

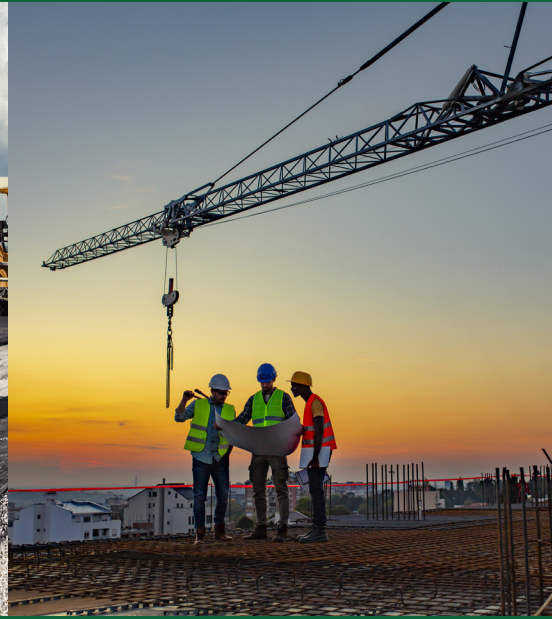


# SUBCONTRACTORS USA

TEXAS

WWW.SUBCUSA.COM

ARCHITECTURE | CONSTRUCTION | EDUCATION | ENERGY | ENGINEERING | TECHNOLOGY | OIL & GAS | SAFETY | TRANSPORTATION | TXDOT | UTILITY & INFRASTRUCTURE



## PRIME/SUPPLIERS MEDIA KIT

ADVOCATING FOR CERTIFIED WOMEN, VETERAN & MINORITY SUBCONTRACTORS



7322 Southwest Freeway Suite #800, Houston, Texas 77074 | Office: 713.373.5577  
Email: [contact@subcusa.com](mailto:contact@subcusa.com) | [www.subcusa.com](http://www.subcusa.com)

rev 052224



## Mission Statement

Subcontractors USA provides excellent and valuable services for our clients in the architecture, construction, education, energy, engineering, technology, oil & gas, safety, transportation, TxDOT, and utility & infrastructure industries. Through our services, we are advertising for certified women, veteran and minority-owned subcontractors.

## About Subcontractors USA

Subcontractors USA is committed to fostering economic growth among a diverse clientele and industries, including prime contractors, subcontractors, architects, engineers and agencies. Subcontractors USA is a relevant and essential source of information for Texas areas in our select sectors. We are the logical solution to the advertising, marketing, media and communication needs of prime contractors and subcontractors.

## Contact

7322 Southwest Freeway, Ste. 800  
Houston, TX 77074  
Office: 713-373-5577 | Direct: 281-748-8111  
[www.subcusa.com](http://www.subcusa.com)

## Distribution & Circulation

- A monthly readership of more than 25,000 supplier executives, subcontractors and individuals interested in economic growth
- A monthly journal distribution across the state of Texas to outlets via print, mail, email and website
- More than 100 distribution outlets in Houston and surrounding areas



## Audience Profile

- Small Certified Subcontractors
- Government Contractors
- Certified HUBs
- Certified Prime Contractors
- Sub-Prime Contractors
- Suppliers





HOME ABOUT ADVISORY BOARD JOURNALS ADVERTISE SERVICES BIDS & RFPs CALENDAR PHOTOS CONTACT TOP 25 EVENT ECO SUMMIT

**SUBCONTRACTORS USA TEXAS** [WWW.SUBCUSA.COM](http://WWW.SUBCUSA.COM)

Texas email list for industry news, events and RFP information  
JOIN OUR NEWSLETTER

COVER STORIES ARCHITECTURE CONSTRUCTION EDUCATION ENERGY ENGINEERING TECHNOLOGY OIL & GAS SAFETY TRANSPORTATION TXDOT UTILITY & INFRASTRUCTURE

**DIRECTORY**

**INDUSTRIAL WELDING ACADEMY**

**PIPELINE**

**713-672-WELD (9353)**  
[www.IWAttraining.com](http://www.IWAttraining.com)

**PETROCHEMICAL**

**OIL & GAS**

**MANUFACTURING**

**SUBCONTRACTORS USA TEXAS JOURNAL**  
[WWW.SUBCUSA.COM](http://WWW.SUBCUSA.COM)

APRIL 2024 | Available by certified means, when a certified subcontractor is not online

**PROPOSING INCLUSIVITY AND ECONOMIC DEVELOPMENT:**  
The Role of Small Business Centers in Urban Revitalization Projects

VIEW JOURNAL COVER STORY

Homepage  
Headline  
Banner  
**\$2,500**  
per month

LATEST STORIES



**The Small Business Center's Role in Dallas' Renovation Projects**

Published On: March, 2024

The Small Business Center in the City of Dallas plays a pivotal role in the city's ambitious renovation projects, particularly in the revitalization efforts aimed at iconic landmarks like the Dallas Memorial Auditorium and the Black Academy of Arts and Letters. Tasked with overseeing the evaluation criteria for minority and women-owned business enterprises (M/WBEs), these centers serve as guardians of diversity and equity within City contracts. The Small Business Center's Business Inclusion and Development (BID) program's primary focus lies in advocating for M/WBE participation and fostering collaborative partnerships with local minority Chambers of Commerce and contractor's associations. Through proactive...

READ THE LATEST COVER STORY

Previous Cover Stories



**Houston Adds 100K Jobs for Third Consecutive Year, Surpassing Estimates**

Revised data from Workforce Solutions indicates that job growth in the Houston area for 2023 surpassed early estimates. Originally projected at around 70,000, the revised report reveals over 100,000 new...

**San Antonio Joins U.S. Cities in Transforming Construction Waste Management**

For years, the construction industry has followed a linear process: extract raw materials, build structures, demolish them, and dispose of waste in landfills. This method has harmful environmental and social...

**bp Unveils First US bp Pulse EV Charging Gigahub™ at Houston Headquarters**

bp will celebrate the opening of its new electric-vehicle charging site at its bp America headquarters in Houston, expanding its network of EV chargers in the United States.

**San Antonio City Council Passes \$4.4M Grant Agreement for Zarzamora Street**

The San Antonio City Council authorized the execution of the Safe Streets & Roads 4 All (SS4A) grant with the U.S. Department of Transportation early March.

**Houston Awarded \$43 Million Grant for Gulfton and Kashmere Gardens Communities**

The United States Department of Transportation announced the City of Houston will receive \$43.4 million in federal funding through the Reconnecting Communities and Neighborhoods (RCN) program for the Gulfton and...

**Dallas Independent School District: Servant Transparency, Equity, and Collaboration**

Cover Story  
The dynamic force behind the Dallas Independent School District's Minority/Women Business Enterprise Program can't be attributed to...

**Bexar County: Small Business & Entrepreneurship Department – Transforming Business Ethics in San Antonio Department**

Cover Story  
"We promote San Antonio's economic growth and

STAY CONNECTED

- Latest Newsletters**
- HOUSTON: WBEA Series of Thought Leading Conversations | Thu., April 4, 2024 10AM – 2PM | Speakers: Sharon Birkman, Anne Schaeddel, Anabel Dally & More**  
March, 2024
  - HOUSTON: FBISD Small Business Enterprise Program "Doing Business with FBISD" Workshop | Thu., April 25th @ James Reese Career and Technical Center**  
March, 2024
  - HOUSTON: Greater Houston Business Procurement Forum – Tue., March 26, 2024 from 8AM-11AM at THE ION 4201 Main St. at Wheeler Ave., Houston, TX 77002.**  
March, 2024
  - Dallas: UT System Construction Subcontractor Training | March 19-20 & 26-27 | Registration Deadline March 12th**  
March, 2024
  - Dallas: UT System Construction Subcontractor Training | March 19-20 & 26-27 | Registration Deadline March 12th**  
March, 2024

Homepage  
Side Banner AD  
**\$1,000**  
per month

**DESIGN BUILD TECHNOLOGY INTEGRATOR**

**MCA Communications**  
COMMUNICATIONS  
SECURITY & COMPLIANCE  
IT NETWORK INFRASTRUCTURE  
CLOUD SERVICES  
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PROFESSIONAL SERVICES  
ESTIMATORS@MCA.COM

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**CERTIFIED**  
HUB

**13BUS**  
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**BUSINESS CAPABILITIES:**

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- Underground Electric
- Storm Restoration
- Transmission & Distribution
- Substation construction



## WEBSITE HEADLINE BANNER

**Website Headline Banner**  
**\$1,500 per month**  
 (2048px x 512px)

## ONLINE SIDE BANNER ADS

Online Side Banner (Large)  
**\$1,000 per month**  
 (900px x 2265px)

Online Side Banner (Medium)  
**\$750 per month**  
 (900px x 1065px)

Online Side Banner (Small)  
**\$400 per month**  
 (900px x 465px)



## ONLINE DIRECTORY

The screenshot shows the website header with the logo, contact information (713-373-5577), and navigation links (Contact Us, Member Login, Sub Contractors - Get Listed Today). A search bar is present with the text 'Name or Keyword' and a 'Search' button. Below the header is a green navigation bar with links: 'Return to SUBCUSA Main Page', 'Directory', 'Bids & RFPs', and 'Join Today'. The main content area features a large image of a construction worker in a hard hat and safety glasses. Overlaid on this image is a search box with the text 'Search Our Online Member Directory' and 'Start Searching Members Here'. Below this is a smaller search box with the text 'What do you need:' and 'Name or Keyword', and a 'Search Now' button.

Starting at  
\$7,500

### EMAIL BLAST

The email blast features the Subcontractors USA Texas logo and the BOSS logo. The main heading is 'Doing Business with TxDOT'. The text includes: 'Hosted by TxDOT's Houston District Information Session and Connection Event', 'March 23, 2023 | 9 a.m. - 11 a.m.', 'Houston District Headquarters, 7600 Washington Ave., Houston, TX 77007', 'Meet with TxDOT and other DBE and HUB Contractors.', 'This event's purpose is designed to provide information and connection opportunities to those in the world of design/build and/or construction services in the regional construction industry. If you plan to attend, please have the opportunity to network with TxDOT representatives from their Westwood, East Houston and Sugar Land Service, and Construction Project Offices.', 'Representatives from the Building Industry Other small businesses Representatives from the Associated General Contractors of Texas', 'RSVP by March 22nd at [doingbusinessTxDOT@houston.eventbrite.com](mailto:doingbusinessTxDOT@houston.eventbrite.com)', 'For questions, contact the Civil Rights Division at 832-415-4700 or [CRD\\_Outreach@txdot.gov](mailto:CRD_Outreach@txdot.gov)'. At the bottom, there is a green button that says 'Click Here to RSVP'.

Eblast  
\$375 each

### SOCIAL POST

The social media post is from 'Subcontractors USA' and says 'Thank you @dallasmetro for a great expo! The 2023 11th First Construction Expo was a success.' It features two photos of an expo booth with a 'DALLAS' sign. The post has engagement icons for 'Like', 'Comment', and 'Share'.

Social Post  
\$150 each

### CALENDAR POST

The calendar post is titled 'Nashville, TN: 2023 WBENC National Conference March 20-23'. It includes the dates 'March 20 @ 8:00 am - March 23 @ 5:00 pm' and a description: 'MONDAY, MARCH 20, 2023 - THURSDAY, MARCH 23, 2023 Share the Great! WBENC and WBEA invite you to the 2023 WBENC National Conference March 20-23 in Nashville, TN, at the Gaylord Clayland Resort & Convention Center! We look forward to connecting again to build momentum, identify innovative best practices, learn industry trends and celebrate accomplishments by our WBEs and Corporate Members that further a diverse supply chain and grow business opportunities for women entrepreneurs.' There is an 'Add to calendar' button and a 'DETAILS' section showing the start time 'March 20 @ 8:00 am' and the venue 'Gaylord Clayland Resort & Convention Center'.

Calendar Post  
\$150 each

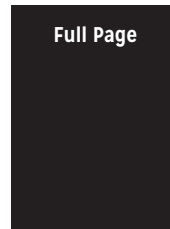


## SUBCONTRACTORS USA PRIME/CORPORATE PRICING – ADVERTISEMENT RATES



**Cover Story** **\$10,000**  
**(Horizontal Layout Only)**

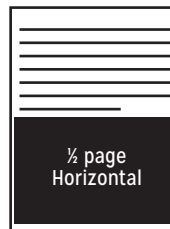
- 1 - Full Page
- 2 - Editorial Pages



**Full Page** **\$3,500**  
**(10.33" x 13.1")**



**Half Page** **\$2,500**  
**Vertical**  
**(5.09" x 13.1")**



**Half Page** **\$2,500**  
**Horizontal**  
**(10.33" x 6.49")**



**Quarter Page** **\$1,500**  
**(5.09" x 6.45")**

## PREMIUM PLACEMENT RATES (CORPORATE RATES)

**Inside Front Cover** **\$4,500**  
**Inside Back Cover** **\$4,500**  
**Center Spread (2 Pages/No Cover)** **\$7,000**  
**Back Cover** **\$6,000**

**Eblast** **\$375 ea.**  
**2 Eblasts (design included)** **\$750**  
**Social Post** **\$150 ea.**  
**Calendar Post** **\$150 ea.**

\*Prices may be subject to change without notice.

## ADVERTISEMENT SPECS

**All editorials and ads must be submitted by the 15th of the previous month.**

Color Format: **CMYK**

Resolution: **300dpi**

Accepted File Types: **.tiff, .pdf, .psd**