



BUILDING CENTRAL FLORIDA

2023 Media Kit

*Bi-monthly Publication Content Descriptions,
Specifications, Rate Card & Due Dates*



The **Project Profile** section of *BUILDING Central Florida* magazine is the feature article of the publication and typically occupies the center spread of the magazine for maximum attention. The Project Profile tone should be editorial in nature, focusing on unique aspects, unusual construction methods or specific circumstances that the construction industry would find compelling, educational or of particular interest due to details inherent in the scope of work. The Project Profile section is developed **free of cost** to current CF ABC member companies. Please note, the Project Profile is NOT sales or promotional content about the member company or its services. (See **Business Profile opportunities**.)

ARTICLE CONTENT

The story should originate with the general contractor or prime contractor, but subcontractors are eligible to contribute as well. Alternatively, ABC staff will compile information and write the article if the member company does not have in-house resources to provide it.

ELIGIBILITY

Project submissions must:

- include several ABC member companies involved in the development
- include member companies subs/suppliers (name, phone, email) contact list that participated in the project*
- have been completed within the preceding 12 months
- located within the surrounding counties represented by Central Florida ABC (Volusia, Orange, Lake, Osceola, Seminole, Polk or Brevard).

AVAILABILITY

Each bi-monthly issue features one Project Profile as center spread and is available on a first-come, first-serve basis. Space is reserved in advance.

* ABC will contact member companies to contribute to the article and offer special advertising rates in that issue to assist them with their marketing efforts. If a company chooses not to supply a list to assist with the promotion of the Project Profile feature content, the business may purchase the compiled article at the same rate as a Business Profile feature, as space permits. (See Business Profile opportunities.)



First LEED v4 Airport Campus in the World

By Courtney Franklin, Senior Project Development Coordinator

Since Hensel Phelps' first project at the Orlando International Airport (MCO) in 2008, they have completed over 1,000,000 SF in aviation projects with the Greater Orlando Aviation Authority (GOAA). These projects covered MCO's entire campus including Airside 1, 3, and 4 renovations and expansions, the Air Traffic Control Tower, and the South Automated People Mover Complex.

Most recently, Hensel Phelps was selected as the construction manager at risk to construct the new 732,895 SF South Terminal C Airside. Under this contract, they provided preconstruction, construction, commissioning, and close-out phase services for GOAA.

Passengers will enjoy Florida's world-famous sunshine during their South Terminal C experience. The design has a towering glass skylight atrium, known as The Boulevard, that runs the length of the new landside terminal to the airside concourse hub, serving as wayfinding throughout the main corridors that passengers will be traversing.

The first LEED v4 airport campus in the world, passengers will be drawn from one element to the next — in a more spacious and convenient environment that delivers on customer care through-out. A critical element of the Central Florida region's economic growth, the intuitive, three-level South Terminal C will accommodate travel for 10 million-plus additional passengers and connect to the existing intermodal terminal facility.

The 19-gate world-class airside terminal can serve both international and domestic flights with flexible configurations to accommodate narrow-body jumbo, and super-jumbo aircraft. Additional work for the project includes the construction of walkways, aircraft loading bridges, and security enhancements.

The terminal's 1,000-foot long boulevard features an innovative skylight that diffuses natural light throughout the space. Several civic spaces along the boulevard enhance the passenger experience by providing comfortable seating, shopping, and a new state-of-the-art media experience. One of the biggest focuses on the project was the Experiential Media Environment (EME) technology hub. In Palm Court, the grand gathering hub where the airside's north and west concourses intersect, passengers can relax among linky palm trees. The Palm Court features a 10-foot-tall video spectacle, called the "Moment Vault." Three large triangular-shaped, floor-to-ceiling panels with three giant video walls, viewed from outside or inside the Moment Vault, will show Florida's beaches, botanical gardens — and perhaps even a NASA launch.

In the north concourse, passengers walk along the "Windows on Orlando," a 60' by 28' wall of video screens. The three giant screens can work together or independently to make passengers feel as if they are swimming alongside manatees and features aquatic scenes of underwater reefs or walking along a beach with ocean waves washing toward their feet.



One of the most innovative aspects of the new terminal is the U.S.'s first state-of-the-art radio frequency identification 3.5-mile baggage handling system manufactured, installed and maintained by Vanderlande. As only the second airport in the U.S. that has it, the baggage system is created with individual motors and tubes that run only when they need to be energized which maintains a longer life cycle, creates cost savings, and eliminates the need for conditioned space. Other innovations include "bag first" processing at the U.S. Customs and Border Protection and Federal Inspection Station, and 100% facial recognition for international passengers.

The South Terminal C project site was Hensel Phelps' first project to receive authorization to fly drones in Class B airspace, which is the classification of airspace for the busiest airports in the country. The value of this drone authorization has proven ten-fold. It provided additional data on the project progress and helped minimize the client's and stakeholders' need for as many progress walks on such a large site. Time was saved in weekly meetings spent analyzing the latest footage. Bi-weekly aerial maps for site conditions investigation and logistics planning were utilized by the team. The video also created a photo backup of the progression and location of underground utilities, confirming volumetric calculations for earthwork quantities. The drone was also flown at nighttime to scan the building envelope with infra-red imaging to help identify any potential issues with the roofing and ventilation systems.

From the South Terminal C Airside project's inception, Hensel Phelps set out to exceed GOAA's statutory goals of 20% MWBE and 4% LDB participation. Hensel Phelps and their small business management partner, PA Wallace and Associates, successfully set the project goals higher and worked to unbundle large portions of the work so that the project could be more inclusive and produce more opportunities for small businesses. The higher goals, outreach, and unbundling paid off. Hensel Phelps achieved project-wide participation of over 33% through management and construction efforts with many of the project scopes being completed with MWBE/LDB prime contractors.

Central Florida Members

- Acousti Engineering Company of Florida
- Advanced Millwork, Inc.
- Airelec
- Alpha Insulation and Waterproofing
- Baker Concrete Construction, Inc.
- Competitive Edge Partners & Consulting, LLC
- David Allen Company, Inc.
- Freedom Insulation, Inc.
- Gomez Construction Company
- ISEC, Inc.
- JCB Construction Inc.
- Loyal Waterproofing Construction, Inc.
- Stark Tech/MC2, Inc.
- Randall Mechanical, Inc.
- Skybuilders USA, LLC
- Spectra Contract Flooring
- T&T Construction of Central Florida
- Wal-Mart Contracting Group

Project Profile feature with ABC member companies list

ADD-ON PAID PLACEMENT COVER IMAGE

Member companies may reserve the front cover image to promote their **Project Profile** article. (See **Cover Photo opportunities**.)

The **Cover Photo** of each *BUILDING Central Florida* magazine is paid placement offered to the general contractor/member company for the issue's **Project Profile** feature article and includes the member company logo and introductory copy from the article on the **Table of Contents** page.

Should the GC not reserve the front cover image, it will be offered to other member companies having content in the issue, such as Business Profiles, etc.

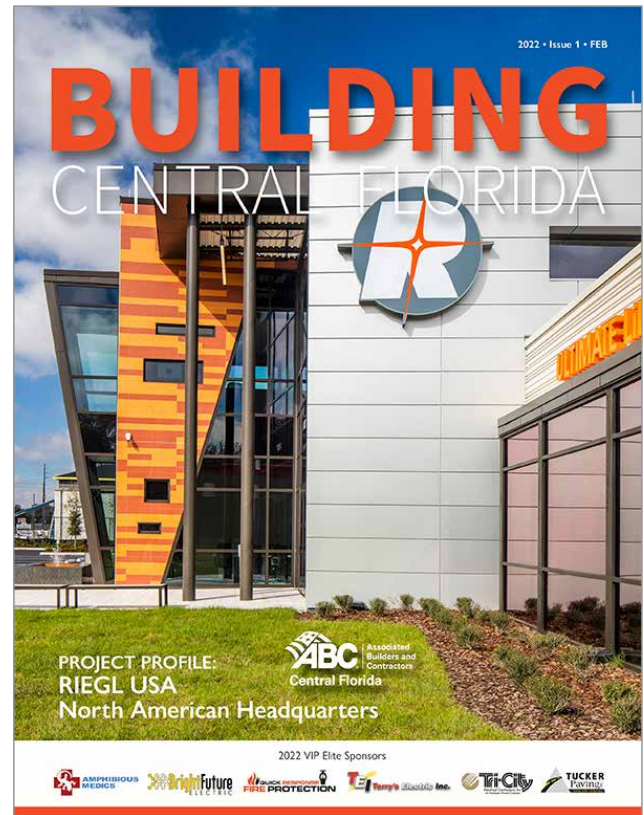
Photos submitted for the cover must be high-quality, professional photography supplied by the company/member or its imagery source. Photo selection is based on overall design aesthetics and editorial relevance and must have necessary signed photo usage rights consent on file with CF ABC. Final photo selection is at the discretion of CF ABC.

ELIGIBILITY

Photo submissions must:

- be projects completed within the preceding 12 months
- feature projects located within the surrounding counties represented by Central Florida ABC (Volusia, Orange, Lake, Osceola, Seminole, Polk or Brevard)
- have relevancy to content included in the issue
- high-resolution digital files, 300 dpi or higher
- acceptable file formats include .psd, .tif, .jpg

(See **Rate Card** for additional information)



Cover Photo - paid placement includes Table of Contents image, intro copy and company logo

The **CF Business** section of *BUILDING Central Florida* magazine contains articles written and submitted by member companies on topics they are considered to be the Subject Matter Experts. CF Business articles are to be editorial, educational and insightful, and may include best practices based on experience. The goal is to engage the reader with content they won't easily find anywhere else and relevant to commercial construction in Central Florida. The CF Business articles are published **free of cost** to current CF ABC member companies. Please note, CF Business articles are NOT sales or promotional content about the member company or its services. (See **Business Profile opportunities**.)

ARTICLE CONTENT

Content can be any of the following:

- new or emerging construction methods or products
- advances in technology
- safety practices and procedures
- education and training
- construction law
- mentorship programs
- employee relations

ELIGIBILITY

Submissions for publication should include the following:

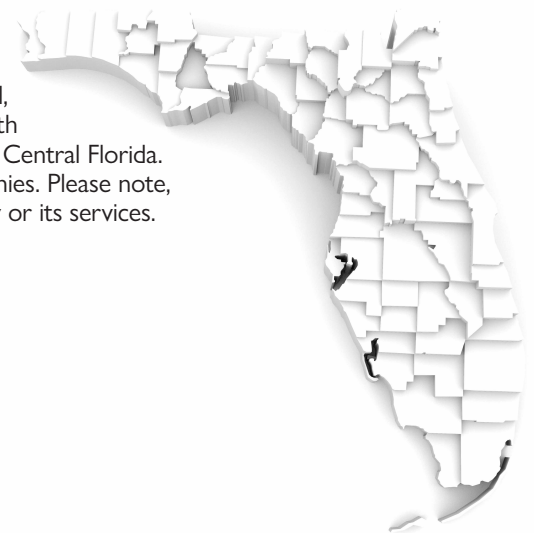
- word count can vary but not exceed 750 words if graphics are included
- high-quality photos or illustrations if possible with short descriptive captions
- quotes with references where applicable
- submitted as Word documents, not PDFs

Article must originate with the member company as submission of content gives CF ABC authorized permission to publish. ABC staff will compile information and graphics to comply with BCF style and layout availability. Article will contain headline/title, author/byline, company name and contact information.

AVAILABILITY

Each bi-monthly issue features multiple articles available on a first-come, first-serve basis, as space permits, and does not guarantee specific placement.

(See **Rate Card** for additional information)



CONNECT... EDUCATE... ADVOCATE

Building Your Brand with Digital Marketing

By Michael Monahan, President & CEO, Most Integrated Marketing

Whether your business is a startup or one that's been around for years, it's important to integrate digital marketing strategies into your marketing mix.

According to a recent study by Pew Research Center, nearly a third of adults in the U.S. are "constantly" online. While traditional means of marketing, such as direct mail, advertising, and other promotions are still effective, these strategies are no longer sufficient, on their own, to reach a busy audience.

By including digital marketing best practices in your brand's overall marketing mix, your company can reach its target audience more effectively. Learning how to use these practices will help build your brand, conveying its message to highly targeted audiences, resulting in more leads, more revenue opportunities and, ultimately, more customers.

Website & Search Engine Optimization (SEO)
On and off-page optimization strategies improve a company's ranking on search engine results pages, or SERPs, such as Google or Bing. On-page optimization focuses on anticipating searchers' questions, leading them to find answers they are researching. This method aligns what your organization offers with what potential customers are searching for. By performing keyword research first, your team can properly identify those terms searchers use and can then use these keywords strategically throughout the site to improve your company's ranking.

One way to do this is to post relevant, high-quality, educational and consistent thought leadership and other company content. Examples of such content include blogs, case studies, press releases, white papers, executive presentations, infographics or other subject matter. Separately, make sure the person responsible for the site includes the right title tags, meta descriptions and other technical details on your site's backend. This important step will help search engine crawlers browsing through web pages for new, updated content and other "tags"—also called "spiders," "robots" or "bots"—find your website, understand what each page is about and index those pages accordingly.

Another technique is off-page optimization. Unlike on-page SEO, off-page SEO uses tactics away from your website. An example of this is establishing backlinks from third-party groups such as news outlets, influencer platforms and other authoritative sites, which boosts SEO. Another way to lift your brand on SERPs is to maintain a strong social media presence, linking to shareable content, bringing in readers from social sites and other platforms to your company website.

Paid Search
Your company can also buy its way to the top SERPs. Typically, readers can use the difference between brands that rely well organically versus those that have "paid to play" with a small, non-on-script "ad" label listing the first few companies. The bad news is that it costs money to bid on certain keywords, and sometimes that includes bidding on your company's own name. The good news is that you only pay when someone takes an action, such as clicking on the link, so this can be an efficient way to advertise, as your brand receives exposure through name recognition whether someone clicks on your ad or not. Typically, small businesses can start an effective paid search program for as little as \$500 per month. Larger companies should anticipate paying more as they bid on more competitive keywords.

Social Media Advertising
Social media is a great way to reach ideal customers, create brand awareness, drive website traffic and more. If your team is looking for an easy, fast, and cost-effective way to target a specific demographic within a geographic area your company can service, then it's time to consider advertising on a social platform best fit to reach your brand's target audience. Paid social media campaigns create an entry way for new, hyper-targeted potential customers to find your company as your team builds an audience database to easily track return on investment (ROI).

Email and Content Marketing
Email marketing can be an effective marketing tool, providing a fluid, interconnected buyer's journey. It's important to build the marketing foster relationships with leads as well as current and past customers. Coupled with the right messaging, email can be an impactful marketing channel. There are a variety of key performance indicators (KPIs) to track an email campaign's performance like bounce rate, open rate, click-through conversion rate, etc.

While it is important to track metrics, determining ROI on different channels, don't limit your focus only on one or two metrics, giving too narrow of a performance picture. Instead, encourage your team to look at a wide range of KPIs to understand what's working well with the current campaign and which areas need improvement.

In closing, while traditional marketing methods remain an important part of this industry and a company's overall plan, adopting a specific digital strategy has become more important than ever before. Even better, consider implementing an integrated marketing approach, connecting your brand to its vital elements—visual identity and what that conveys, brand language, key messages, communication channels, call to action (CTA) and purpose.

For more information, please visit www.gtmcm.com or call 407-581-4222.

8 | BUILDING Central Florida 2022 - APRIL

CFC EYE ON DESIGN

Creating A Dream for the New National Children's Museum

By Jeff Stades, Entech Innovative Engineering

Taking a base sketch provided by a client, then designing, engineering, fabricating and installing the specialty project takes years of proven experience in a range of markets. With the late February 2020 opening of the National Children's Museum in Washington, D.C., children up to age 12 can now experience interactive exhibits focused on science, technology, engineering, arts and mathematics, or STEAM, including the marquee Dream Machine three-story climber and slide.

Entech Innovative Engineering partnered with Universal Services Associates to engineer, build and install the Dream Machine from the ground floor up three stories, where children can let off steam by imagining they are an airplane pilot in one of many lifted Easy Pod up in the clouds or sliding down the 45 foot slide for an astronaut landing from space. Located on the Space Coast of central Florida, Entech Innovative has more than 25 years of experience combining art with technology to build creative solutions for museums, theme parks, experiential marketing agencies, and large general contractors.

The Dream Machine is composed of the main climbing structure, the large slide for older children and adults, the lift-off slide for smaller climbers, two easy pod enclosed structures, a so-called and different themed areas including 14 suspended marine buoys, several hanging weather balloons with camera balls and small clusters formed from several white acrylic spheres. Some of the more intricate processes used to construct Dream Machine included 3D modeling software combined with five-axis milling machines used to build a virtual model, then aid in fabrication. Drawings of the parts were then delivered to our fabricators and vendors to build with exact details.

The project had a challenging installation due to its small space spanning three floors in height and nearly 30,000 pounds of steel and fiberglass components, not including the equipment needed to erect and assemble the structures. Small Spider Cranes, forklifts and aerial work platforms, sometimes all working in concert, were used to install the project.

Some of the most difficult engineering for the Dream Machine included correctly lining up the suspended pods and ensuring the angles where right and true. Because of the ongoing collaboration between engineering and project management teams, the design was well developed and easier to put together on site.

As with all Entech Innovative projects, proven safety features were installed throughout the Dream Machine. High density polystyrene, or HDPE, was installed to prevent climbers from receiving scrapes and safety netting was placed around the crowd tubes. Additionally, the pod ring were fabricated to lock into the brackets as they were installed and pods included small holes to let in light, as well as additional lighting in some of them to assist children. The whole climbing structure is also wheelchair accessible at multiple points.

"There's a magical moment of entry as soon as visitors enter the front door," said Crystal Bower, the museum's president. The Dream Machine gives children a chance to let off steam by climbing from the ground floor up three stories and sliding down. With 20,000 square feet of exhibition space, the museum features plenty of room including permanent and temporary exhibits. Great design is everywhere!"

Other contributors to the \$14-million project include PNC Bank, Nordstrom, the Bill & Melinda Gates Foundation, the National Oceanic and Atmospheric Administration, the District Department of Transportation, the State of Qatar, and Microsoft. Visit nationalchildrensmuseum.org for more details.

Photo courtesy of Jason Davis

18 | BUILDING Central Florida MAY/JUNE 2020

The **Business Profile** feature in *BUILDING Central Florida* magazine is paid placement of **editorial content** delivered in an article format which focuses on the member company. This is an ideal opportunity for member businesses to tell their story to hundreds of commercial construction companies in Central Florida, in print and online.

ARTICLE CONTENT

The story should originate with the member company or their marketing representative. Content should include specifics about company products and services, niche areas of expertise, examples of current projects or clients. This is where the member company has the full attention of the reader, so informative, friendly and detailed content is encouraged. Alternatively, ABC staff will compile information and write the article if the member company does not have in-house resources to provide it.

AVAILABILITY

Each bi-monthly issue features up to four member company Business Profiles on a first-come, first-serve basis. Placement is determined on a per issue basis so Business Profile feature articles do not have competing member paid advertising on the same spread. Space is limited and specific issue reservations are accepted but not guaranteed.

SPECIFICATIONS

- Editorial content submitted in MS Word accompanied by photos and logo. ABC marketing staff will create the layout to adhere with the BCF style guidelines. *(Pre-designed layouts will not be accepted as final but may be sent for representation of member company brand guidelines.)*
- High-resolution images and logos need to be sent as separate files
- Sizing and placement will be determined by ABC
- Layouts include a headline/title, author/byline, logo, one or two images and member contact information
- Half-page profile approximately 300-400 words
- Full-page profile up to 700 words

(See **Rate Card** for additional information)

BUSINESS PROFILE

Modern Day Master Builders

By Perry Olson

REX Construction Services is a team of modern-day master builders, blending decades of construction experience with technology and business acumen.

We are called the "Modern Day Master Builders" because of our proven construction expertise and understanding of the business decisions that drive success on projects. We positively impact the design phase of projects by partnering with owners and designers before breaking ground. Traditionally, a master builder's craft includes both design and construction. We integrate our building expertise with modern tools and processes to maximize every project we work on.

clients to further refine the project documents, material selections, installation sequences to maximize efficiency.

Market Expertise:

- Multifamily
- Light Industrial
- Senior Living & Healthcare
- Hospitality & Amenity
- Mixed Use & Adaptive Reuse

We are different because we present solutions, not just issues, and we advocate for every client on every project as if REX was a financial partner on the project. We believe we are ONE team with our clients and with everyone on a project. We call this our REX-one philosophy where the architects, engineers, trade partners, clients, and the community all work together and win together.

We have built a team of seasoned construction professionals with decades of experience who have each built thousands, if not millions, of square feet of commercial buildings. Additionally, our partnership with our sister company, REX Engineering Group, gives our clients and project teams access to some of the brightest minds in the structural and MEP engineering

industry. Together, we have a culture of continual process improvement and thrive in solving complex problems.

What to Expect Working with REX Construction:

Team-Culture – Our REX-one philosophy is that everyone on the project is on the same team including the client, the design team, our trade partners, and the community around the project.

PAID ADVERTORIAL CONTENT



Extensive Industry Experience – We have built nearly 50 million SF of light industrial and commercial space across the Southeast United States, particularly in Central and South Florida.

In-House Engineering – Having REX Engineering Group as our sister company provides our clients and project teams with nationally-recognized expertise to solve the complex issues that arise throughout the project.

Top-Down Building Expertise – We are big enough to have the expertise and capabilities needed, yet small enough that each client and project has the attention of our senior leadership, along with a seasoned project manager and superintendent.

Multiple Value Engineered Options – We believe every project has unique challenges and opportunities, we come to the table with viable, constructible solutions based on current market prices, supply chain availability, and requirements for your project.

Learn more about REX Construction by visiting our website at www.REXco.com or by calling our Orlando office at 407-872-1812.

REX Construction Services

Left: Narcoossee Logistics Center, Orlando, FL – Light Industrial
Center: Elm Trinity Springs, Oxford, FL – Senior Living
Right: Mural Park, Chicago, IL – Mixed Use

Business Profile full-page

Keller North America

Keller is North America's leading, full-service geotechnical construction contractor, ranked #1 Specialty Foundation Contractor by Engineering News-Record, year after year. Keller is recognized by industry leaders to be reliable and innovative experts in the field of specialty foundation and geotechnical construction.

Keller Group plc is a global construction company based out of London, UK, with revenue of over £2.3 billion (\$3.15 billion USD) and approximately 9,000 employees operating in more than 40 countries. They are the world's largest geotechnical solutions specialist. They have the people, expertise, experience, and financial stability to respond quickly, see the job through, and get it done safely. They often operate in the most challenging circumstances, where climate, terrain, and culture are forces to be reckoned with.

With a North American presence of over 60 years, Keller operates as the market leader with over 50 offices throughout the US and Canada. Keller Business Units often collaborate on many projects both in the US and worldwide. When Keller NA is part of the team, your project benefits from their:

- Large US-based resource pool to meet both technical and schedule needs
- Proven ability to deliver fast-track and resource-intensive projects, both small and large
- Financial strength
- Low bonding rate and the capacity to bond the project, if required

Keller is the sole source for a complete geotechnical construction solution optimally designed to reduce clients' risk in the Orlando area.

KELLER NORTH AMERICA TECHNOLOGIES

Used individually or in combination, Keller's technologies solve a wide range of geotechnical challenges across the entire construction spectrum. They also meet the specialized geotechnical requirements that relate to renovating existing buildings and solving environmental challenges.


DEEP FOUNDATIONS – Augercast Piles, Displacement Piles, Micropiles, Drilled Shafts, Driven Piles, Helical piles

GROUND IMPROVEMENT – Vibro Systems, Rigid Inclusions, Compaction Grouting, Mass Soil Mixing

EARTH RETENTION – Driven and Pressed Sheet Piles, Soldier Piles and Lagging, Tieback Anchors, Deep Soil Mixing

GROUTING – Jet and Permeation Grouting

For more information visit: www.keller-na.com



Business Profile half-page

The **Member News** section of BUILDING Central Florida is a forum for companies to share information that is of interest to the Central Florida membership. This service is provided **free of charge** to all member companies on a first-come, first-serve basis, as space permits. Content should be editorial in nature. ABC does not include press releases about ABC awards in this section as there is usually an article covering the topic. Please note, Member News is NOT sales or promotional content about the member company or its services. (See **Business Profile** opportunities.)

TYPES OF MEMBER NEWS

Content can be any of the following:

- new awarded projects
- project milestones - topping out parties
- project completions
- new employees
- employee promotions
- awards from other industry organizations
- company merges, expansions and the like

ELIGIBILITY

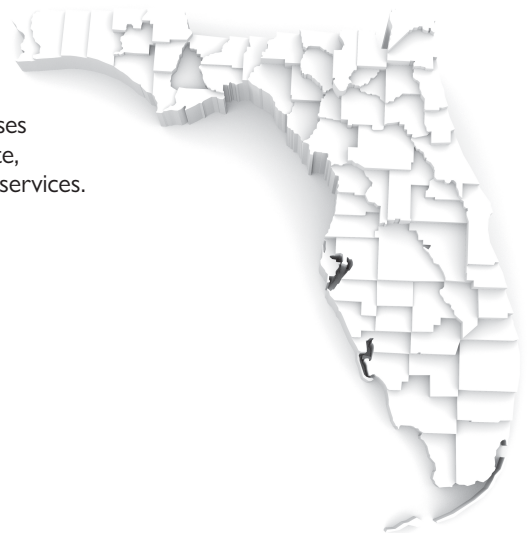
Submissions for publication should include the following:

- 100 - 250 word count per topic
- be located within the surrounding counties (Volusia, Orange, Lake, Osceola, Seminole, Polk or Brevard)
- high-quality photos with captions
- quotes with references where applicable
- content not previously published in BCF
- submitted as Word documents, not PDFs

AVAILABILITY

Each bi-monthly issue allocates approximately 3-4 pages for Member News content, including images. Listings are alphabetical by member company name. ABC will modify the section layout to accommodate a minimum of 10 companies per issue. If a company submits multiple topics for inclusion, ABC will allocate space to one topic per company first. Topics must be submitted as individual documents for consideration and may be held for a future issue as space dictates. Final selection is at the discretion of CFC ABC and content will be edited if necessary.

(See **Rate Card** for additional information)



MEMBER NEWS

Member News is a forum for companies to share information with the Central Florida Chapter membership. **Free of charge.** This service is available to all member companies on a first-come, first-serve basis, as space permits. Content should be editorial in nature, such as new contracts, finished projects, employee promotions, etc. and not promoting business products and services.

For more information contact Lauren Kelly, Marketing Director at 407-296-1268 or send an email to lauren@abccentralflorida.org

For detailed descriptions download the Media Kit from abccentralflorida.org/media-building-central-florida/

Request an **ABC Member** digital logo by sending an email to: logos@abccentralflorida.org

Acousti Engineering Company of Florida

Jason Taylor has been named as Acousti Engineering Company's new President & CEO. Jason assumed this position effective April 1, 2022.

Jason comes to Acousti with 25 years of project execution and general management experience within the commercial construction sector with Roy Anderson Corporation, a wholly owned subsidiary of Tutor Perini Corporation. Jason began his career within the firm as an estimator/project manager as he continued to grow into such roles as project executive, vice president operations, senior vice president, and ultimately president of Roy Anderson. Jason has a passion for developing people, best practice, and project management. He is a hands-on leader who will not shy away from any challenge set before him.

"I am excited to join Acousti," remarked Taylor. "The company is already one of the leading interior specialty contractors in the country, with room for significant growth."

"The Board conducted an extensive search for a new CEO with the expertise and ability to effectively capitalize on the opportunities in the market we serve. I am delighted to have Jason join the team at Acousti. With his exceptional track record of building and growing businesses within the commercial construction industry, we believe Jason is the ideal person to lead Acousti in its next chapter of growth and success," stated Todd Walsh of Acousti North America, the majority shareholder of Acousti.

Concurrent with Jason joining Acousti, Wayne Tanner will step down as a member of the Board of Directors and interim CEO to continue as an advisor to the Board and to Jason for an interim period to ensure a smooth transition. Jason will be a part of the rest of the Board. I thank Wayne for his service as both an interim executive and as a director over the last several months. We are also pleased that he has agreed to help with the transition to Jason's leadership over the next few weeks," said Kevin Kruse, also of Acousti.

Ignitors of the Year Award - Abu & Associates

"As the CEO of Acousti, I am excited to work with the company's customer base of best-in-class general contractors and property owners through leveraging Acousti's relationships with its superb material suppliers and talented workforce. I am grateful for the opportunity to work with Acousti's outstanding team and look forward to getting out to each of the branches as quickly as possible," added Taylor.

Abu & Associates, Inc.

... has been awarded 12 Target projects consisting of store renovations throughout Florida. Abu has been successfully working with Target since 2017. The improvements include projects with very minor renovations to full, complete store remodels.

... In February, completed the renovation of the newly opened Self-Help Credit Union Winter Park branch on Lee Road. It was an exciting bank building that needed updating along with new masonry and finishes. Self-Help is extremely pleased with their new space and opened the facility to customers April 4th.

... was proud to be one of the sponsors for the onePULSE Foundation TopGolf Celebrating Common Ground Fundraiser on March 31st. All proceeds benefited the National Pulis Memorial & Museum, education initiatives, 49 Legacy Scholarship program, as well as operations.

... is honored to be one of the recipients of this year's Ignitors of the Year Award by the Hispanic Chamber of Commerce of Metro Orlando (HCCMCO) in partnership with the Orlando Magic. This award aims to recognize Hispanic-owned companies with a proven record of sustainable growth, who have created multiple full-time jobs in Central Florida, who serve as industry leaders and mentors of other Hispanic-owned companies and lead philanthropic efforts in this region.

Bramble's by Ver-Tex Construction

Ver-Tex Construction recently acquired Florida-based acoustics distributor, Bramble's, as part of the company's efforts to increase their industry expertise and serve a larger customer base. Learn more about this acquisition by visiting www.ver-tex.com/branches.

onePULSE TopGolf - Abu & Associates

MEMBER NEWS

Ver-Tex Construction has announced a partnership between its southeast division and Florida-based SESCO Lighting to drive specifications and sales of high-lighted Barrio product lines in seven southeast states, including Florida, Alabama, Georgia, South Carolina, North Carolina, Tennessee, and Mississippi.

This partnership aims to educate architects and electrical contractors on the benefits of specifying Barrio products on projects in the SESCO service areas. Ver-Tex, for its part, will provide support to the SESCO team by providing product training, design assistance, budgeting, and installation.

This mutually beneficial partnership will allow Ver-Tex to establish its presence in new service areas, while SESCO will benefit from the product and installation expertise Ver-Tex offers.

"With SESCO lending its strong reputation in these markets, Ver-Tex will have the opportunity to impact projects in regions we haven't served before," said Brian Goodwin, CEO of Ver-Tex Construction. "In exchange for their partnership, we're happy to contribute our decades of expertise in this industry to enhance SESCO's already robust product offerings and to tap into an even wider variety of useful solutions."

Bramble's by Ver-Tex Construction

Comprehensive Energy Services, Inc.

... is pleased to announce that Michael Morgan, project manager, was named as honoree of Orlando Business Journal's prestigious 40 under 40 list. Michael is a key member of CES's Special Projects Division, where he focuses on healthcare, aerospace, entertainment, and owner-direct project work. Michael sits on the board for the Seminole State Foundation, how Mattie Moore Foundation, and is a recent graduate of Class 100 for Leadership Orlando. CES is so proud of Michael not only for his efforts in the office and on the job site, but for all his hard work with the charitable CES supports.

Florida Surety Bonds, Inc.

... UFG Surety bestowed its 2021 Agency of the Year title to Mattie Moore-based Florida Surety Bonds on March 14, 2022. Agency of the Year recognition celebrates top-level surety success. Selected based upon several measurable benchmarks — including lost ratio, written premium, growth, and new business — this marks the third time Florida Surety Bonds has received the accolade from UFG. "Each year presents us all with new and interesting challenges," explains Vice President and Director of UFG Surety Dennis Richmond. "With each challenge, the team at Florida Surety Bonds finds new and innovative ways to conquer these obstacles."

In addition to being named Agency of the Year, Florida Surety Bonds was one of six bonding companies to receive the 2021 UFG Surety Crystal Blue Award honoring top premium-producing agencies.

Some of Dylan's notable projects include: Orlando International Airport South Terminal C, Atrium, Orlando, FL; Navy Federal Credit Union Campus Expansion Phase 1, Pensacola, FL; Navy Federal Credit Union Campus Expansion Phase 2, Pensacola, FL; Glenbrook Golf Group Facility, Eglee AFB, FL; Universal CityWalk Venue Renovation, Orlando, FL.

Some of Matty's other notable projects include: Universal Orlando's Cabana Bay Towers, Orlando, FL; High-Performance Computing Center, Fort Meade, MD; Commercial Core & Cargo Processing Facility (C3P), Keesler Space Center, IL; Office of the Chief Army Reserve (OCAR) Building, Fort Belvoir, VA; Aerospace Renovation Wings 2 & 3, Arlington, VA; The Market Common, Charlottesville, Arlington, VA; National Air & Space Museum - Steven F. Udvar-Hazy Center, Chantilly, VA.

SPACE SIZE	RATE/ISSUE ¹			AD DIMENSIONS
	1/X	3/X	6/X	
1/8 Page	<input type="checkbox"/> \$150	<input type="checkbox"/> \$135	<input type="checkbox"/> \$125	3.625" w x 2.4375" h
1/4 Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	3.625" w x 4.875" h
1/2 Page	<input type="checkbox"/> \$395	<input type="checkbox"/> \$375	<input type="checkbox"/> \$350	7.5" w x 4.875" h
Full Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$595	7.5" w x 10" h (live area)
				8.75" w x 11.25" h (with bleed)
Cover: Inside Front/Back ²	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	<input type="checkbox"/> \$650	7.5" w x 10" h (live area)
Cover: Outside Back ³	<input type="checkbox"/> \$725	<input type="checkbox"/> \$695	<input type="checkbox"/> \$675	7.5" w x 8.85" h (live area)
Cover Photo ⁴	<input type="checkbox"/> \$500			8.75" w x 11.25" h (bleed)
Business Profile: Full	<input type="checkbox"/> \$400			
Business Profile: Half	<input type="checkbox"/> \$300			

Size Rate _____ x # Issues _____ = Subtotal _____

☐ Company supplied final art/specification listed to the right

☐ Design Services provided by ABC (\$150 fee) _____

Digital proof will be sent for approval

☐ _____ Additional Magazine copies \$6/each _____

Advertising Total _____

PAYMENT OPTIONS BELOW

MATERIAL SPECIFICATIONS

PHOTOGRAPHS

High-resolution minimum 300 dpi, converted to CMYK color space for print. Acceptable formats include .jpg, .tif, .psd

LOGOS

Vector art files with fonts as outline and converted to CMYK color space for print. No PMS, spot colors or transparencies. Acceptable formats include .eps, .ai, some .psd, and .pdf if fonts have been converted to outline. Note: .jpg is a raster file type and will blur when enlarged. Vector files .eps, .ai retain crispness and clarity when enlarged.

ARTICLE CONTENT

MS Word file with CAPS, Initial Caps, **boldface**, or *italic* where requested. One word-space between sentences. One line-return between paragraphs. **Please run spellcheck on your documents before submitting.**

FILE NAMES

BCFyer_issue_section_your company name using underscores, not dashes.

2023_1_MemberNews_CompanyName
2023_2_BusinessProfile_CompanyName

- ¹ Ad rates are for current CF member companies.
- ^{2,3} Inside Front/Back and back cover placement is reserved for full page ads.
- ⁴ Cover photo available to Contractors Subcontractors only.

Starting Issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Issue No./Delivery Month	1 - Feb	2 - Apr	3 - Jun	4 - Aug	5 - Oct	6 - Dec
Deadlines						
Space Closing	Dec 1	Feb 1	Apr 1	Jun 1	Aug 1	Oct 1
Materials Due	Dec 15	Feb 15	Apr 15	Jun 15	Aug 15	Oct 15

If you don't see an advertising option available within *BUILDING Central Florida* magazine that fits your company needs or you have questions about file types and color space, ABC is here to help. **Please call 407-628-2070 or email bcbf@abccentralflorida.org**

THE INFORMATION LISTED BELOW IS REQUIRED TO PROCESS YOUR INSERTION ORDER

Make your ad reservations on the CF ABC website: www.abccentralflorida.com/store or complete the form below.

DATE _____ COMPANY _____ CONTACT _____ PHONE _____

TITLE _____ EMAIL _____

ADDRESS _____

City: _____ State: _____ ZIP: _____

PAYMENT INFORMATION

☐ Check enclosed (payable to CFC ABC, Inc.) ☐ Bill Us (CFC ABC members only) P.O.# _____ ☐ VISA ☐ MC ☐ AMEX ☐ Discover

NAME ON CARD _____ EMAIL FOR RECEIPT _____

CARD # _____ EXP. DATE _____ CVC CODE _____

CREDIT CARD BILLING ADDRESS _____ ZIP CODE _____

AUTHORIZED SIGNATURE _____

☐ **CANCELLATION POLICIES:** Advertising space and Business Profile cancellations must be received by 5:00 pm of the Space Closing Date listed above. If materials are not received by the Materials Due date, no refund or credit will be given and space will not roll over to a future issue.



BUILDING Central Florida (BCF) is published bi-monthly by the Central Florida Associated Builders and Contractors. All material becomes the property of CF ABC unless prior arrangements are made. CF ABC welcomes submissions of articles and press releases from our members; however, CF ABC reserves the right to publish based on relevance and space availability. Please direct all inquiries to bcbf@abccentralflorida.org 651 Danville Drive Suite 200, Orlando, FL 32825 407-628-2070 abccentralflorida.com ©2023 Central Florida Associated Builders and Contractors, Inc. All rights reserved.