

**AWCI New Media 2012** puts the power of the AWCI brand and the efficiency of electronic marketing into your hands. Influencing tech-savvy contractor subscribers and AWCI members, E: Dimensions drives contractors directly to manufacturers' sites with each deployment.

Product Spotlights provide unrestricted audience attention, consistent market involvement and a sole recipient status of each click-through.

## E:Dimensions Newsletter

AWCI's Media extends e-newsletter reach to tech savvy contractor subscribers and AWCI members, some 12,000 strong ... and the story makers are AWCI member manufacturers. With no more than 12 features per newsletter and just 50 words per piece, this quick read aligns with the strength of AWCI's Media while driving traffic to advertisers' specific landing points. Each issue is also linked from the home pages of AWCI's websites, further extending reach. E:Dimensions deploys bi-monthly.

*Up to three positions earned through AWCI Circles of Success Plans.*

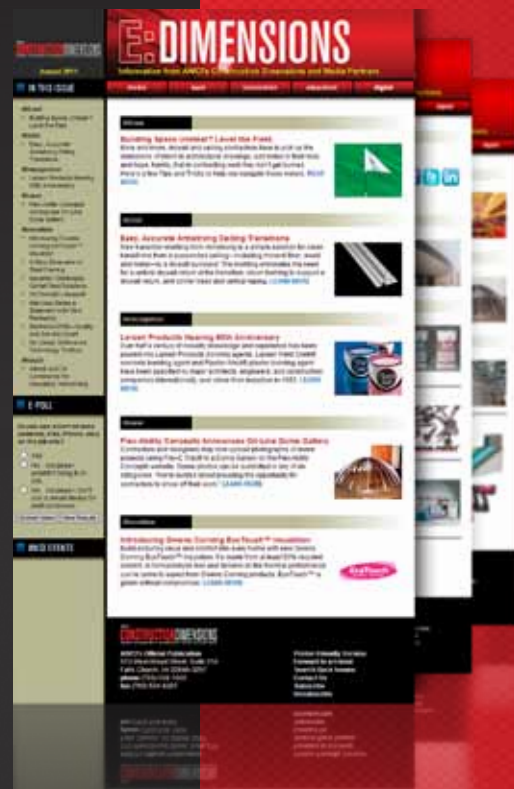
**Net: \$1,750 per entry\***

### E: Dimensions Appearance Specifications\*\*

Graphic	Headline	Body Copy	Web Link
125 x 100 px image JPEG or GIF RGB formatted No less than 72 dpi	Up to 45 characters (including spaces)	Up to 50 words	One specific landing point for hyperlink. If not specified, link will be directed to home page.

\*E:Dimensions and Product Spotlight appearances contingent on compliance with AWCI Media's Code of Conduct.

\*\* AWCI will edit graphic and copy if needed.



# AWCI NEW MEDIA DRIVING ELECTRONIC TRAFFIC, SUPPLEMENTING YOUR CAMPAIGN.

## E:Dimensions Product Spotlight

This elite e-blast opportunity brings your message directly to nearly 11,000 tech-savvy contractors. Product Spotlights are the answer. With the AWCI brand supporting your message and the exclusivity of only two deployments per month, Product Spotlights offer the perfect mix of timeliness and influence. Your Spotlight is also linked from the home pages of AWCI's websites, further extending reach.

*Discounts earned through AWCI Circles of Success Plans.*

**Net: \$2,755 per entry\***

Use AWCI's template or submit your file. Contact AWCI for specifications.

### Product Spotlight Specifications\*\*

Graphic	Headline/Subject Line	Body Copy	Contact Information	Web Link
650 x 650 px (height is recommended) JPEG or GIF RGB formatted No less than 72 dpi	Up to 45 characters (including spaces)	Up to 100 words	Including logo, address, phone, fax, one website and one e-mail address	One specific landing point for hyperlink. If not specified, link will be directed to home page.

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# NEW MEDIA