

# CICACENTER.ORG

## MEDIA KIT



Providing environmental rules  
& regulations for the  
construction industry.



## YOUR OPPORTUNITY TO **REACH THOSE WITH PURCHASING POWER** IN THE CONSTRUCTION INDUSTRY!

*CICA is supported by: National Center for Manufacturing Sciences (NCMS), Associated General Contractors of America (AGC), Compliance Assistance Centers and Funded by the U.S. Environmental Protection Agency (EPA) through a Cooperative.*

FOR MORE INFORMATION, PLEASE CONTACT:

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[www.cicacenter.org](http://www.cicacenter.org)

**NAYLOR**   
ASSOCIATION SOLUTIONS

# Construction Industry Compliance Assistance (CICA) Center

CICACENTER.ORG



Your source for plain language explanations of environmental rules for the construction industry.

## CICACENTER.ORG

Website Advertising



More than 14,000 visits per month!

## Visitor Profile

Environmental and sustainably-conscious construction professionals visit [cicacenter.org](http://cicacenter.org) daily to access information and resources as well as further their knowledge regarding environmental rules, regulations and updates in the construction industry. These are the **decision-makers who specify and purchase products, services and solutions for their firms** and are involved in all facets of greenbuild and sustainable construction including:

### Bridges

Commercial Building

Demolition

Golf Courses

Highways

Industrial Building

### Land Development

Linear (i.e. Pipelines)

Residential Building

Remodeling

Specialized Trades

Many More!

## \$120-145 billion opportunity

By 2015, an estimated 40-48% of all new non-residential construction projects will be green, which equates to approximately \$120-145 billion.

## About CICA Center

The CICA (Construction Industry Compliance Assistance) website was created to **help construction leaders understand** and have access to all **current environmental rules and regulations** for the construction industry. Topics of information include:

### Stormwater

Construction & Demolition (C&D)

Hazardous/Toxic Waste

Air/Open Burning Dust

Wetlands/Water Bodies

Endangered Species

### Green Building

Safety & Health

CICA Center Library

Consultants Directory

Compliance Summary

Contact Information

**Promote your products and services to the nation's top contractors dedicated to sustainable building practices!**

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## GREEN-BUILDING BY THE NUMBERS



### MARKET IMPACT

#### **\$120-145 billion opportunity**

By 2015, an estimated 40-48% of all new non-residential construction projects will be green, which equates to approximately \$120-145 billion.

#### **58% of building activities will be green**

In a 2012 international survey, 58% of U.S. respondents said their building activities would be green by 2015.

#### **41% of all non-residential building**

starts in 2012 were green (compared to 2% in 2005).

#### **5.5% of \$14.7 trillion U.S. GDP**

The construction market accounts for 5.5% of the \$14.7 trillion U.S. GDP (which includes commercial, residential, industrial and infrastructure).



### LEED STATS

#### **3.3 billion square feet**

As of October 2014, more than 3.3 billion square feet of building space are LEED-certified.

#### **71% of projects valued over \$50 million**

Have LEED referenced in their specifications.

#### **LEED certifications up by more than 50%**

The number of LEED certified federal building projects in the U.S. increased by more than 50% from 2011 to 2012.



### EXISTING BUILDING MARKET

#### **Approximately 61%**

of all existing construction projects are retrofit projects.

#### **\$14-18 billion opportunity**

By 2015, the green share of the largest nonresidential retrofit and renovation activity will more than triple, growing to 25-33% of the activity by value, which is an approximate \$14-18 billion opportunity.

**Your business can grow within this fast-paced sector of the construction industry!**

Advertising on the CICA Center website keeps your brand in front of **more than 14,000 construction individuals every month** who are constantly seeking new products and services related to sustainable construction. To sign up, contact your Naylor representative today!

# Construction Industry Compliance Assistance (CICA) Center

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## Advertising on the CICA Center Website – www.cicacenter.org

The CICA (Construction Industry Compliance Assistance) website gives construction leaders access to current information and resources regarding all environmental rules and regulations affecting the construction industry. Sections of the website include:

<b>Stormwater</b>	<b>Green Building</b>	<b>Construction &amp; Demolition (C&amp;D)</b>	<b>Safety &amp; Health</b>
<b>Hazardous/Toxic Waste</b>	<b>CICA Center Library</b>	<b>Air/Open Burning Dust</b>	<b>Endangered Species</b>
<b>Wetlands/Water Bodies</b>	<b>Compliance Summary</b>	<b>Consultants Directory</b>	<b>Contact Information</b>

Being included on [cicacenter.org](http://cicacenter.org) offers you several cost-effective opportunities to position your company as a leader in front of an influential group of sustainable and environmentally-conscious construction professionals.

### Features of CICA Center website advertising:

- Cross-promoted in other industry publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



*\*Average from the first six months of 2014*



### Run-of-Site Leaderboard

12 Months | \$4,000

One position with 4 rotations running on all pages of the CICA center website.

### Run-of-Site Square Tile

12 Months | \$3,200

One position with 4 rotations running on all pages of the CICA Center website.



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CICACENTER.ORG



## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### Website

#### Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF\* accepted
- Max file size 100 KB

#### Square Tiles

- 200 x 200 pixels
- JPG, GIF or Flash/SWF\* accepted
- Max file size 100 KB

#### \*Website Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

#### Create an invisible button using Action Script 3.0

1. Open your .fla file.
2. Lock all your layers
3. Create a new layer on top and select the first frame.
4. Draw a large rectangle or shape that will cover the whole banner.
5. Then convert your shape to a 'Symbol' and track it as a button.
6. In the PROPERTIES panel set the 'Color Effect' as 'Alpha' and set it to 0%.

7. Then change the instance name to 'naylornet\_btn'
8. Create a new layer on top of the button and select the first frame.
9. Go to the ACTIONS panel, copy and paste this snippet below

```
naylornet_btn.addEventListener(MouseEvent.CLICK,function(event:MouseEvent) : void {
flash.net.navigateToURL(new URLRequest
(root.loaderInfo.parameters.url), "_blank");
});
```

**NOTE: Do not type your intended url in the code. Leave the word url as-is. The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the desired URL to your Naylor account executive.**

10. Publish or export .SWF file for Flash Player 10 or higher and ActionScript 3.0