

AWCI

MEDIA PLANNER 2024

Leading the Industry The Association of the Wall and Ceiling Industry is the largest, most influential association serving the wall and ceiling market. Membership tops 2,200 companies, representing more than \$12 billion in construction volume.³ The association's leadership and the range of its activities continually raise the bar of industry professionalism, benefiting professionals marketwide.³



Events and Education Programs

Offering the essential in-person and virtual events that craft market professionals into the industry community.

- BUILD: AWCI's Convention + Expo
- AWCI's Industry Leaders Conference
- AWCI's Project Manager Development Series



Doing It Right

AWCI's certificate and education programs guide the industry raising the professional bar for all.

- Ceilings—Doing It Right®
- EIFS—Doing It Right®
- Exterior Envelope—Doing It Right®
- Gypsum—Doing It Right®
- Steel—Doing It Right®
- Stucco—Doing It Right®



Programs and Advocacy

AWCI provides resources fulfilling its mission to help each member operate a successful business.

- Technical Assistance
- Contractors Business Forums
- Safety Director Resources
- Codes and Standards Advocacy with ICC, NFPA, OSHA and Sustainability and LEED



AWCI's Construction Dimensions

Your Best Market Reach

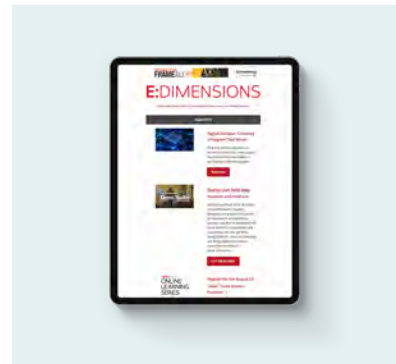
- The Industry's Only Monthly Printed Magazine³
- 28,200 Industry Professionals¹
- Largest Magazine Circulation^{1,3}
- Largest Contractor Reach^{1,3}
- Largest Distributor Reach^{1,3}



E-Media

Energize Promotions

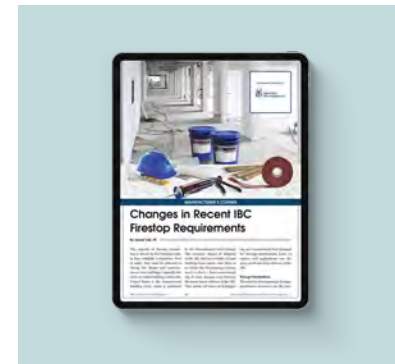
- Run-of-site: Broadest Reach Available
- Leadership and Coverage—Landing and Content Pages
- Exclusivity and Focus—Category Exclusives



Blast Media

Impact Your industry

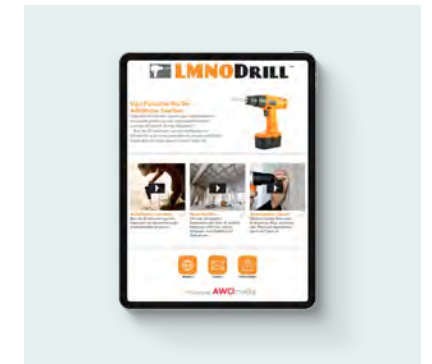
- E:Dimensions—Industrywide E-newsletter
- AWCI SmartBrief—Focused Reach to AWCI Members
- Product Spotlights—Company Specific E-blasts



Custom Media

Thought Leadership Defined

- Manufacturer's Corner: Sponsored Content
- AWCI Sponsored Webinars
- Featured Video



Annual Media

Year-Long Impact

- AWCI's Video Showcase—The Industry's Largest Information Collection

¹Computer Fulfillment Inc., June 2023 AWCI TQ = 28,200, 25,000 (Print) + 3,200 (Digital)

²Readex, August 2022 Study

³Publisher's own information



AWCI'S
CONSTRUCTION DIMENSIONS
PUBLISHED FOR CONTRACTORS BY THE ASSOCIATION OF THE WALL AND CEILING INDUSTRY

**The Wall and Ceiling Industry's Only
Monthly Printed Magazine**

As the market's only monthly printed publication, your promotion's total impact through AWCI's Construction Dimensions to more than 28,000¹ industry professionals—including digital distribution overwhelmingly requested by more than 3,200¹ recipients—is, without question, the market's largest.³

Of course, AWCI's Construction Dimensions' strength extends well beyond its commanding influence. With a robust portfolio of e-, blast, bundled, custom and annual media offerings, AWCI Media provides resources that turn promotions into fully integrated marketing campaigns!

**Reach the Entire Wall and Ceiling
Industry—Only through
AWCI's Construction Dimensions**

¹Computer Fulfillment Inc., June 2023 AWCI TQ = 28,200, 25,000 (Print) + 3,200 (Digital)

³Publisher's own information

the industry's best reach

Advertisers in
AWCI's Magazine
Enjoy:



The industry's only monthly
printed magazine³



Largest industry magazine
circulation^{1,3}



Largest contractor
reach^{1,3}



Largest distributor
reach^{1,3}

91%

Manufacturers and marketers have counted on AWCI's long-standing guarantee³—no less than 90% of AWCI's Construction Dimensions subscribers are industry contractors.¹ It is the only magazine written specifically for the wall and ceiling contractor.³

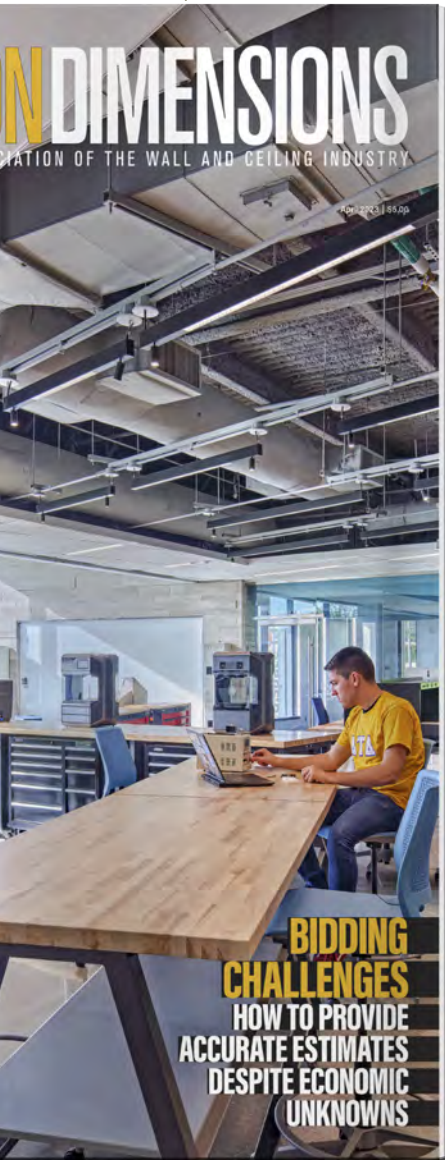
nine out of ten

More than nine out of ten wall and ceiling contractor subscribers pay special attention to AWCI's Construction Dimensions because it is published by AWCI.² No private publisher matches the market allegiance or recognition provided by AWCI's monthly.³

28,200¹ total qualified circulation



awci print media your marketing cornerstone



Contractors overwhelmingly turn to print resources for industry info ...²

...for new products ...²

... and specifically to AWCI's Construction Dimensions.²

Percentage of wall and ceiling contractors who prefer to receive AWCI's Construction Dimensions in print format, digital format or both

87%
PRINT RESOURCES

62%
IN-PERSON RESOURCES

57%
ELECTRONIC RESOURCES

Percentage of wall and ceiling contractors who prefer to use print, in-person and/or electronic resources when looking for information about the wall and ceiling industry.² (answers not mutually exclusive)

61%
PRINT RESOURCES

24%
IN-PERSON RESOURCES

25%
ELECTRONIC RESOURCES

Percentage of wall and ceiling contractors who prefer to use print, in-person and/or electronic resources when looking for information about new products.² (answers not mutually exclusive)



87%
AWCI'S CONSTRUCTION DIMENSIONS

13%
OTHER INDUSTRY MAGAZINES

87%
PRINT MAGAZINE INCLUDED IN THEIR SUBSCRIPTION²

60%
ONLY PRINT MAGAZINE²

27%
BOTH PRINT AND DIGITAL²

87%

want a print magazine in their media information package.²

Only **7%**

prefer a digital magazine exclusively.²

This holds true for contractors:

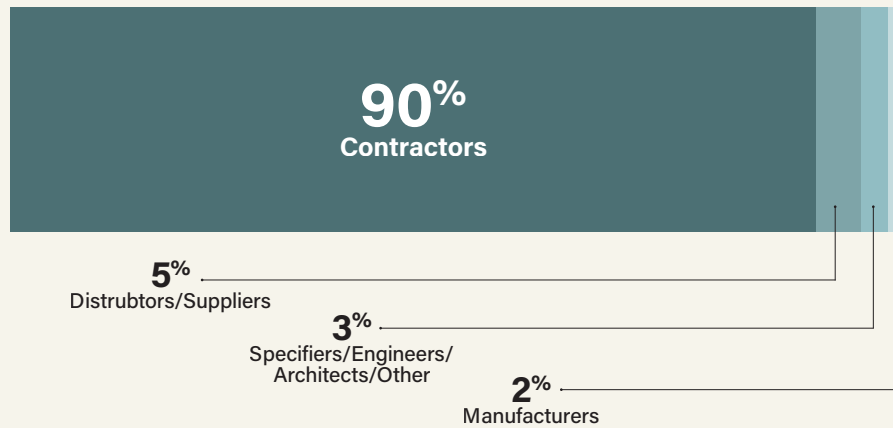
- At all sizes of companies
- At all levels of electronic engagement
- At all education levels²

¹ Computer Fulfillment Inc., June 2023 AWCI TQ = 28,200, 25,000 (Print) + 3,200 (Digital) ³ Publisher's own information

² Readex, August 2022 Study

understand **the market**

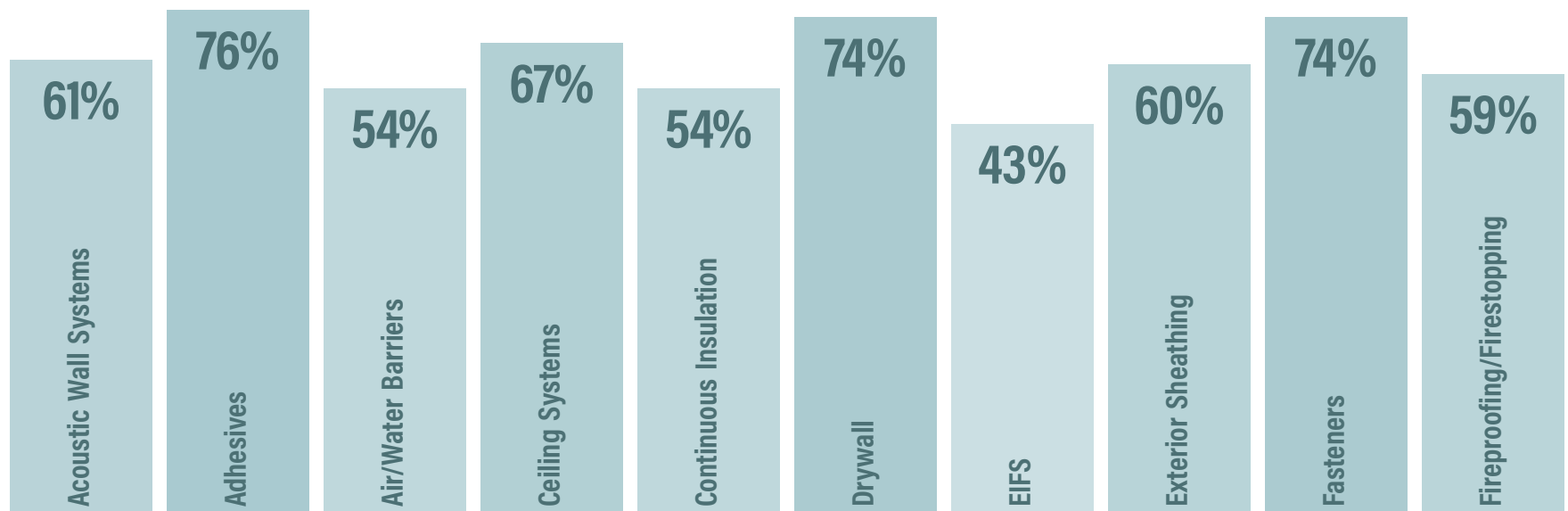
Target Contractors¹



Impact Decision Makers¹



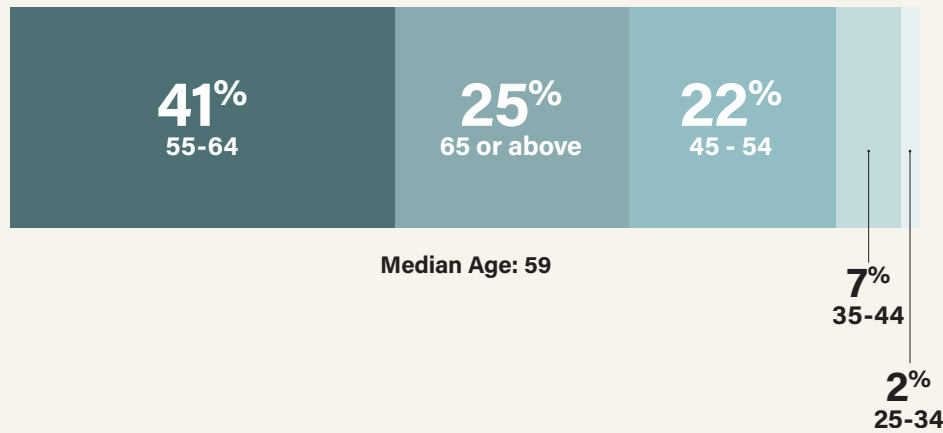
Wall and Ceiling Contractors Purchasing Influence by Product²



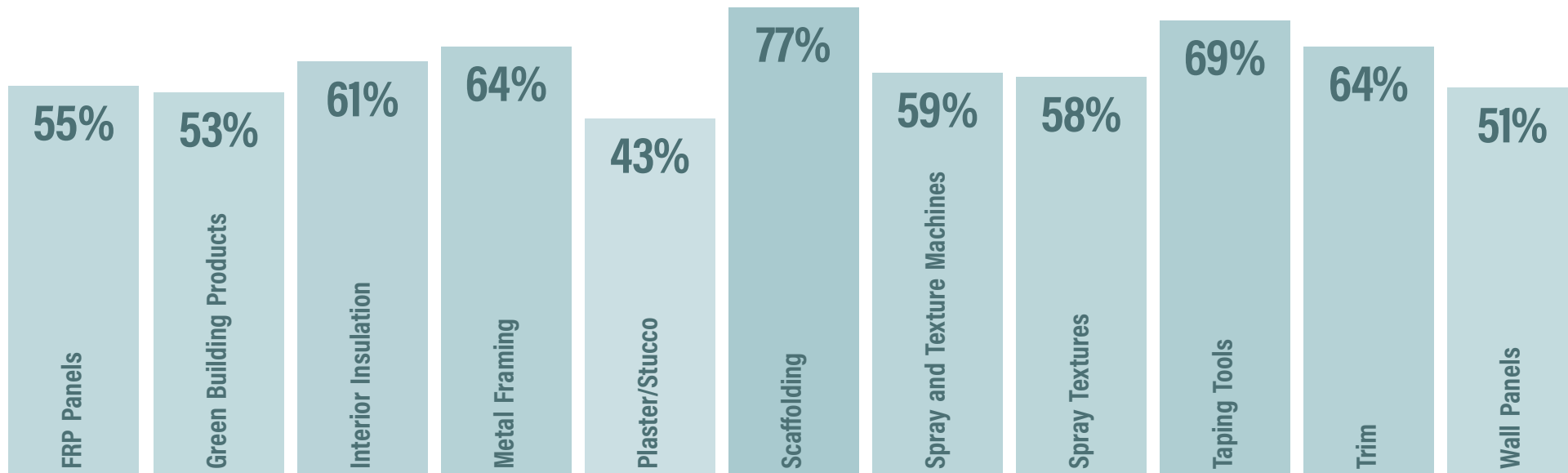
¹ Computer Fulfillment Inc., June 2023
² Readex, August 2022 Study

and its **purchasing power**

Across Age Cohorts²



Spanning Education Levels²

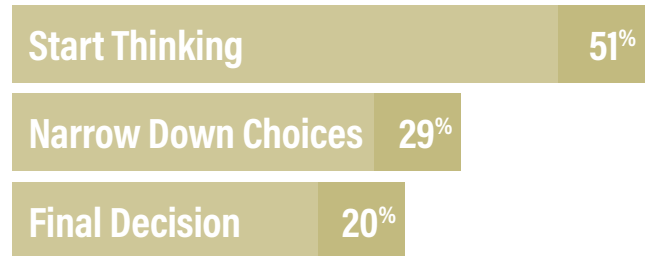


media impacts lead the sales process



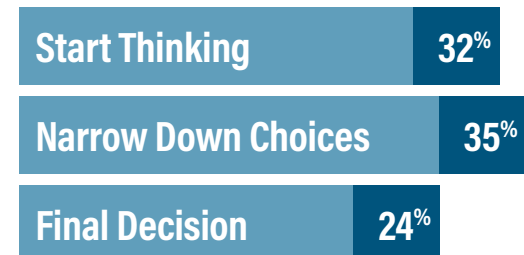
Print

Print promotions powerfully influence contractors as they first consider a purchase along with their subsequent product research.²



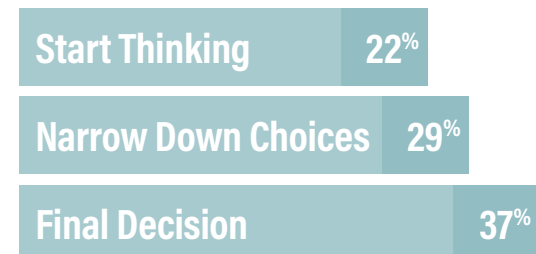
Electronic

Electronic reach contributes most as contractors narrow down their choices.²



In Person

Your sales team most directly affects the final decision process.²



contractors respond to advertising

When responding to ads, contractors follow up using **traditional** as well as **electronic** methods.²

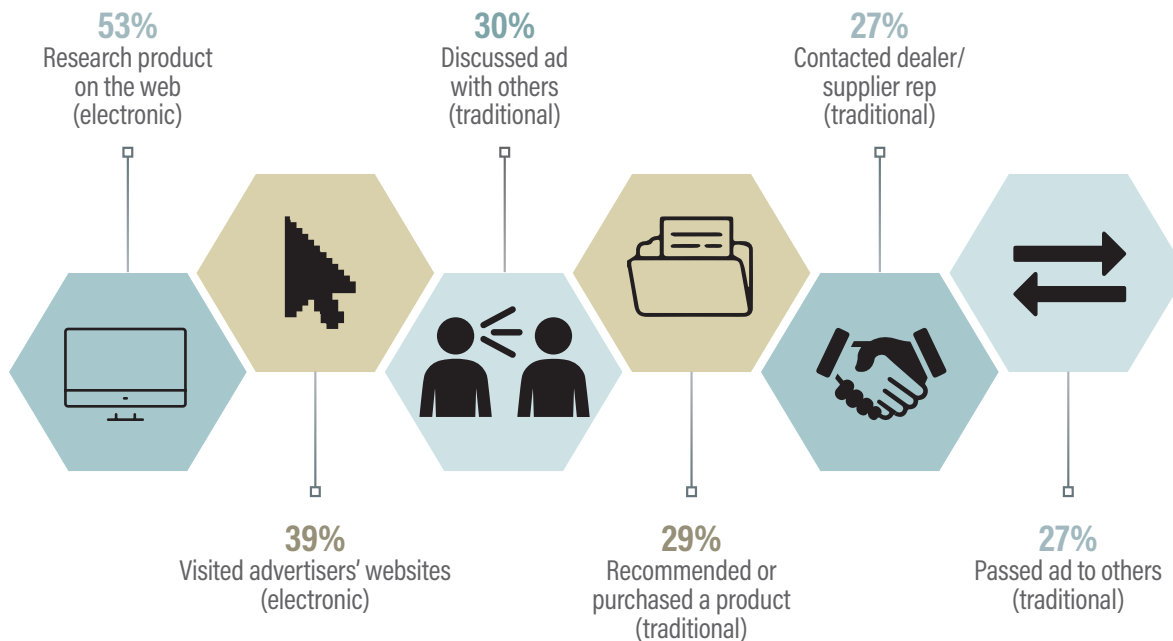
Traditional follow-up

64%



Electronic follow-up

67%



Specifically, contractors research products on the web and visit specific sites along with significant traditional follow-up.²

² Readex, August 2022 Study

magazine and annual planning calendar

Editorial closing: Two weeks
prior to ad closing.

Issue	Ad Closing	Materials Due	2024 Contractor Business Focus	Special Sections	Added Value and Opportunity	Bonus Distribution
JAN	12/1/23	12/8/23	Legalized Marijuana Is the Industry Going to Pot?			
FEB	1/2/24	1/9/24	General Contractors Communication Is Key		AWCI Exhibitor Preview Package	
MAR	2/1/24	2/8/24	Best Job Ever AWCI Contractors Reveal Their Best Work		Pre-BUILD Blasts Materials Due 2/20	BUILD 24 Lake Buena Vista, FL AWCI's Convention + Expo March 23-27
APR	3/1/24	3/8/24	Risk Management Control the Threats		AWCI Contractor Directory Post-BUILD Blasts Materials Due 2/20	
MAY	4/1/24	4/8/24	Minorities in Construction All Hands on Deck!	Acoustics & Insulation	Industry Awards Issue	NWCB Palm Springs, CA May 16-18
JUN	5/1/24	5/8/24	Jobsite Safety Prepare for the Heat			
JUL	6/3/24	6/10/24	Succession Planning Who Is Next in Line?			FWCCA Champions Gate, FL July 26-27
AUG	7/1/24	7/8/24	Contract Language Words Can Hurt You	Ceiling Focus		
SEP	8/1/24	8/8/24	Today's Technology Tech for Success			ICAA September 2024
OCT	9/2/24	9/9/24	Codes & Standards What Has Changed?		AWCI Video Showcase Ad Closing 8/1, Materials Due 8/15 Distributed October 2023	AWCI's Industry Leaders Conference Hollywood, CA September 24-27
NOV	10/1/24	10/8/24	Election Predictions What Will Change?	Software/Design & Project Management		STAFDA Nashville, TN November 10-12
DEC	11/1/24	11/8/24	The Economy Where Do We Stand?		Corporate Profile Materials Due 11/1	

e-, custom and blast media planning calendar

All Media Advertising

Joe Fernandez • 703.538.1606 • fernandez@awci.org

Specs, Deadlines and Classifieds

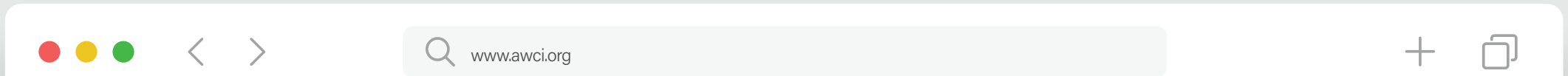
Brianna Bernstein • 703.538.1607 • bernstein@awci.org

Editorial

Laura Porinchak • 703.538.1604 • porinchak@awci.org

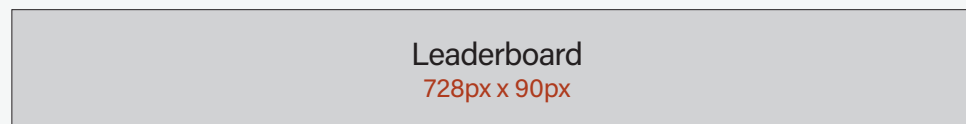
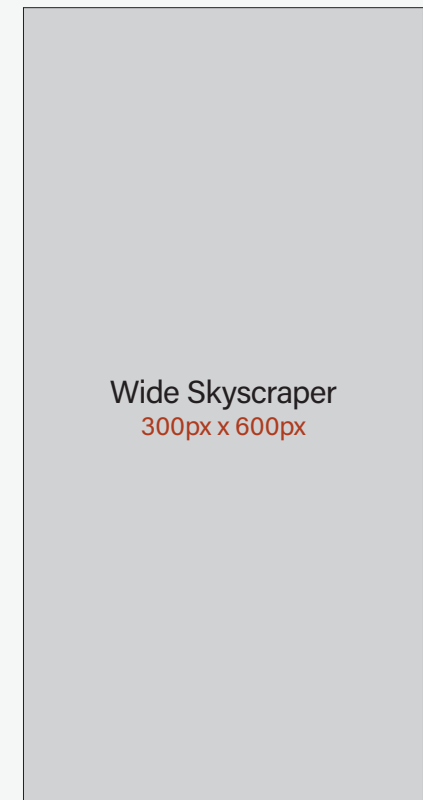
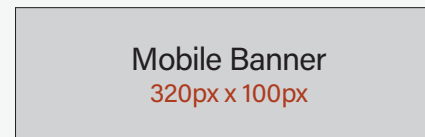
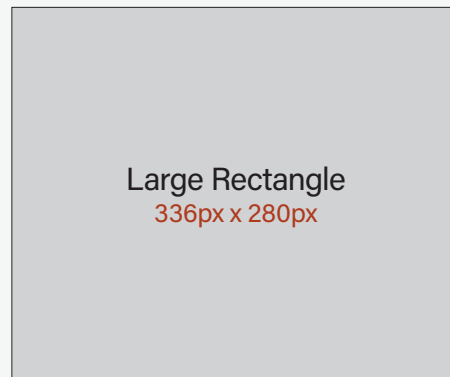
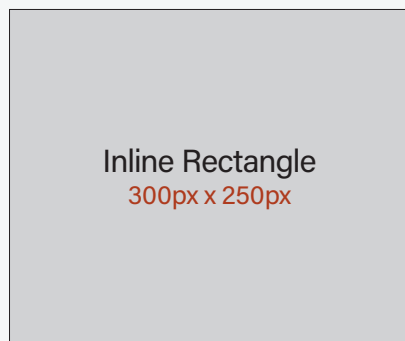
Month	E-Media Materials Due	Custom Media			Blast Media Materials Due	
	Website Big Box, Leaderboard, Big Button	Manufacturer's Corner, AWCI Sponsored Webinar		Featured Video Materials Due	E:Dimensions, AWCI SmartBrief	Product Spotlight (Deploys 4x Monthly)
		Closing	Materials Due			Materials Due
JAN	12/20/23	11/13/23	11/20/23	12/1/23	12/20/23	12/20/23
FEB	1/22/24	12/13/23	12/20/23	1/2/24	1/22/24	1/22/24
MAR	2/20/24	1/15/24	1/22/24	2/1/24	2/20/24	2/20/24
APR	3/20/24	2/13/24	2/20/24	3/1/24	3/20/24	3/20/24
MAY	4/22/24	3/13/24	3/20/24	4/1/24	4/22/24	4/22/24
JUN	5/20/24	4/15/24	4/22/24	5/1/24	5/20/24	5/20/24
JUL	6/20/24	5/13/24	5/20/24	6/3/24	6/20/24	6/20/24
AUG	7/22/24	6/13/24	6/20/24	7/1/24	7/22/24	7/22/24
SEP	8/20/24	7/15/24	7/22/24	8/1/24	8/20/24	8/20/24
OCT	9/20/24	8/13/24	8/20/24	9/2/24	9/20/24	9/20/24
NOV	10/21/24	9/13/24	9/20/24	10/1/24	10/21/24	10/21/24
DEC	11/20/24	10/14/24	10/21/24	11/1/24	11/20/24	11/20/24

coming 2024 awci's new website



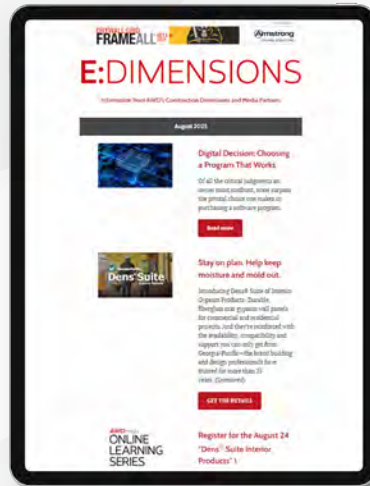
Currently in development, AWCI's brand new website is being rebuilt from the ground up. With an expected launch in early 2024, the new website will boast a vastly improved user experience, functionality, tracking and more! We will have news about exciting new features and additional updates in the future as development continues to progress.

As part of this transition, AWCI will be slightly revising our web banner sizes to the following:



Complete E-media rates on page 16, specs on 17. E-media invoiced net.

awci blast media impact your industry



awci.org/edimensions

E:Dimensions: Newsletter

AWCI Media's monthly e-newsletter influences more than 20,726¹ industry professionals and AWCI members³. Designed specifically as a quick read for industry professionals, E:Dimensions includes no more than 10 features per newsletter and 50 words per feature.

Impact Provides

- **Affinity with Leaders.** Position your company with the broadest reach to industry players.
- **Now Available.** Top banner position for maximum impact per deployment

Feature

\$2,850 per appearance

Top Banner

\$3,780 per deployment



awci.org/productsplashlight

Product Spotlight: Dedicated Email

This exclusive e-blast brings your message directly to nearly 19,000 industry professionals.³ With only two deployments per month, these blasts are both timely and tie in with AWCI Media's powerful brand. A limited number of pre- and post-BUILD Expo blasts provide focused and unmatched reach to registrants at this largest wall and ceiling industry event.

Full Distribution Blast

\$5,900

Pre-BUILD Expo Blast

\$3,335

Post-BUILD Expo Blast

\$3,890



awci.org/smartbrief

AWCI SmartBrief

Association members curated news every other week, AWCI SmartBrief's laser-focused reach to more than 3,200³ leaders is the most targeted means of influencing these AWCI power brokers.

Rates on Page 16

¹ Computer Fulfillment Inc., June 2023 AWCI TQ = 28,200; 25,000 (Print) + 3,200 (Digital) ³ Publisher's own information
² Readex, August 2022 Study

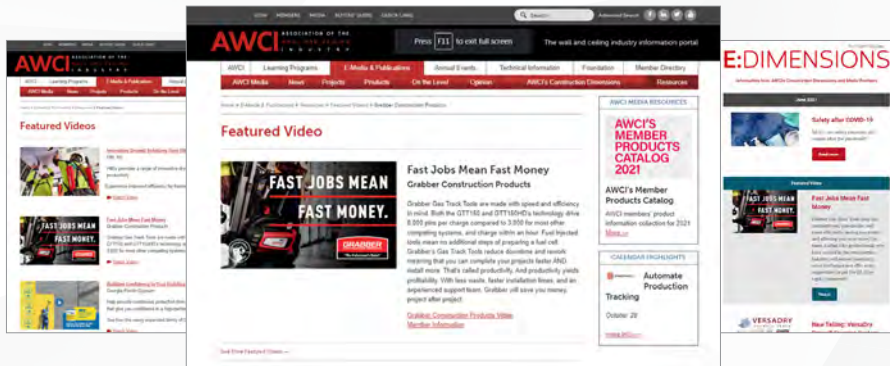
awci bundled media collective resources

Featured Video

Drive contractors to your video. Includes impact through:

- AWCI Media Content Pages—the most traffic on AWCI's site
- E:Dimensions—prominent e-newsletter appearance concurrent with web impact
- Links directly to your video at any web destination.
- Archival views contribute to ongoing reach for up to 12 months.
- Exclusivity—no more than two available each month.
- AWCI's Construction Dimensions 1/2-page boost.

\$5,400 per deployment



awci.org/featuredvideo

Special Sections

- Themed advertising sections in AWCI's Construction Dimensions magazine, both in print and digital formats
- Featured editorial focused on pivotal topics across the industry—28,000² recipients
- Added reach through social media

(Contact AWCI for full details.)



awci custom media thought leadership defined



Manufacturer's Corner: Sponsored Content

Share insights through this 4-page, expanded content format not available through traditional advertising. Garner thought leadership, introduce new products and strengthen awareness all through AWCI's exceptional media brand.

- Up to a 2,000-word article: promote product innovations, award announcements, case studies, design tools and more
- Featured in our monthly E:Dimensions newsletter
- 1/2 page vertical ad
- Archival views contribute to ongoing reach for up to 12 months

One Manufacturer Corner is available per month.

Net rate: \$5,400*

(Contact AWCI for full details.)

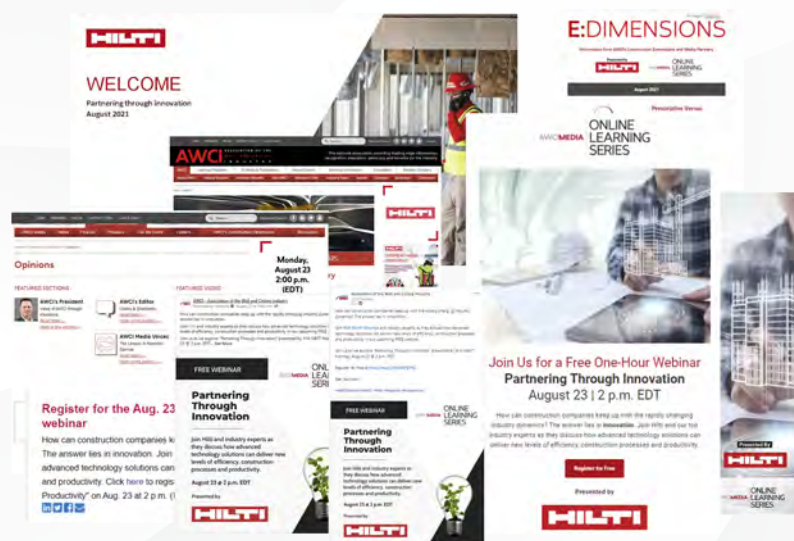
AWCI Sponsored Webinars

Marketing partners present and sponsor AWCI Media Online Learning Series webinars. AWCI Media hosts and markets the event while participating members shine spotlights on products and technology.

One Online Learning Series Webinar is available per month, regularly scheduled the fourth Thursday of the month.

Net rate: \$10,950*

(Contact AWCI for full details.)



video showcase

AWCI's newest offering provides both print and e-blast impact your showcase will have traffic driven to it ...



... by appearing in the October 2024 issue of AWCI's Construction Dimensions with a unique QR code



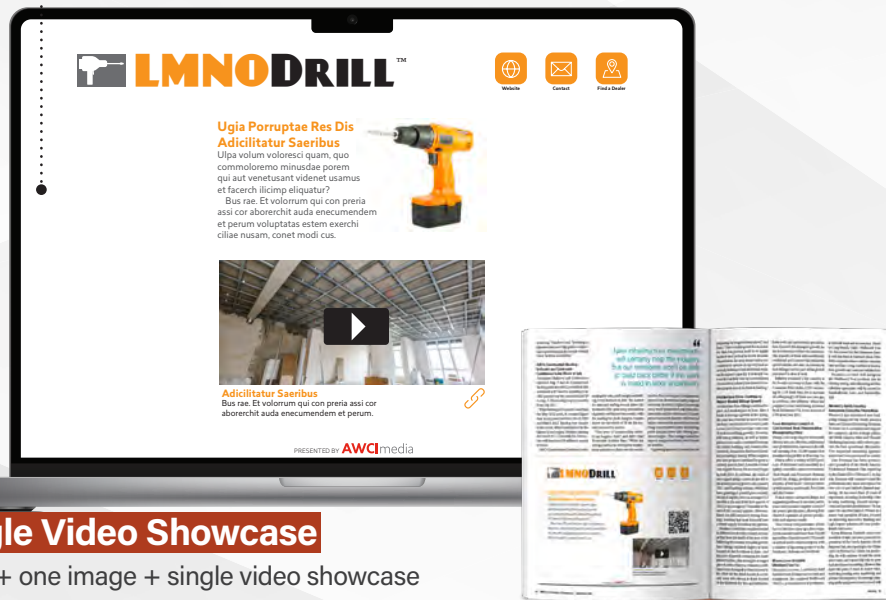
... through a prominent email to 19,000 industry professionals



... from promoted web banners and posts across our multiple social media channels



... from living boldly on awci.org for 12 months



Single Video Showcase

- Text + one image + single video showcase
- Call-to-action icons enabling engagement to your website
- 1/2-page ad in AWCI's Construction Dimensions' *print edition* directing users to your video showcase via QR code
- 1/2-page ad in AWCI's Construction Dimensions' *digital edition* linking users to your video showcase
- Promotion through email, social media, banners and website placement

Investment: \$4,290



Multi-Video Showcase

- Text + one image + multi-video showcase
- Call-to-action icons enabling engagement to your website
- Full-page ad in AWCI's Construction Dimensions' *print edition* directing users to your video showcase via QR code
- Full-page ad in AWCI's Construction Dimensions' *digital edition* linking users to your video showcase
- Promotion through email, social media, banners and website placement

Investment: \$7,880

display rates and specs

AWCI'S

CONSTRUCTION DIMENSIONS

PUBLISHED FOR CONTRACTORS BY THE ASSOCIATION OF THE WALL AND CEILING INDUSTRY

Rates (Gross)

4-color	1X	3X	6X	12X
Full page	\$7,055	\$6,745	\$6,530	\$6,080
2/3 page	\$5,875	\$5,640	\$5,490	\$5,250
1/2 island	\$5,350	\$5,145	\$4,985	\$4,715
1/2 page	\$4,905	\$4,725	\$4,610	\$4,350
1/3 page	\$3,965	\$3,845	\$3,750	\$3,605
1/4 page	\$3,675	\$3,570	\$3,490	\$3,360

Covers	1X	3X	6X	12X
2 & 3	\$8,920	\$8,610	\$8,395	\$7,590
4	\$9,270	\$8,960	\$8,745	\$7,750

Additional Rate Information

- Guaranteed full-page positions at 10% of page and color.
- Polybag, multiple-page and customized advertising options quoted upon request.
- Design services available. Production charges apply.

Inserts

Rates available through your sales representative.

Specs

Ad Size	Width	Height
Full Page (live area)	7.75"	10.375"
Full Page trim	8.25"	10.875"
Full Page bleed	8.5"	11.125"
Spread (live area)	16"	10.375"
Spread trim	16.5"	10.875"
Spread bleed	16.75"	11.125"
2/3 Vertical	4.5"	10"
1/2 Island	4.5"	7"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Vertical	2.25"	10"
1/3 Horizontal	7"	3.25"
1/3 Square	4.5"	4.875"
1/4 Vertical	2.25"	7"
1/4 Horizontal	4.5"	3.75"
1/4 Square	3.375"	4.875"
1/6 Horizontal	4.5"	2.5"
1/6 Vertical	2.25"	4.875"

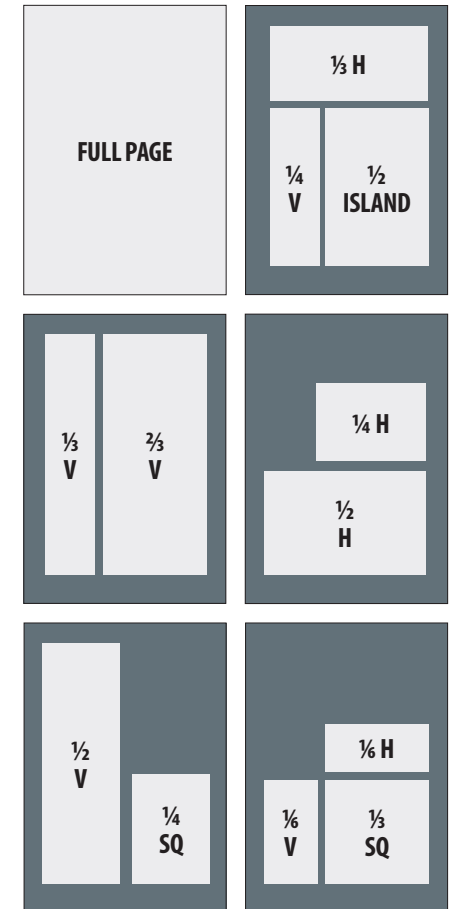
Print Media Submission Guidelines

Failure to carefully follow submission guidelines may result in improper print output of your material.

- All submitted material must have a CMYK color mode (no RGB).
- All fonts must be converted to outlines.
- Do not include any print marks such as crop marks or color bars.
- All images must contain a resolution of no less than 300 DPI.
- Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.

Acceptable Ad Formats

- PDF/X compliant file (PDF/X-1a or PDF/X-4 preferred).
- Adobe Illustrator (AI) or EPS files. Placed images must be embedded within file and CMYK.



Marketplace (Net)

Advertising: Marketplace				
Display (text + graphic)				
	1x	3x	6x	12x
3.5" x 2.25"	\$475	\$470	\$445	\$400
2.25" x 3"	\$370	\$335	\$315	\$295

Listing (text only)				
50 Words	\$145	\$135	\$120	\$110

Marketplace Display Ads (text + graphic)

Logos, graphics, pictures and font variations may be included.

Marketplace Listings (text only)

Appear in color, 8 point font. Headlines are bold and included in the word count. Prices shown are for 50-word ads (prices increase based on 50-word increments).

rates e-, blast, custom and annual media

E-Media (Net)

Run-of-Site	Monthly	Quarterly
Leaderboard (rotating 1 of 3)	\$1,745	\$4,240
Big Button (no more than 3)	\$1,470	\$3,180
Annual Sponsor (no more than 3)		

Landing and Content Pages - Big Box (rotating 1 of 5)	Monthly	Quarterly
Category Landing Pages	\$2,865	\$4,565
Content Pages	\$5,330	\$10,745
Category Landing and Content Pages	\$6,825	
Featured Product Online	\$2,250	

New Website Banners	
Wide Skyscraper	\$4,600
Leaderboard	\$2,400
Large Rectangle	\$2,350
Inline Rectangle	\$2,200
Mobile Banner	\$1,600

Blast Media (Net)

E:Dimensions	
Feature	\$2,850
Banner	\$3,780
Pre-Convention	\$1,150

Product Spotlight E-Blast	
Full Distribution Blast	\$5,900
Pre-BUILD Blast	\$3,335
Post-BUILD Blast	\$3,890

Blast Media (Net)

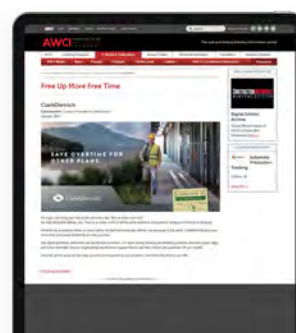
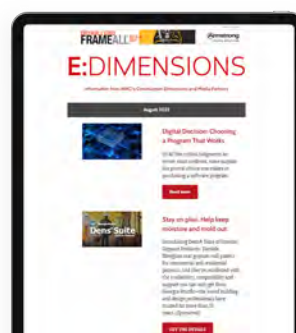
AWCI SmartBrief	
Leaderboard	\$945
Feature	\$790
Takeover	\$1,490
Big Box	\$730
Featured Video	\$865

Custom Media (Net)

Thought Leadership Defined	
Featured Video	\$5,400
Manufacturer's Corner - Sponsored Content	\$5,200
AWCI Sponsored Webinars	\$10,950

Annual Media

AWCI's Video Showcase	
Single Panel	\$4,290
Multi Panel	\$7,860



specs e-, blast, bundled, custom and annual media

E-Media

WEBSITE BANNERS

Image. JPG or animated GIF, 72 dpi, RGB, max size: 100 kb

Hyperlink. One URL for linking (the same URL will be linked from desktop and mobile)

Dimensions

E-Media Annual Sponsor and Leaderboard.

728px x 90px and 250px x 90px (for desktop and mobile)

Big Button. 250px x 90px

Big Box. 250px x 250px

AWCI will be transitioning to an improved website with greater functionality, tracking and more. We will be slightly revising our web banner sizes to the following:

Inline Rectangle. 300px x 250px

Large Rectangle. 336px x 280px

Mobile Banner. 320px x 100px

Leaderboard. 728px x 90px

Wide Skyscraper. 300px x 600px

Those already placing banner ads at the time of transition will be offered larger size ads for the remaining portion of their campaigns and given as much notice as possible for new creative.

Custom Media

FEATURED VIDEO

Headline. 45 characters including spaces (For web, blast and boost)

Subhead. 50 characters including spaces (If not provided, company name will be listed)

Web Copy. Recommended 50-100 words, up to 150.

Blast and Boost Copy. No more than 50 words

("Sponsored" will be included at the end of blast copy)

Web Image. 720px x 440px, JPG or PNG, 72 dpi, RGB (If not provided, AWCI will create a screenshot of the featured video as the image.)

Blast Image. 305px x 200px, JPG or PNG, 72 dpi, RGB

Boost Image. 244px x 160px, JPG or PNG, 300 dpi, RGB

Link. To video URL (YouTube or other address)

Boost Link. AWCI will create a Bitly from your original link to maintain uniformity.

MANUFACTURER'S CORNER

Headline. Up to 45 characters (including spaces)

Subhead. Up to 90 characters (including spaces)

Copy. 1,100 to 2,000 words (article may be edited to fit available space.)

Image. Four graphics, JPG or PNG, 300 dpi, RGB

Logo. EPS or PNG, transparent background, 300 dpi

Byline. Author name and 50 word bio

Contact Advertising Coordinator for full details.

Annual Media

AWCI'S VIDEO SHOWCASE

Print & Digital Components

Print positions follow AWCI's Construction Dimensions parameters. Below are the details needed for the digital components.

Single Video Specs:

Headline. Up to 45 characters.

Copy. Up to 75 words.

Image. One image, JPG or PNG, 300 dpi (w: 530px x h: 300px)

Video. One video

Multi-Video Specs:

Headline. Up to 45 characters.

Copy. Up to 75 words.

Image. One image, JPG or PNG, 300 dpi (w: 530px x h: 300px)

Video. Up to 3 videos

Video Specifications:

File Size. Maximum of 100MB

Duration. Must be 1 second or longer

Format. Preferably a Vimeo or YouTube link.

Bitrate. The recommended bitrate is between 300kb/s and 700kb/s

Blast Media

E:DIMENSIONS

Feature

Headline. 45 characters maximum (including spaces).

Copy. Up to 50 words, including an italicized

"(Sponsored)" at the end of copy

Image. 200px x 120px, JPG or animated GIF, 72 dpi, RGB

Hyperlink. Features may be hyperlinked to two landing pages. If unspecified, links are directed to home pages.

Banner

Image. 650px x 55px, PNG, JPG, GIF (or animated GIF), 72 dpi

Hyperlink. One URL for linking

PRODUCT SPOTLIGHT

Image. 600 px wide, JPG or PNG, 72 dpi, RGB

Subject Line/Headline. Up to 45 characters (including spaces), headline and subject are identical

Preview Text.* Up to 45 characters or defer to your subject line

Body Copy. Up to 100 words

Logo. EPS file preferred; otherwise, max width 450px, JPG, 72 dpi, RGB.

**Text appearing in most inboxes.*

AWCI SMARTBRIEF

Leaderboard

Image. 728px x 90px

Hyperlink. One URL for linking

Feature

Image. 200px x 120px

Hyperlink. One URL for linking

Takeover

Provide Leaderboard and Feature

Featured Video

Refer to Bundled Media

Logo (Optional)

120px x 60px; 50k maximum, transparent background, PNG

AWCI will edit material appearing in AWCI e-media, content, blast and bundled media if copy is beyond limit or images are not sized properly. Submitted copy and graphics will be reviewed/edited to meet the Advertising Code of Conduct. Impression and click-through reports are provided by AWCI on a monthly basis. Proofs of your appearance in AWCI Media are limited. If a specific landing page is not specified for any AWCI Media appearance, the link will direct to your home page. Invoices for all AWCI Media appearances are emailed.

FOR ALL MEDIA ADVERTISING CONTACT

Joe Fernandez • fernandez@awci.org • 703.538.1606

DELIVERY INSTRUCTIONS

Send all advertising materials, proofs and correspondence to

Brianna Bernstein • bernstein@awci.org • 703.538.1607

All media reservations must be in compliance with AWCI's contract and copy regulations and AWCI Media's Code of Conduct.

Visit awci.org/copyandcontractregulations and awci.org/codeofconduct for details.

AWCI'S
CONSTRUCTION DIMENSIONS
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AWCI
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