

# MANUFACTURER'S CORNER

AWCImedia

## AWCI Custom Media's Special Interest Editorial Program

Present content unique for the AWCI audience, by providing case studies, research, information, and findings to inform and advance the wall and ceiling industry.

Partnering with AWCI Media, your content will appear in the specially formatted sections of the digital and online magazine. The industry trusts AWCI's Construction Dimensions as the market's premier monthly media. Join us in providing unique insight through your sponsored feature article!

**Net Rate: \$5,200**

### Contact

Joe Fernandez, 703.538.1606, fernandez@awci.org, to discuss your Manufacturer's Corner Feature!

Sponsored Feature by  
LOGO

MANUFACTURER'S CORNER

## Headline Sample Will Be Placed Here

Subhead appears here with color match as able.

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AWCI's Construction Dimensions

Sponsored Feature by Company 1

# MANUFACTURER'S CORNER

## AWCI Media will:

- Design the Sponsored Feature working within the content's specialized template.
- Provide the proof of the Sponsored Feature and include the final content piece in AWCI media

## In the pertinent month in:

- AWCI's Construction Dimensions digital edition.
  - Branding as "Sponsored Feature by (corporate logo)" will appear at top of the feature's first page.
  - Footer on each subsequent page will include "Sponsored Feature by (Company Name)"
- Feature Article section of AWCI Media's web pages.
  - Branding as "Sponsored Feature by (Company Name)" will appear in the article's byline section immediately below the headline and subhead (if provided).
  - Sponsored Feature will include one graphic appearing at the top of the article's page.

## Promotion – In the deployment month:

- The digital edition's availability is blasted to AWCI's Construction Dimensions digital subscribers and promoted in AWCI Media's E:Dimensions e-newsletter.
- Your content, included in the Digital Edition's Table of Contents, is highlighted as a Sponsored Feature.
- Your sponsored feature is included in the online edition's feature article section and highlighted in the rotating banner on AWCI Media pages.
- A PDF of your completed feature is provided for your additional use.
  - Sponsors appearing with a full page ad in the same month as the Manufacturer's Corner receive a 6-page PDF consisting of a specially formatted cover, the full page ad and the sponsored feature.
  - Sponsors appearing with less than a full page receive a 4-page rendition of the feature.

## Sponsoring organizations submit material within these guidelines and understanding:

**Headline.** Up to 45 characters including spaces

**Subhead.** Up to 45 characters including spaces

**Body Copy Length.** 1,100 to 2,000 words

**Graphics.** Four images for inclusion in feature, one Corporate Logo (graphics should be high-resolution (at least 300 dpi) and in either .JPG or .PNG format. Captions are not available for inclusion on any photo or graphic, whether included in the file or requested for placement by AWCI. Any captions included in graphics will be deleted and the images will be appropriately resized. Please outline the order in which the graphics are to appear. If order is not provided, AWCI will organize and position graphics to appear most professionally. The first graphic appearing in the feature will be exclusively included in the article's HTML version on AWCI Media online pages.

**Template Theme Color.** The page border, logo container border, subtitle and folio will be matched to a single corporate color to match your branding or logo.

**Logo.** Logo must be formatted an EPS or a .PNG with a transparent background, minimum 300 DPI.

**Byline.** Author name and 50 word bio. A biographical note will be added to the end of the article, stating the author's title and contact information.

## Additional Understanding

All copy must be submitted in final format. AWCI retains the right to approve content before publishing/posting. The headline, subhead and body copy will be edited grammatically and to fit available space if any of the character or word limits are exceeded.

Content is submitted with the understanding that AWCI will edit piece solely from a grammatical standpoint and that the client is authorized to submit all information for inclusion in AWCI Media.

Content is submitted by the pertinent editorial closing deadline and with the understanding that AWCI will provide only one proof for review. After proof receipt, the sponsor has three business days to submit any requested edits to AWCI for implementation in the final version. (If response not received within three business days, it is understood that the proof is approved as provided by AWCI).

## Send all Manufacturer's Corner material to:

Brianna Bernstein  
bernstein@awci.org  
703.538.1607