

Maryland Construction Network

Our Industry . . . *Connected!*

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QUICK CONNECT PLANS – QC's

Maryland Construction Network (MCN) *Quick Connect Plans* offer an affordable opportunity to *network* and *connect*. See and be seen by industry leaders and decision makers – without exceeding your firm's marketing and advertising budget. Cultivate MCN "connections" and watch your business grow!

THE QC PLAN: \$ 100 ANNUALLY

- "Plugged-In" Discounts To All Maryland Construction Network "Direct Connect" Networking Events
- A Business Listing, Inclusive Of A 50 Word Description Of Your Company, In The **Maryland Construction Network Directory**
- A Link From *Your Company's Listing* To *Your Company's Website*
 - A Categorical Listing can be added to the MCN Directory, for each of your company's categories, for an additional cost of just \$10 per listing.
 - **Bold** your company's Directory Listing for an additional \$10.
 - Include your company's logo (100 x 100 Pixel), within your listing, for an additional \$20*.

THE QC + PLAN: \$ 300 ANNUALLY

- "Plugged-In" Discounts To All Maryland Construction Network "Direct Connect" Networking Events
- A Business Listing, Inclusive Of A 50 Word Description Of Your Company, In The **Maryland Construction Network Directory**
 - A Categorical Listing can be added to the MCN Directory, for each of your company's categories, for an additional cost of just \$10 per listing.
 - **Bold** your company's Directory Listing for an additional \$10.
 - Include your company's logo (100 x 100 Pixel), within your listing, for an additional \$20*.
- A Name Link To *Your Personalized Company Web Page*; Hosted On The **Maryland Construction Network Website**. *This Is The Perfect Solution For Companies Without A Website*.
 - MCN will assist with the production of your Web Page.
 - An audio player can be added to your Web Page for an additional \$50.
 - A video player can be added to your Web Page for an additional \$75.

* Slightly larger logos can be accommodated for an additional fee.
Graphics and content to be supplied by your firm in accordance with MCN guidelines.

ADD OPTIONS TO YOUR QUICK CONNECT (QC) PLAN TO MAXIMIZE YOUR EXPOSURE!

DIRECT CONNECT PLANS – DC's

The construction industry enjoys conducting business *face-to-face*. Maryland Construction Network “*Direct Connect*” networking events provide the ideal forum for the *entire industry* to *connect*. If you are a building owner, subcontractor, or a design professional; whether you specialize in commercial work or residential; MCN “Direct Connect” meetings will afford you the perfect venue to “meet” and “greet”. Greater Exposure – Greater Success! Spotlight your company at a “Direct Connect”. Consider a *Direct Connect Plan!* Achieve *distinguished* recognition!

THE DC PROMO PLAN: \$ 800

- Premium Exhibit Space At A “Direct Connect” Networking Event

THE DC PRESENTATION PLAN: \$ 1,200

- Premium Exhibit Space At A “Direct Connect” Networking Event
- 30 - 45 Minute Presentation, Prior To A “Direct Connect”

MCN offers discounted pricing to companies purchasing multiple DC Plans.

CONSTANT CONNECT PLANS – CC's

Constant Connect Plans are designed to provide your company with **constant marketing and advertising exposure**. Your goods and services are *continually* available to the *entire construction industry*. Constant Connect *Hands-Free Plans* include marketing and advertising opportunities to be enjoyed – *wherever* and *whenever* – potential and existing clients and customers are listening to Maryland Construction Network podcasts; containing your *Hands-Free Plan* advertisement. Constant Connect *Hard-Wired Plans* are geared for graphic advertisements and include a link from your ad, to your corporate website, from within the pages of the Maryland Construction Network Website. Your *Hard-Wired Plan* advertisement is working 24/7 to drive business to your door!

CC HANDS-FREE 15

- 15 Second Advertisement During Maryland Construction Network Podcasts
 - 12 Advertisements Per Year - \$ 300
 - 24 Advertisements Per Year - \$ 500
 - 52 Advertisements Per Year - \$ 1,000

CC HANDS-FREE 30

- 30 Second Advertisement During **Maryland Construction Network Podcasts**
 - 12 Advertisements Per Year - \$ 500
 - 24 Advertisements Per Year - \$ 900
 - 52 Advertisements Per Year - \$ 1,500

CC HANDS-FREE PROGRAM HOST: \$ 300

- Create The Content For An Informational 10 – 15 Minute **Maryland Construction Network Podcast**
 - **You Choose The Topic**
 - **You Choose The Speaker(s)**
 - **MCN Will Broadcast The Story You Want Told!**
 - **Your Company Name & Logo Will Be Included In The Show Notes On MCN's Website**

MCN offers discounted pricing to companies purchasing multiple CC Hands-Free Program Host Plans.

CC HARD-WIRED BASIC: \$ 300

- A 125 x 125 Pixel Advertisement On The **Maryland Construction Network Website**
 - Easy, Affordable, & Always Working For You

CC HARD-WIRED BLOG AUTHOR: \$ 400

- Includes The Ability To Post Your Blog Directly To The **Maryland Construction Network Website**
 - **You** Initiate Discussions, Spark Debates, Introduce News & Views
 - **You** Demonstrate Your Industry Expertise
 - **You** Increase Your Exposure & Promote Your Business

Blog Content Subject to MCN Review & Approval.

CC HARD-WIRED BASIC +: \$ 500

- A 180 x 150 Pixel Advertisement On The **MCN Website**
 - A Classic, Rectangular Web Ad At A Dynamite Price

CC HARD-WIRED HALF SKYSCRAPER: \$ 900

- A 160 x 300 Pixel Advertisement For All To See On **MCN's Website**
 - Stand Tall Among Your Peers
 - Get Noticed & Build Your Business

CC HARD-WIRED “CITY-BLOCK”: \$ 1,800

- Includes An “Eye Popping” 336 x 280 Pixel Advertisement Within The Pages Of The **Maryland Construction Network Website**
 - Just Like The Name Implies – It’s Big & Solid Like A City Block!
 - A Wide Format Ad That Draws Attention To Your Company
 - Generous Space For Graphics & Text

CC HARD-WIRED “SHOW & TELL”: \$ 3,000

- Your Company’s Audio Or Video Advertisement Appears In The Sidebar Of The **Maryland Construction Network Website** For All To Experience!
 - A Maximum Impact Marketing Opportunity
 - Place Your One-Minute Advertisement In Front Of *Your Targeted Audience*
 - Captivate The Attention & Imagination Of New & Existing Clients
 - Convey Your Message In A Creative & Exciting Way

CC HARD-WIRED LEADERBOARD: \$ 4,500

- Your Company Will Be “Hooked-Up” – “Front & Center”
 - Your Company Shines For *All The Industry To See!*
 - Includes A 728 x 90 Pixel Advertisement *Directly Below* The **Maryland Construction Network Banner** On MCN’s Home Page. This One Of A Kind Advertisement Guarantees Your Company Will Be Noticed All-Day, Every Day!

Hard-Wired Plans are for a term of twelve (12) months. Short-term ad runs can often be accommodated.

PUBLISHED CONNECT PLANS – PC’S

Published Connect Plans afford your company the opportunity to advertise within **Maryland Construction Network newsletters** and *mass e-mails*. While our newsletters are delivered electronically; the advertisements offered have a more “traditional” look and feel. Interested in something a little more “cutting-edge”? Tie your ad to Maryland Construction Network mass e-mails. MCN mass e-mails spotlight weekly podcasts, highlight special news and information, announce upcoming events, and all other announcements relevant to our industry. Regardless of whether you advertise in our newsletters or our mass e-mails, MCN will connect you to industry professionals interested in the latest news and information. MCN mass e-mails are sent to a *pre-qualified recipient list*.

PC MAIL BASIC PLAN: \$ 600

- A 160 x 80 Pixel Space To Display Your Message Or Graphic

PC MAIL PREMIER PLAN: \$ 1,000

- 160 x 160 Pixels Of Prime Advertising Real-Estate To Enhance Your Corporate Presence
 - Thousands Of Impressions Every Month

PC NEWSLETTER BUSINESS CARD: \$ 700

- Place A Standard 3.5" x 2" (252 x 144 Pixel) Business Card In The MCN Newsletter To Promote Your Goods & Services To The Construction Industry
 - All Your Relevant Information Will Be Seen By Decision Makers

PC NEWSLETTER QUARTER-PAGE: \$ 1,100

- At 3.5" x 4.75" (252 x 342 Pixel), The Quarter Page Newsletter Ad Gets Noticed & Gets Results

PC NEWSLETTER HALF-PAGE: \$ 1,500

- A 7.5" x 4.75" (540 x 342 Pixel) Or The 3.5" x 9.75" (252 x 702 Pixel) Half Page Layout Advertisement Causes People To "Stand-Up" & "Take Notice"

PC NEWSLETTER FULL-PAGE: \$ 2,500

- When You Want The Story To Be *All About You*, The 7.5" x 9.75" (540 x 702 Pixel) PC Newsletter Full-Page Advertisement Is The "Only Way To Go"

*List prices for all PC Plans are for a term of twelve (12) months. Short-term ad runs can often be accommodated.
Finished ad sizes are at a resolution of 72 pixels/inch.*

UNIQUE CONNECT PLANS – UC's

Your company is *one of a kind*. It has a unique "fingerprint". The **Maryland Construction Network** realizes that business strategies are not *one size fits all*.

In addition to our packaged "connections", **Unique Connect Plans**; designed specifically to fit your company's needs, are available. The Maryland Construction Network will work with you, *within your budget*, to develop the right "connection" for your company - each and every time. Contact Verna Regler (410.977.8038) or Rob Bertazon (443.250.7515) at MCN (443.982.7329) to learn how *easy it is* to construct a "Plan" to fit your needs; on-track, on-time, on-budget.

Your success is our success!

- * Prices do not include 6% MD Sales Tax and are subject to change.
- * Prices do not include advertisement design or production.
- * Design and production services are available, through MCN, for an additional cost.
- * Advertisements must be furnished to MCN in appropriate, approved formats.
- * Connections not currently packaged can be custom built. Prices are available upon request.

**Logo
Size
100 x 100**

**CC
Hard-Wired
City Block
336 x 280**

**CC
Hard-Wired
Basic
125 x 125**

**CC
Hard
Wired
Basic+
180 x 150**

**CC
Hard
Wired
Half
Skyscraper
160 x 300**

**CC Hard-Wired Leaderboard Is Simply TOO WIDE TO FIT!!!
728 x 90**

**PC Mail Basic Plan
160 x 80**

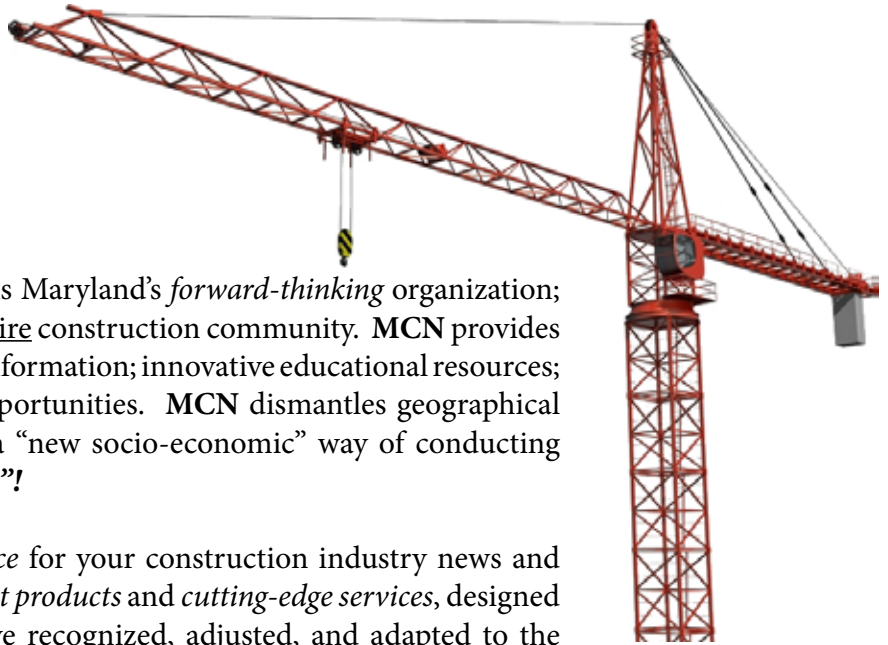
**PC
Newsletter
Half-Page
540 x 342 or 252 x 702**

**PC Mail
Premium Plan
160 x 160**

**PC
Newsletter
Business Card
252 x 144**

**PC
Newsletter
Quarter Page
252 x 342**

Maryland Construction Network



Maryland Construction Network (MCN) is Maryland's *forward-thinking* organization; *in-step* and *in-touch* with the needs of the entire construction community. MCN provides *accessible* and *affordable* industry news and information; innovative educational resources; and premier networking and marketing opportunities. MCN dismantles geographical barriers, offering both a "traditional" and a "new socio-economic" way of conducting business. Let's call it "*tradition with a twist*"!

Forward-Thinking: As your *one stop source* for your construction industry news and information, MCN showcases *state-of-the-art products* and *cutting-edge services*, designed by inspired industry professionals who have recognized, adjusted, and adapted to the ever-changing needs of our industry.

In-Step & In-Touch: MCN's **Website** provides a *wealth* of targeted news, education, and information; 24 hours a day – 7 days a week! **MCN Podcasts** highlight construction industry *news* and *trends*. New podcasts are released each week. *Listen* and *learn* at your convenience. Loaded with information you *cannot afford to miss* - podcasts are always available through the **MCN Website Archives**.

Accessible & Affordable: Businesses are *unique*. Budgets are *custom-built*. Business strategies are not *one size fits all*. MCN offers a variety of "PLANS" from which to choose. Select the Plan that best serves your needs *and* your budget. Your **Return On Investment (ROI)** will begin *immediately*.

Maryland Construction Network was created by seasoned industry professionals; *aware* and *in-touch* with the day-to-day challenges facing the construction industry. MCN is *the* network for construction specialists who have long sought to find an effective, efficient, and affordable way to grow their businesses. At MCN, you choose **Your Plan – Your Way – Within Your Budget**.

Goods & Services:

- **Weekly Podcasts** - Industry Specific Education & Information At Your Finger Tips
- **Direct Connects** - Bi-Monthly Premier Networking Events; See & Be Seen! Grow Your Business!
- **Electronic Newsletters** - Stocked Full Of Relevant Industry Information
- **E-mails Of Interest** - News, Information, & Upcoming Events; To An Extensive, Pre Qualified List Of Industry Leaders
- **Constant Connections** - MCN's Educational & Informative **Website** Is Always Just A Click Away Whenever; Wherever You Need It

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