THE LIUNA ADVANTAGE

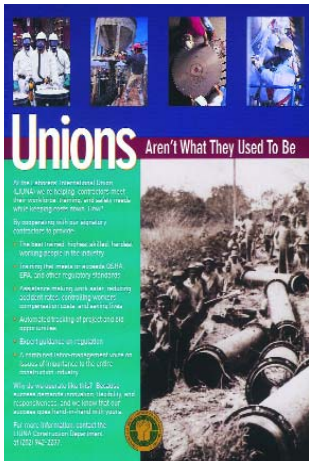
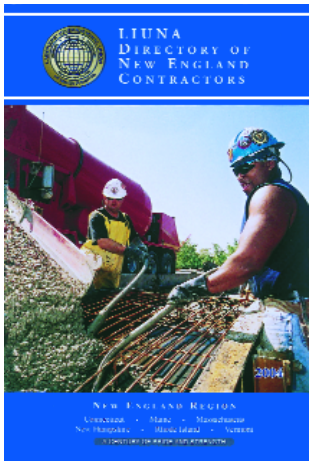
FOR CONTRACTORS

Advertising and Communications

Want free advertising and public relations that promotes your work and grows your business? Work with the Laborers' International Union of North America (LIUNA).

Throughout the United States and Canada, Laborers work with employers to produce a wide range of advertising and marketing materials promoting signatory contractors to owners, construction users, and the general public. These materials include:

- Comprehensive contractor directories distributed widely to owners, architects, engineers, and key public and private decision makers;
- Job site banners;
- Radio and television commercials;
- Print advertising and brochures;
- Trade show booths and presentations;
- Complete advertising and public relations campaigns promoting Laborers and signatory contractors;
- An on-line clearinghouse that makes these resources available to Laborers and contractors nationwide.

Laborers also work with contractors to help them find work in specific markets and specialties.

Work with LIUNA and you'll get more than just a safe, skilled, productive workforce; you'll get a partner who will help you expand your business and increase market share. That's the LIUNA Advantage.