

2012 ADVANCE ADVERTISING RATES

These special advance advertising rates are available when you reserve a 2012 multiple insertion schedule of six times or more in AWCI's Construction Dimensions by December 2, 2011.

B&W	3X	6X	12X
Full page	\$3,115	\$2,945	\$2,635
2/3 page	\$2,365	\$2,250	\$2,080
1/2 island	\$2,030	\$1,910	\$1,720
1/2 page	\$1,745	\$1,655	\$1,475
1/3 page	\$1,150	\$1,075	\$975
1/4 page	\$960	\$900	\$810
1/6 page	\$670	\$625	\$565

2-color	3X	6X	12X
Full page	\$3,675	\$3,505	\$3,075
2/3 page	\$2,925	\$2,810	\$2,520
1/2 island	\$2,590	\$2,470	\$2,160
1/2 page	\$2,305	\$2,215	\$1,915
1/3 page	\$1,710	\$1,635	\$1,415
1/4 page	\$1,520	\$1,460	\$1,250
1/6 page	\$1,230	\$1,185	\$1,005

4-color	3X	6X	12X
Full page	\$4,605	\$4,435	\$4,110
2/3 page	\$3,855	\$3,740	\$3,555
1/2 island	\$3,520	\$3,400	\$3,195
1/2 page	\$3,235	\$3,145	\$2,950
1/3 page	\$2,640	\$2,565	\$2,450
1/4 page	\$2,450	\$2,390	\$2,285

Covers	3X	6X	12X
2 & 3	\$5,835	\$5,665	\$5,120
4	\$6,095	\$5,925	\$5,320

New Media and E-Media Rates

AWCI New Media

E:Dimensions Appearance	\$1,750
E:Dimensions Product Spotlight	\$2,755

AWCI Members Only-Online Positions

Top Banner (three banners annually)	\$2,600
AWCI Buyers' Guide Link	\$540

AWCI Web Position

Web Sponsor Bar	\$1,995 annually
Online Buyers Guide	beginning at \$1,475
E-Showcase Units	\$265
Nav Bar Box	\$1,295 per quarter

Web – Newsletter Integrated Programs

Annual Sponsor	\$10,300 annually
Featured Product Online	\$715

New Media and E-Media rates quoted net.

Contact

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AWCI's
CONSTRUCTION DIMENSIONS
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AWCI

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Rate Card #39a

