

**ATTENTION ADVERTISERS**  
**Ad Spaces Are Now On Sale!**

**ASA-NM 2010-2011**  
**MEMBERSHIP DIRECTORY**

A handy, 5 1/2" x 8 1/2", reference guide used daily, year-round by the construction industry of New Mexico.

- Full color coated cover
- Plastic-coil binding
- 40 pages (estimation)
- Divider tabs in B&W
- Ads appear on divider tabs & covers for high visibility
- Circulation of 400 - General Contractors, Subcontractors, Architects & Engineers
- Free directory listing to all display advertisers
- Free copy of directory with order

PUBLISHED AND DISTRIBUTED IN EARLY SEPTEMBER 2010



Back Cover	4 1/2 " w x 7 1/2" h	\$950 full color
Inside Covers	4 1/2 " w x 7 1/2" h	\$600 (b&w)
Inside section tabs	4 1/2 " w x 7 1/2" h	\$500 (b&w)
Inside full pages	4 1/2 " w x 7 1/2" h	\$400 (b&w)
1/2 page ad	4 1/2 " w x 3 1/4" h	\$325 (b&w)
Business card	2 1/2" w x 4 1/2" h	\$200 (b&w)

**Artwork due August 9, 2010.** Digital ad files required sent via email (call if your file is too large) EPS, PDF, JPEG or TIFF file preferred. All fonts need to be rendered and or embedded for PC. Microsoft Word, Power Point and Publisher files are not preferred. Please call Elizabeth at ASA-NM if this is an issue.

**To reserve your advertisement space please complete the the back side of this flyer (second page via email) and fax, mail or email to ASA-NM. You will be invoiced upon receipt of your order.**



American Subcontractors  
Association of New Mexico



director@asa-nm.org

Ph. (505)220-7024 F. (505)271-1218

P.O. Box 3266 Albuquerque, NM 87190

### 1. Advertising Standards

The acceptance of advertising in the ASA-NM Directory can be a mutual benefit to the construction profession and to the advertiser. Advertisements should be developed to provide the industry with useful information about relevant products and services. All advertising must adhere to and be compatible with the ethics of ASA-NM, and must not be deceptive, false, or offensive in any manner. The appearance of advertising in any publication of ASA-NM is not a guarantee or endorsement by the Association of a product or service, or the claims made for a product by a manufacturer. The following requirements and guidelines constitute the advertising standards of ASA-NM. The Association will periodically review its advertising standards with the objective of keeping pace with changes that occur in the construction industry. The Association reserves the right to reject any advertising.

### 2. Advertising Copy Guidelines

1. In all Advertisements the product or service offered should be clearly identifiable.
2. The word "advertisement" may be required on any advertisement that is designed in a manner that allows confusion between the advertisement and the editorial content of ASA-NM.
3. Although comparative advertising is acceptable, unwarranted disparagement or unfair comparison of a competitor's products or services will not be permitted.

These advertising standards are subject to change without notice.

### 3. Eligibility Requirements

1. Products or services useful in the construction industry are eligible for advertising in the ASA-NM Directory. Also, responsible advertising for the products or services of interest to those in the construction industry and to their families will be considered eligible, providing the standards for advertising are met.
2. Advertisements containing claims that have been the subject of an unfavorable report or decision by the Federal Trade Commission will be considered ineligible.
3. Advertisements that violate, or assist in violating, any laws or other government regulations or statutes are ineligible.
4. An advertisement for an educational course must state the organization responsible for the conduct of the course. The ASA-NM Directory reserves the right to determine the professional qualification of sponsoring organizations.
5. No advertisement that is false or misleading in any manner will be accepted.
6. Advertisement that violates ethical codes of ASA or ASA-NM will not be accepted. Also unacceptable are advertisements that are indecent or offensive, or contain personal, racial or religious attacks.

### 4. Billing and Contracts

Acceptance of the terms stated herein constitutes a contract with ASA-NM. No cancellations will be accepted after closing dates. Covers may not be cancelled under any conditions.

I hereby agree to all advertising terms and agree to pay within 30 days of receipt of invoice. \*(to be filled out by advertiser)

\*Company Name: \_\_\_\_\_

\*Contact Name: \_\_\_\_\_

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

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

\*Advertisement choice: (ex. cover, tab, inside full page) \_\_\_\_\_

\*Total amount due: \_\_\_\_\_ \*Signature of advertiser: \_\_\_\_\_

\*Directory Listing- *please indicate below exactly how you would like your Co. listing to read (leave blank if information is the same as above)*

Company Name: \_\_\_\_\_ web address: \_\_\_\_\_

Contact Name (if any): \_\_\_\_\_ Email: \_\_\_\_\_ ph. \_\_\_\_\_

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