



The **VOICE** **Southeastern**

The official publication of the Southeastern Construction Owners and Associates Roundtable

The VOICE Southeastern 2020
The official publication of the Southeastern Construction Owners and Associates Roundtable

Better Together

Inside:

- Early Contractor Involvement
- A Year to Remember
- Force Majeure and COVID-19
- And more!

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Taking SCOAR to New Heights

Inside:

- Helping Students Choose Construction
- Economic Forecast for the Southeast
- SCOAR Conference Addresses Shortages
- Contract Questions About Modular Construction
- And more!

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Inside:

- What's Keeping New Technologies Out of Construction?
- Change is Coming
- Securing Payment
- And more!

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The Southeast is Under Construction!

Inside:

- The Influence of Owners
- Building Pathways to Construction
- The Role of Social Media
- Is This the End of EPC Contracting?
- And more!

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Inside:

- Safety Solutions: Look Back to Change the Future
- Make the Most of your Association Membership
- Trends in Dispute Resolution
- And more!

SCOAR fosters innovative and breakthrough thinking on issues related to industrial construction to improve its members performance. Read on to learn more.



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***Your industry
is our specialty!***

VOICE

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March 2021

Dear Friends and Colleagues,

One of our goals at the Southeastern Construction Owners and Associates Roundtable (SCOAR) is to keep our members informed about the construction industry's activities in the southeastern United States. This is why, in 2011, we partnered with Matrix Group Publishing Inc. to create **The VOICE Southeastern**, an 8½ by 11-inch glossy stock magazine that we distribute across the region each fall.

A lot has happened since we published our 2020 edition last fall, including the effects of the ongoing pandemic, a change of administration in the White House, political unrest, and the ups and downs of nervous markets. Through it all, SCOAR has worked to keep our members informed, connected, and updated. Following strict safety guidelines, we were able to host two in-person events (October 2020, January 2021), and we look forward to meeting again May 18, 2021 (register online). We'll hold our Fall Member Meeting in Charlotte, North Carolina, September 27-29, 2021, and this is the event that we'll release this magazine at. All attendees will be able to pick up an advance copy at the registration desk.

In addition to this on-site distribution, the magazine will be posted in full, and for free, on our website. Readers include:

- » Member and non-member companies across the southeastern United States;
- » The Associated General Contractors of America, executives;
- » The American Institute of Steel Constructors, southeast chapters;
- » The Associated Builders and Contractors, southeast chapters;
- » The National Association of Women in Construction, southeast chapters;
- » The Project Management Institute, executives;
- » Labor Organizations; and
- » Local User Council Executive Directors.

The need for this publication is a testament to the rapid growth of SCOAR and the success the organization has experienced to date. **The VOICE Southeastern's** editorial content will provide SCOAR's membership and the industry with information on many topics, including up to date details on the skilled labor shortage in our region; new technologies and methodologies, and how they may benefit projects; information on changing regulations and policies; legal advice; and much more. All content is geared specifically to construction owners and contractors in the southeast United States, ensuring it is a valued resource.

I would like to personally thank all of the advertisers who have supported **The VOICE Southeastern** since its creation. Without your backing, we would not be able to publish this important communication tool. I look forward to working together with long-time supporters and new advertisers to make this next issue an exciting and successful publication. There is great value in advertising, and many options to fit all budgets and marketing campaigns. Please speak to your sales representative, who will outline the many opportunities.

If you would like to learn more about SCOAR, please check out our brand new website - www.SCOAR.org. Also, please be sure to check out past issues of the magazine online, on a newly-created page dedicated to the publication.

Steve Greene



Executive Director
The Southeastern Construction Owners and Associates Roundtable
<https://scoar.org/magazines>



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RATES FOR 2021

COVER POSITIONS	1 Issue \$ Per Issue
Outside Back	\$3,549.50
Inside Front	\$3,209.50
Inside Back	\$3,209.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

FULL COLOR RATES	1 Issue \$ Per Issue
DPS	\$3,500.00
Full Page	\$2,499.50
2/3 Page	\$2,220.50
1/2 Page (Island)	\$2,080.50
1/2 Page	\$1,980.50
1/3 Page	\$1,299.50
1/4 Page	\$1,109.50
1/6 Page	\$559.50
1/8 Page	\$459.50

1. Process colors—yellow, cyan or magenta plus black
2. Publisher cannot guarantee exact match

OPTIONAL ADD-ONS

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Hyperlink Advertisement + Company Name.	+\$75.00
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Proofs—Fax/Email	+\$50.00
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*Advertising Agencies—Please add 15%, all rates are net

**Terms of payment due upon receipt of invoice.

***Add 2% per month interest on accounts over 30 days.

SCOAR's voice to the construction owners' industry in the southeastern United States!

Direct-mailed to representatives from SCOAR's member companies, as well as to potential member companies!

Bonus distribution to members and industry partners at the Fall Member Meeting, September 27-29, 2021, in Charlotte, North Carolina!

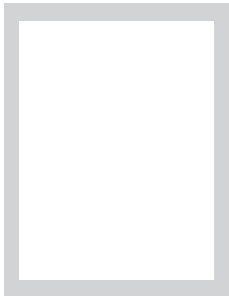
Editorial content that is specific to the industry ensuring that the magazine is a valued resource!

Have your advertisement and company name in the Index to Advertisers hyperlinked directly to your website or your email address! Make sure to take advantage of this exciting new opportunity!

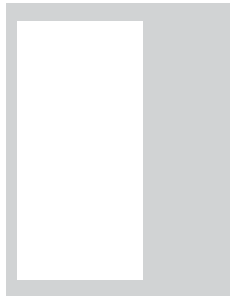
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VOICE

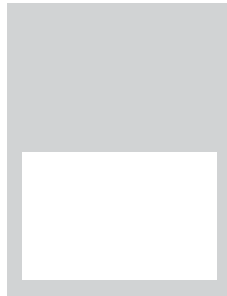
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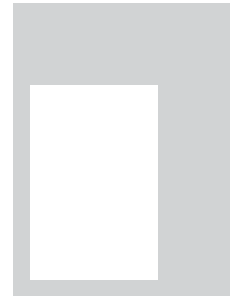
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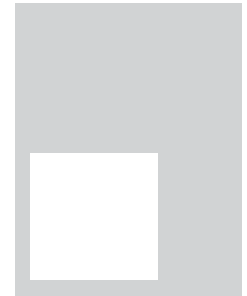
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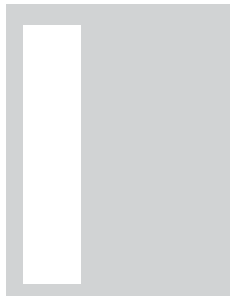
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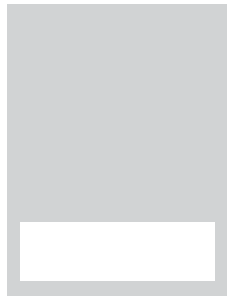
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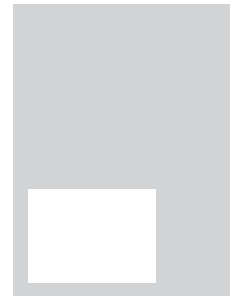
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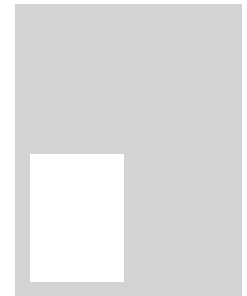
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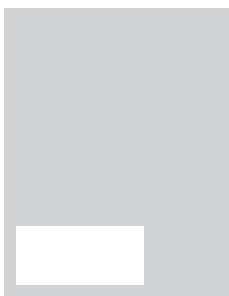
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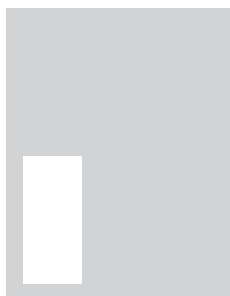
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1/4 Page Vertical
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1/6 Page Horizontal
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1/6 Page Vertical
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical
W. 2 1/8 x H. 3 3/8

Live Space 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to: sales@matrixgroupinc.net

Questions?

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