2023 ADVERTISING PACKAGES



MEMBER ADVERTISING

The Opportunity: Advertising with Build Oregon is your opportunity to get in front of thousands of skilled workers in Oregon and SW Washington.

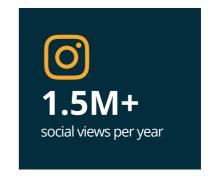
The Audience: Thousands of jobseekers looking to get into the trades visit Build Oregon's website and social media channels each month.

The Next Generation: Reach the next generation with our enhanced advertising packages. Build Oregon is purpose built to reach the next generation online. We meet them on their own turf – TikTok, YouTube, SnapChat and Instagram – and show them the way to a rewarding, debt-free career path.

The Build Oregon Impact:







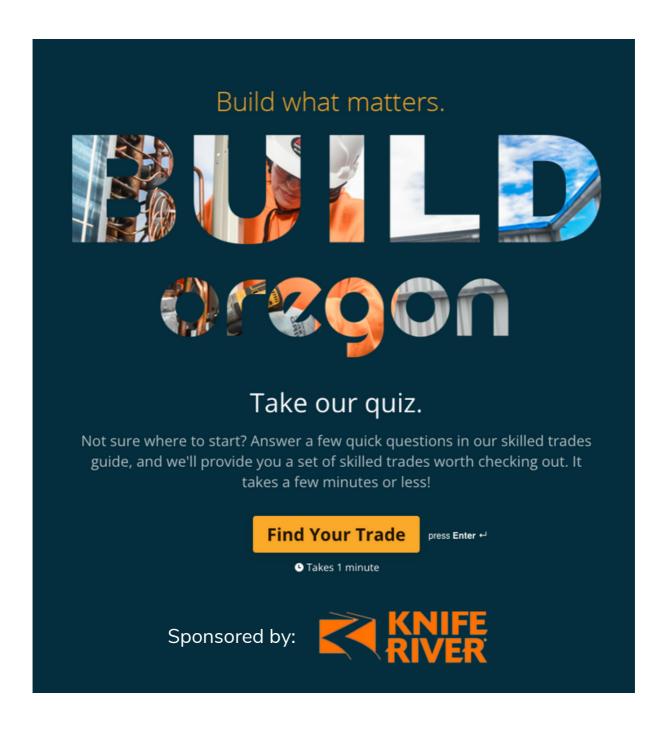
The Next Step: Inquire about advertising with Build Oregon today. Space is limited! Contact Amber Klingner at amberk@agc-oregon.org.

Grant Opportunities: To ensure the opportunity to be featured on Build Oregon is equitable AGC will offer select packages as grants to minority and women-owned contractors. To apply contact Amber Klingner at amberk@agc-oregon.org.

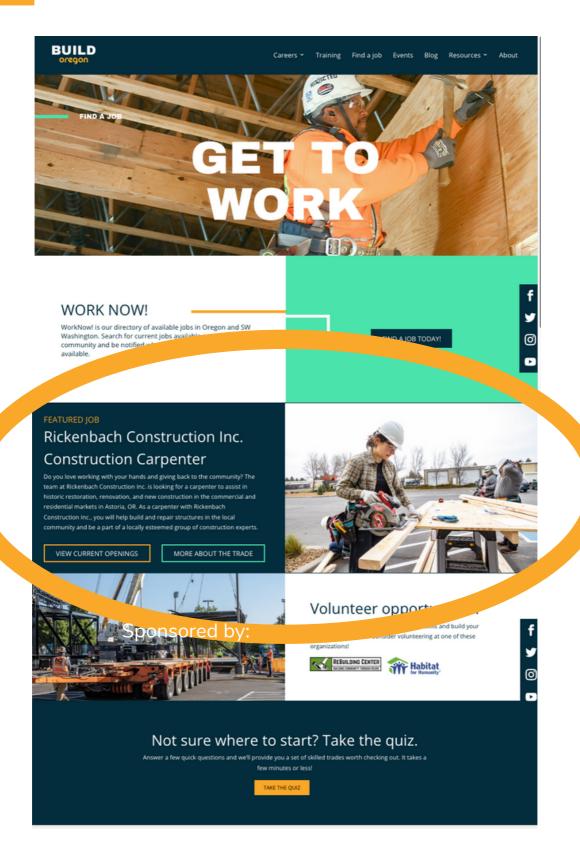
PACKAGES

Product	S(C ₁ ,D (2 available)	Gold (4 available)	Silver (10 available)	Included with membership	Market Value
Ad Feature: your company in a Build Oregon ad campaign (150k views) (April-May or Sept October)	/				\$2,500
Photography Feature: your job site in an upcoming photoshoot and ad campaign + rights to use imagery (March or July)	/				\$2,500
Quiz Sponsor: exclusive sponsorship of our most popular page for two months	/	/			\$1000
Featured Job: exclusive skilled trades job listing for one month	\	/			\$500
Skilled Trades Feature: exclusive sponsorship of one skilled trade page for three months	/	/	/		\$750
Blog Feature: your company featured on the Build Oregon blog (indefinite)	\/	/	✓		\$500
Social Feature: one company post on Build Oregon's social media (indefinite	\	/	/		\$250
Unlimited job listings (indefinite)	/	/	/	>	\$100 per listing
Events: Unlimited recruiting event listings (indefinite)	/	/	/	\	\$100 per listing
Price:	\$6,000 (\$8,000 value)	\$2,500 (\$3,000 value)	\$1,250 (\$1,500 value)	included	

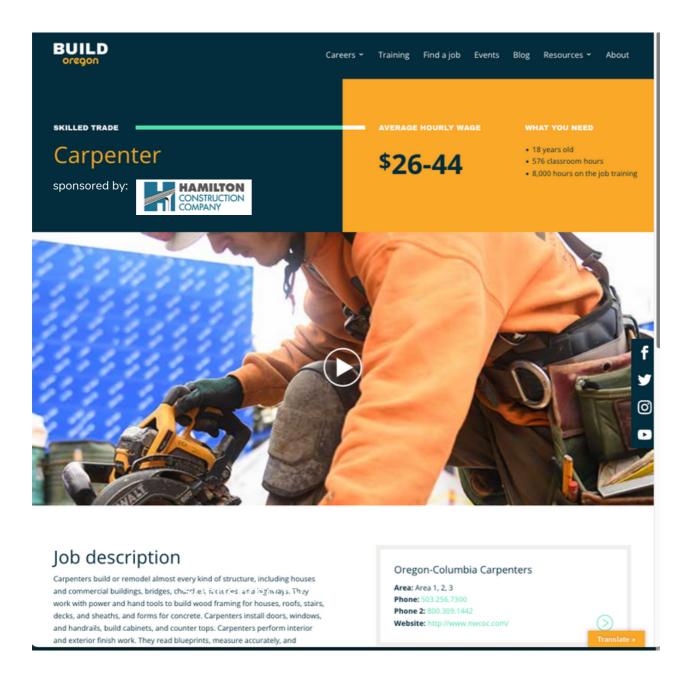
QUIZ ADVERTISING



FEATURED JOB



SKILLED TRADES



BLOG FEATURE



Careers

Training

Find a job

Events

Carpenter Apprentice Avery McEntire Shares Why He Chose the Skilled Trades

by Build Oregon | Jul 28, 2022 | Careers, Education



We connected with Avery McEntire, a Schweiger Memorial Scholarship recipient and current Carpenter Apprentice with PNCI. Here's what Avery shared about his construction experience:

What did your path into the skilled trades look like?

I didn't go right from high school to the skilled trades. I actually jumped into college first, but after too many bills and uncertainty about my future I decided to make the switch. And, boy, am I glad I did. I've been a carpenter apprentice with PNCI for about four years now. It was an incredibly smooth process. I applied, interviewed and was placed in an apprenticeship right away. Now, I'm in my 8 term and on track to graduate in the next year or so.

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BLOG GUIDELINES

With Build Oregon, we're helping the next generation realize the many benefits of Oregon and SW Washington's booming construction industry. Today's prospective workers value inclusion, growth potential, a debt-free career path, high wages and the opportunity to advance their education. Through the Build Oregon blog, we can showcase real-life industry examples, tell relevant stories and share unique perspectives that resonate. With your help, we are going to change hearts and minds, reframe how the next generation sees our industry, and invest in the future construction workforce.

General Guidelines:

- Word count: 400-700 words
- Headlines: make them engaging and succinct
- Bio: include a brief author bio (50 words or less) at the end of the written piece

Dos:

- Summarize and simplify
- Speak to a diverse audience
- Share project examples
- Include personal anecdotes

Don'ts:

- Incorporate overly promotional language
- Cover too many topics at once
- Assume readers are familiar with industry jargon
- Use a negative tone

Examples of successful blogs:

- Five reasons to join the construction industry
- How to become a carpenter
- Q&A with a Laborer
- Paving the path for female contractors
- Training program overview

Questions to ask yourself before writing:

- How can prospective skilled workers benefit from this information?
- Who am I trying to reach?
- What do I hope to accomplish?
- Am I sharing new or interesting information?

SOCIAL FEATURE

