

LEGACY CONSTRUCTION GROUP

Introducing the Rollout of the Expanded *Construction Standard® Media Publication*

Who We Are: Legacy Construction Group, Inc. has provided Commercial and Residential Construction services to Central Missouri since 2006. We specialize in new construction, restoration, rehab, design build, and remodeling.

What is the Construction Standard: Our goal is for the "Construction Standard" to become Columbia's premier publication targeted directly to those connected to the construction industry and those who are seeking construction services and building materials.

Purpose of Publication: To provide resources to subscribers related to products and services through advertising at a time when the construction industry has been severely affected by the current economy. By advertising, your company will be at the forefront to those needing services and building materials now and in the future. Many companies have had to reduce or eliminate their advertising budgets but now is the time when advertising is more important than ever to attract new business.

Distribution: Our current distribution list includes over 850 subscribers and grows every month. We have internet parsing technology allowing us to grow our subscriber list with relative ease. We are also in current negotiations to obtain other e-distribution lists from traditional print publications.

- Over 850 subscribers including local business professionals, real estate agents, past Legacy clients, and website visitors.
- Online edition accessed through our website with an average of 627 visitors per month. (Statistics: Average from June – October 2009)
- Internet parsing technology allows to expand e-distribution list with ease.
- Low unsubscriber rate per month, less than 1%.

Construction Standard – Media Kit

Benefits: All advertisers are exclusive to their industry. We will not include advertising from a direct competitor. The Construction Standard is a free publication but is targeted to a specific audience with specific purpose. Our advertising rates are the lowest for any medium making it affordable and a cost effective consideration for your business.

- **Exclusive Advertiser**
- **Targeted Audience**
- **Cost Effective**
- **No Ad Size Rates**
- **Increased Visibility**
- **Website Link Exchange**
- **Referrals**
- **Featured Articles Included**

Why Choose an e-Publication For Advertising: According to a study conducted by Harris Interactive, people are twice as likely to use online and digital resources to obtain information than traditional print publications. Print media and publications have been shedding subscribers and advertising clients at a good clip each year, especially in the last five years. More and more people are relying on other sources to be informed and make buying decisions. The cost to advertise in print media is costly due to publication costs oppose to e-publications. According to Harris Interactive people are much more likely to spend time reading emails, accessing the internet, and using social networking sites during the day while at work than subscription leisure reading while at home.

2010 Advertising Rates

Silver Package (\$480yr / \$40mo)

- Website Link Exchange
- Logo Display (8x per Year)
- Media Ad - All Sizes (4x per Year)
- Referrals

Gold Package (\$720yr / \$60mo)

- Website Link Exchange
- Logo Display (6x per Year)
- Media Ad - All Sizes (6x per Year)
- Featured Article (1-2x per Year)
- Referrals

Platinum Package (\$900yr / \$75mo)

- Website Link Exchange
- Logo Display (4x per Year)
- Media Ad - All Sizes (12x per Year)
- Featured Article (2-3x per Year)
- Referrals



Construction Standard Media Publication

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