit 6)~~ **SOLD OUT FOR 2023**

- 500 x 150 pixel banner at the bottom of GBCA's News at a Glance for 4 weeks in a row (your choice of dates, first come first reserved)

CONSTRUCTION TODAY

GBCA's trade magazine is published three times per year and features articles and resources for the Philadelphia region's union commercial construction industry. This publication is read by contractors, and labor, industry, and political leaders in the region.
Estimated reach: 3,000+ per issue; 10,000+ impressions online per year

Construction Today Recognition (Various prices)

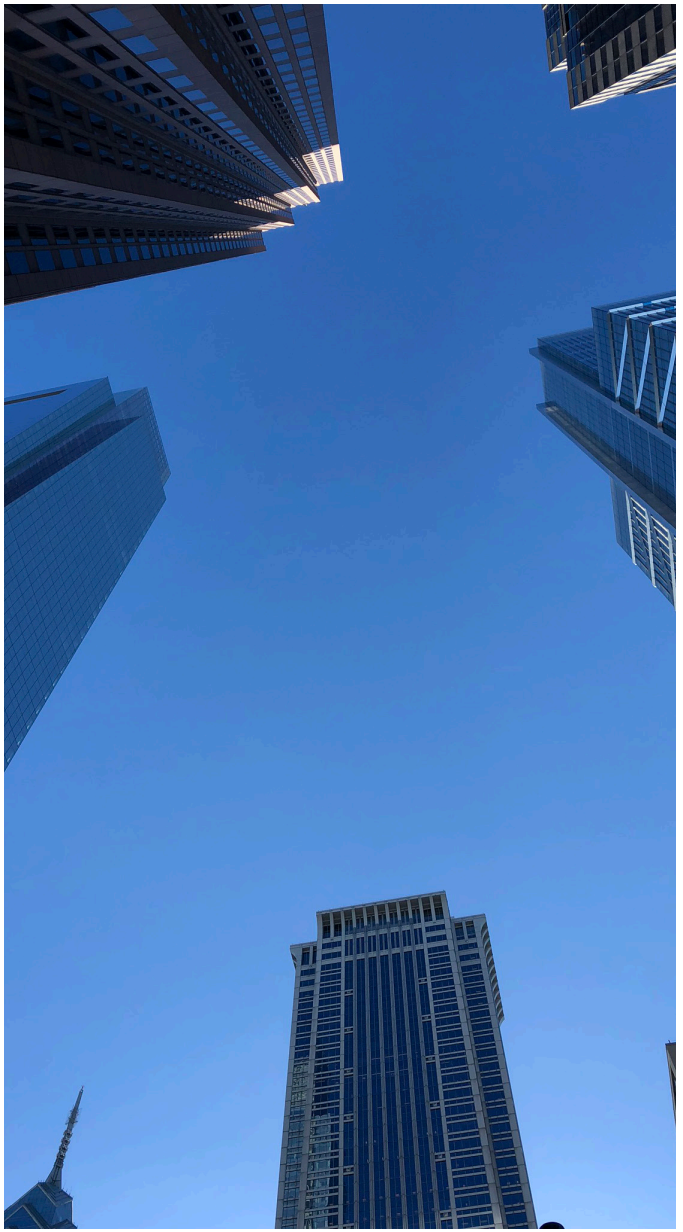
- See Rate Card on page 20 for more information.

TUITION REIMBURSEMENT GUIDE

GBCA's Tuition Reimbursement Guide is a catalogue of post-secondary construction courses eligible for GBCA's Tuition Reimbursement Program. This publication is sent to students in the region's construction management programs, to the building trades' union halls, and to GBCA members.
Estimated reach: 1,500+

Tuition Reimbursement Guide Recognition (Various prices)

- See Rate Card on page 21 for more information.



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Estimated reach: 3,000+ per issue; 10,000+ impressions online per year

2023 Advertising Rates and Specifications

FOUR COLOR	1X	3X
Full Page	$2,000	$1,500
1/2 Page	$1,200	$950
1/4 Page	$700	$550

PREFERRED POSITIONS	1x	3x
Outside Back Cover	$2,600	$1,950
Inside Cover (Front or Back)	$2,500	$1,875

Preferred position ads also include additional recognition in blog-style digital re-shares of magazine articles.

AD SPACE RESERVATIONS
To inquire about ad space and rates, please contact
Byron Lee, Senior Manager, Marketing & Communications at (215) 568-7015 or blee@gbca.com.

SEND REMITTANCE FOR ADVERTISING TO:
Construction Today
General Building Contractors Association
36 South 18th Street
Philadelphia, PA 19103

AD SUBMISSION INSTRUCTIONS
Ads may be submitted in the following formats at 300 dpi or higher: eps, jpg, tiff or pdf. Ad files may be submitted by email or DropBox. Please contact Byron Lee at (215) 568-7015 or blee@gbca.com for more information.

AD SIZES IN INCHES	Width	Height
Full Page	8.5	11
1/2 Page	7.5	4.9375
1/4 Page	7.5	2.4375

BLEED REQUIREMENTS
Trim size is 8.5 x 11. Bleed page must be 9 x 11.5 with a .25" bleed.

COLORS
Standard colors: CMYK

CLOSING AND ISSUE DATES
Issues 1 & 2 are fully digital. Issue 3 will be digital and printed. Advertisers are encourage to embed links in their ads for additional CTA.

Issue Date	Close Date	Publish Date
Issue 1	March 1	April 2023
Issue 2	July 3	August 2023
Issue 3	November 1	December 2023

Tuition Reimbursement Guide Rate Card

2023 Advertising Rates and Specifications

GBCA's Tuition Reimbursement Guide is a catalogue of post-secondary construction courses eligible for GBCA's Tuition Reimbursement Program. This publication is sent to students in the region's construction management programs, to the building trades' union halls, and to GBCA members.
Estimated reach: 1,500+

FOUR COLOR	
Full Page	$1,200
1/2 Page	$700
1/4 Page	$400

PREFERRED POSITIONS	
Outside Back Cover	$1,560
Inside Cover (Front or Back)	$1,500

Preferred position ads also include additional recognition in blog-style digital promotions of the Tuition Reimbursement Program.

AD SPACE RESERVATIONS
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COLORS
Standard colors: CMYK

Ad Deadline	Publish Date
July 3	August 2023

GENERAL BUILDING CONTRACTORS ASSOCIATION

2023 ADVERTISING CONTRACT

COMPANY INFORMATION

Company Name:

Contact Name: Contact Title:

Contact Email: Contact Cell Phone:

Billing Address:

City: State: Zip:

ADVERTISING SELECTION

Construction Today

Select the size of ad, the number of issues your ad will appear this year, and the total amount. Refer to the rate card for pricing and ad specs.

- ☐ Full Page: Back Cover
- ☐ Full Page: Inside Cover
- ☐ Full Page
- ☐ Half Page ☐ 1/4 Page

Number of issues: Ad Rate:

Total Cost:

Tuition Reimbursement Guide

Select the size of ad. Refer to the rate card for pricing and ad specs.

- ☐ Full Page: Back Cover
- ☐ Full Page: Inside Cover
- ☐ Full Page
- ☐ Half Page ☐ 1/4 Page

Total Cost:

News at a Glance Banner Ad **SOLD OUT FOR 2023!**

This ad is 500 x 150px and appears for 4 weeks in the month selected. Ads are $500 per month. We only run 6 ads per year (6 months).

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

~~Number of Months:~~

~~Total Cost:~~

Notes:

ADVERTISERS (AUTHORIZING PERSON)

Signature: Date:

Print Name: Title:

GBCA ACCOUNT PERSON (INTERNAL USE ONLY)

Signature: Date:

Print Name: Title:

GENERAL BUILDING CONTRACTORS ASSOCIATION

2023 ADVERTISING CONTRACT

FOR CONSTRUCTION TODAY ADVERTISERS

Payment Terms:
The Advertiser agrees to pay the total amount due for its advertisement in the applicable issue(s) of Construction Today within thirty (30) days of the date of the invoice. All payments must be made in US currency only. Payments shall be made in the form of a check made payable to the General Building Contractors Association (GBCA), or shall be made by credit card (American Express, Discover, MasterCard, or Visa). Any amount which is not received by the GBCA within (30) days of the invoice date shall bear an interest rate of one and one-half percent (1 ½ %) per month (eighteen percent (18%) per annum) until received. Should any payment become more than sixty (60) days past due (more than ninety (90) days from the original invoice date), then the entire unpaid contract shall be due and immediately payable. In the event that any Advertiser has a payment more than sixty (60) days past due, the GBCA reserves the right to cancel additional scheduled advertising from the Advertiser. Further in the event that the Advertiser has a payment more than sixty (60) days past due, the Advertiser agrees to pay reasonable costs of collection incurred by the GBCA, including, but not limited to, any applicable attorneys' fees and court costs.

Content of Advertisement and Publication Schedule:
The Advertiser is responsible for determining the content of the advertisement to be submitted for publication. Each advertisement is, however, subject to reasonable editorial revisions by the GBCA to ensure the quality of the publication. All editorial revision will be final. It is understood by the Advertiser that new issues of Construction Today are printed and circulated on a quarterly basis. In order to ensure the regular and timely publication of each issue, the Advertiser shall submit its ad not later than 12:00 noon on the "Advertising Deadline". In the event copy is not submitted by the Advertiser on or before the Advertising Deadline, the GBCA is authorized to design and publish advertising of its own choosing on behalf of the Advertiser in conformity with the space and special charges agreed to above. The GBCA reserves the right to cancel this Contract at any time for any reason without penalty, liability, or charges of any kind.

Indemnification and Liability:
Except as otherwise expressly provided, the Advertiser shall indemnify and hold the GBCA harmless from and against any and all loss, damage, expense (including reasonable attorney's fees), cost, or other liability resulting from any cause, claim, action, demand, lawsuit, or proceeding (hereinafter "Claim") resulting from the advertising provided by the Advertiser, or based upon material furnished by the Advertiser, including, but not limited to, any Claim for defamation, libel, slander, plagiarism, false or misleading advertising, infringement of trademark, trade name, or service mark, infringement of copyright or other proprietary rights, illegal competition or trade practices, violation of the right of privacy, or any other Claim of a similar or related nature.

Force Majeure:
Should the GBCA be unable to publish any advertising at the time specified in this Contract due to any unavoidable delay, or any cause of any kind beyond the GBCA's reasonable control, including, but not limited to, acts of God, strikes or other labor difficulty, riots, war, terrorism, inclement weather, fire, flood, earthquake, changes in laws or regulations, other acts of government authorities, delays in transportation of materials, inability to obtain timely delivery of materials from suppliers, or inability to obtain timely service from third parties, the GBCA shall not be liable to the Advertiser. In the event of such delay, the GBCA will notify the Advertiser within a commercially reasonable period of time, and it is agreed that the time for publication of the advertising shall be extended for a period of time at least equal to the time lost by reason of such an unavoidably delay.

Governing Law:
The provisions of this Contract between the Advertiser and the GBCA shall be governed by the laws of the Commonwealth of Pennsylvania.

Advertiser Signature: _____ Date: _____

Print Name: _____ Title: _____