



AWCI 2012

MEDIA PLANNER

AWCI's
CONSTRUCTIONDIMENSIONS

AWCI's New Media

AWCI's E: Media

AWCI's Member Products Catalog



The Association of the Wall and Ceiling Industry is the largest, most influential association serving the wall and ceiling market. Membership tops nearly 2,100 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



MEETINGS AND CONVENTIONS

Offering the range of essential face-to-face events that craft market professionals into the industry community including:

AWCI's Convention + INTEX Expo 2012

AWCI partners with industry associations making this the premier exposition and convention for the wall and ceiling industry.

Industry Executives' Conference & Committee Week

AWCI's fall conference addresses management subjects while offering networking opportunities with industry movers and shakers.

AWCI's Academy

AWCI's annual learning opportunity for field superintendents, project managers and emerging construction executives.



DOING IT RIGHT PROGRAMS

For more than 10 years, AWCI's certificate and education programs have guided the industry in best practices raising the professional bar for all.

EIFS–Doing It Right®

With more than 4,000 EIFS industry representatives participating in this program, this first Doing It Right installment sets the industry standard.³

Steel–Doing It Right®

Covers the installation of cold-formed steel (CFS), codes and standards affecting CFS, structural walls assemblies, interior systems and more.³

Stucco–Doing It Right®

Reviews the application of portland cement-based plaster applied to metal and solid bases. Developed under the guidance of an expert oversight group of contractors and manufacturers.³

Ceilings–Doing It Right®

Examines proper installation of suspended ceilings, types of surfaces, moldings and accessories; codes and standards, engineering and design considerations and more.³

Gypsum–Doing It Right®

Highlights industry standards and best practices for the installation of gypsum board systems. The seminar includes a tour of a gypsum board manufacturing facility.



THE FOUNDATION

The Foundation of the Wall and Ceiling Industry's reputation for unbiased information through its Research Series and financial support through AWCI Cares serves members throughout our industry community.

AWCI Cares

Helping Good People When Bad Things Happen is the mission of AWCI Cares. Nearly \$63,000 in grants has been awarded to AWCI families in financial hardship.

John H. Hampshire Memorial Library

The Foundation owns and maintains the largest independent library in the wall and ceiling industry.

Foundation Research Series

The Foundation serves the industry and public examining topics ranging from mold in construction to immigration, understanding green building to BIM.



³Publisher's own information

CONSTRUCTION DIMENSIONS YOUR BEST MARKETING RESOURCE

8 OUT OF 10

More than eight 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

90%

Manufacturers and marketers have long counted on AWCI's guarantee—that 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.

86%

Wall and ceiling contractors prefer AWCI's magazine as their resource for information on the wall and ceiling industry.²

86% AWCI's Construction Dimensions

- 55% Industry colleagues/word-of-mouth
- 47% Electronic resources
- 35% Sales representatives
- 29% Other industry magazines
- 5% Social media

6 OUT OF 7

83% of wall and ceiling contractor subscribers prefer AWCI's Construction Dimensions as their industry information source compared to other industry magazines.²

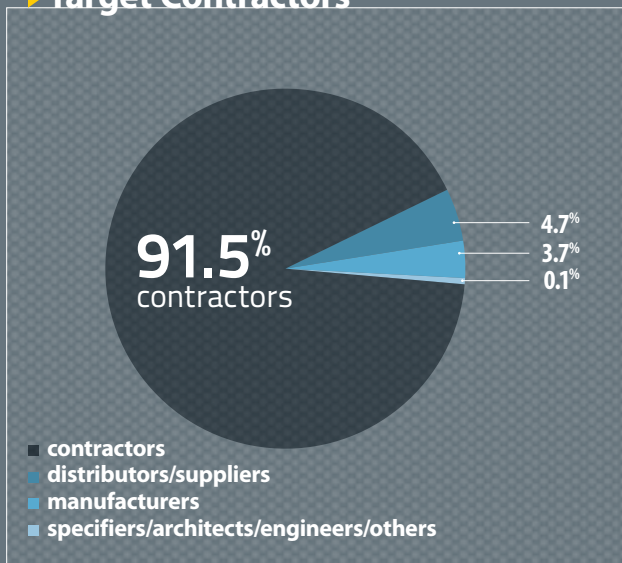
¹BPA, June 2011, TQ=32,029

²Readex, June 2011 Study

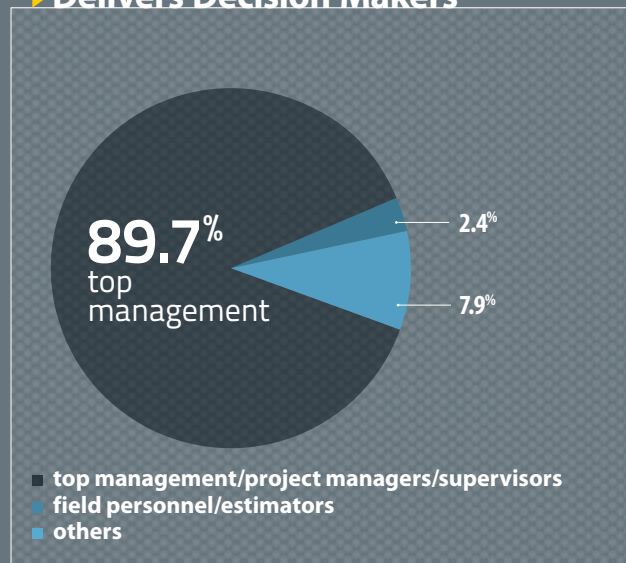
³Publisher's own information



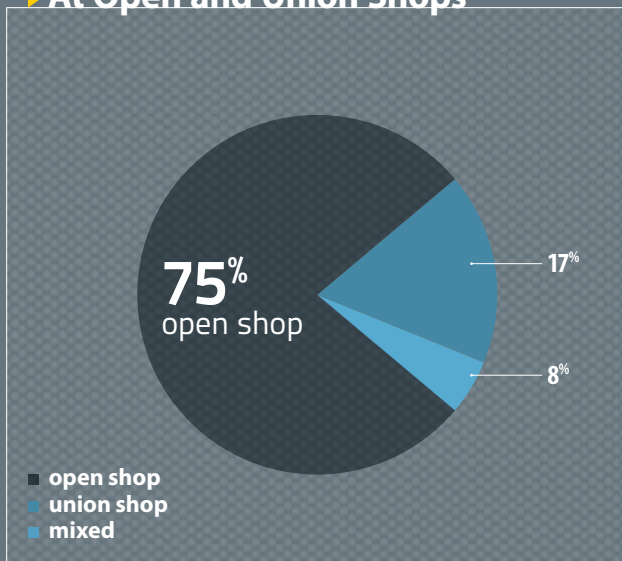
▶ Target Contractors¹



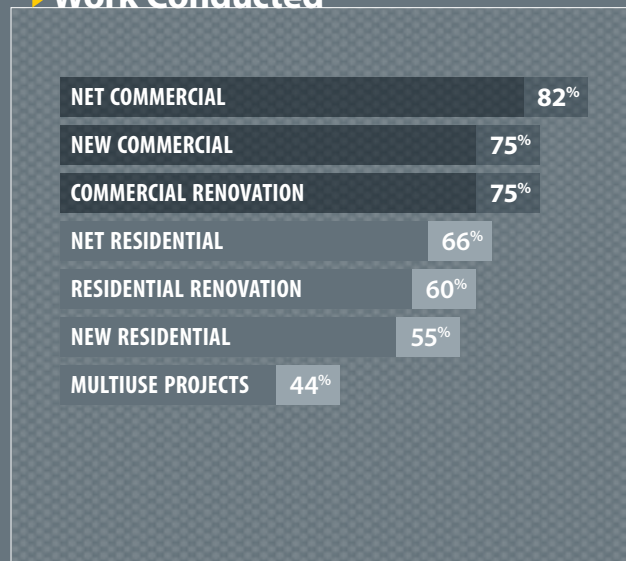
▶ Delivers Decision Makers¹



▶ At Open and Union Shops²



▶ Work Conducted²



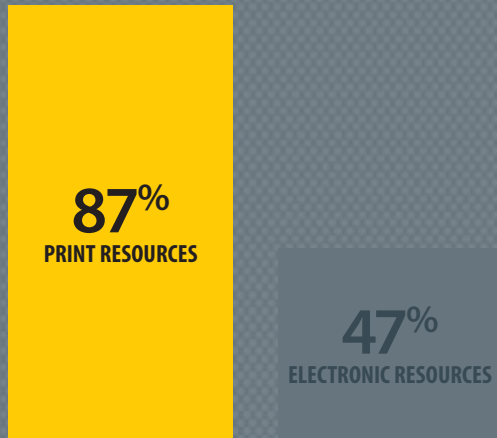
¹BPA, June 2011, TQ=32,029

²Readex, June 2011 Study

³Publisher's own information

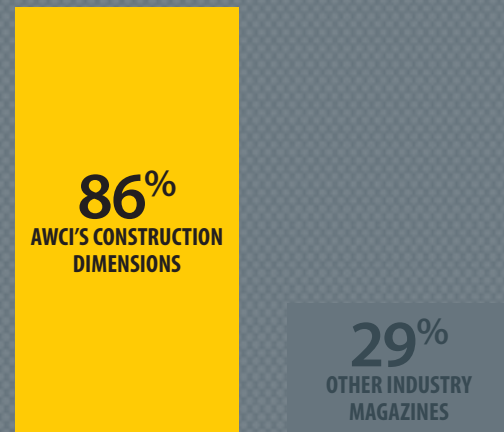
In **challenging times**, industry contractors overwhelmingly turn to the resource that has long held their professional trust. While counter-intuitive during this age of technology development, savvy manufacturers make traditional media their marketing plan cornerstone.

▶ **Contractors Overwhelmingly Turn to Traditional Media ...**



Percentage of wall and ceiling contractors who prefer to use print when looking for information about the wall and ceiling industry.²

▶ **... and Specifically to AWCI's Construction Dimensions.**

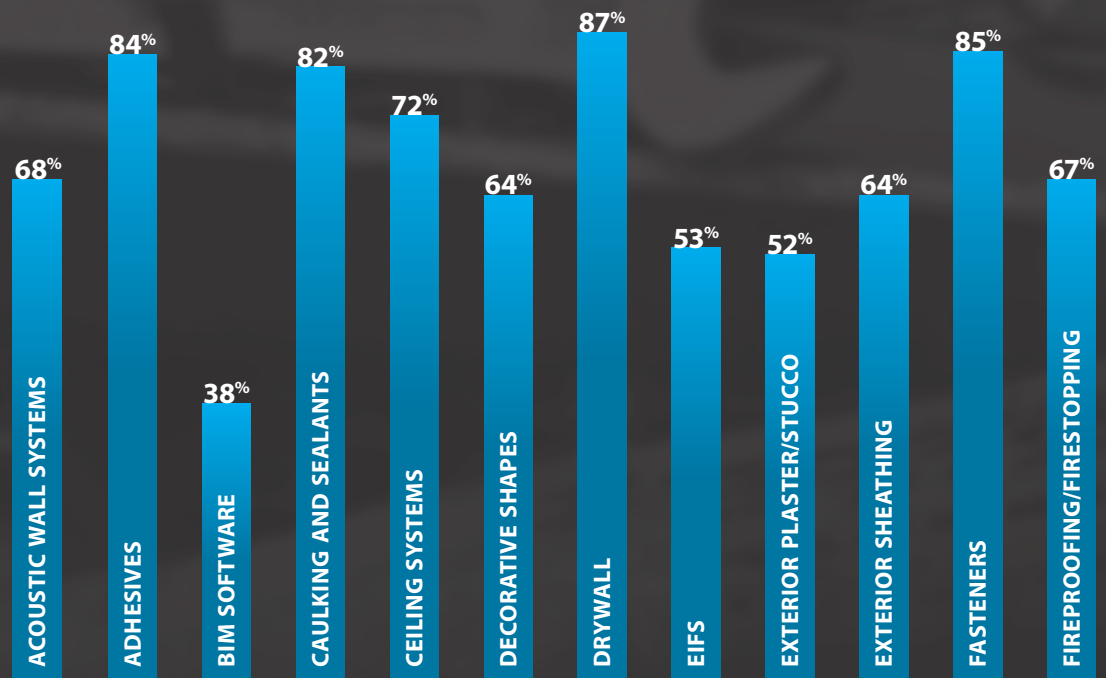


And specifically, contractors are turning more and more to AWCI's Construction Dimensions compared to other traditional options.²

¹BPA, June 2011, TQ=32,029
²Readex, June 2011 Study

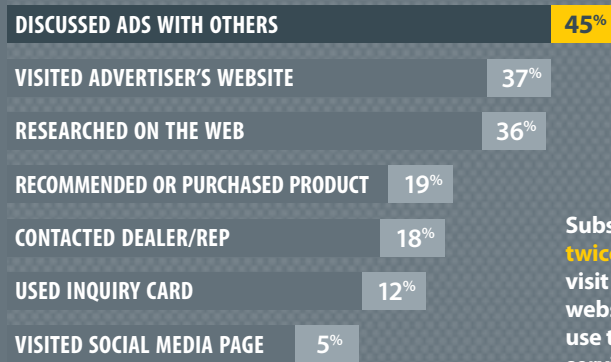
WALL AND CEILING CONTRACTOR PURCHASING INFLUENCE BY PRODUCT²

SUBSCRIBERS' COMPANY PURCHASES



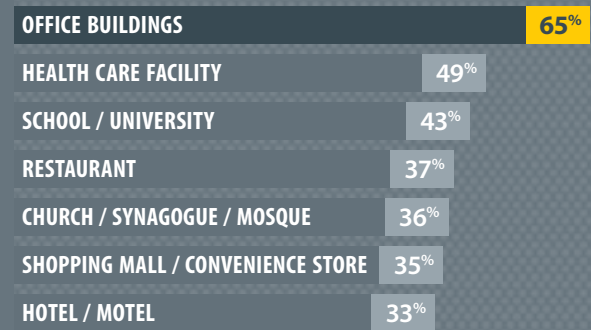
CONTRACTORS TURN TO PRINT MORE THAN EVER

► Contractors Respond to Your Ad²

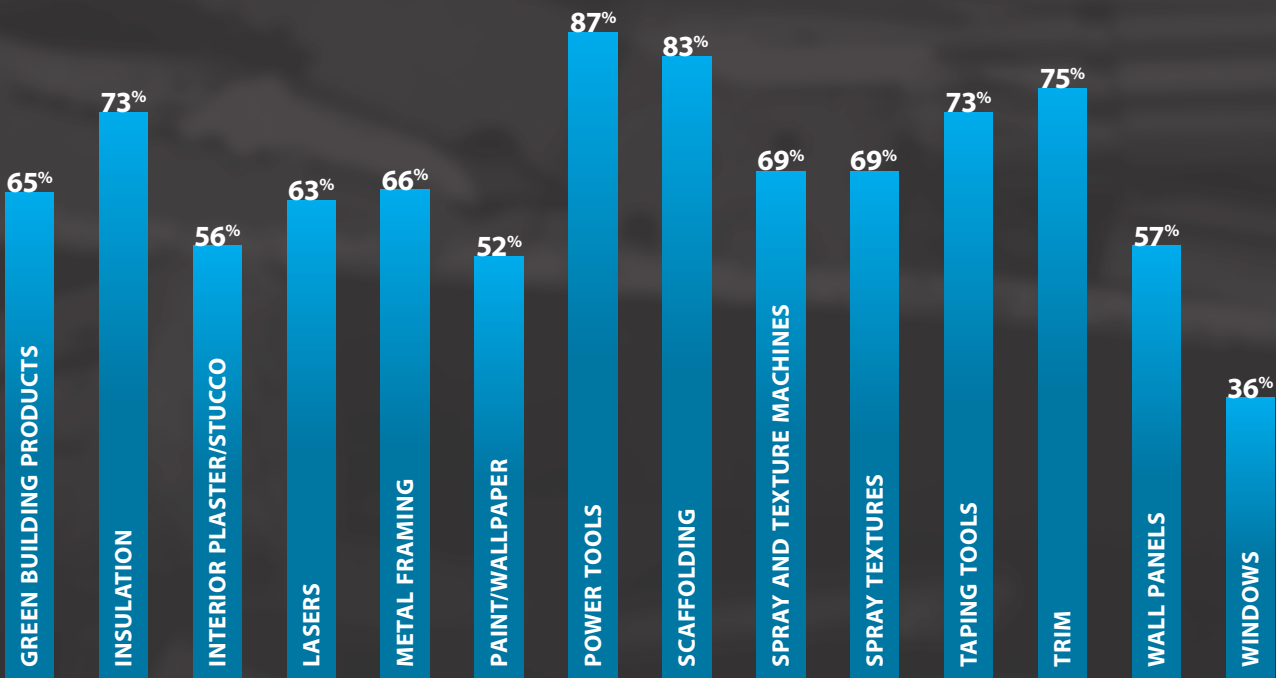


Subscribers are **twice as likely** to visit advertisers' websites than use the reader service card.

► Type of Projects Completed²



¹BPA, June 2011, TQ=32,029
²Readex, June 2011 Study



MULTI-MEDIA BENEFITS

PlatinumCircle

With a schedule equivalent to ten full-page 4-color 2012 appearances, earn:

Print Media

- » Corporate Profile Advertorial¹
- » Highlighted Buyers' Guide listing
- » Use of AWCI contractor member list
- » Up to six new product releases²
(not available for purchase)

Dec.
Aug.
Sept.

New and E-Media

- » Three E:Dimensions appearances
- » One Product Spotlight discounted 25%
- » Three Featured Products Online²
- » Three Buyers' Guide Links

INTEX Expo Bonus Marketing

- » Sponsorship of INTEX education seminar
- » Company name and logo on INTEX signage
- » Inclusion in Pre-Convention E: Dimensions
(as exhibitor advertising in March)
- » Inclusion in Exhibitor Merchandising Plan
(as exhibitor advertising in April)

Added Value

74%

37%

AWCI Members Only Bonus

» 4-page insert in AWCI Members Only³

GoldCircle

With a schedule equivalent to eight to nine full-page 4-color 2012 appearances, earn:

Print Media

- » Corporate Profile Advertorial¹
- » Highlighted Buyers' Guide listing
- » Use of AWCI contractor member list
- » Up to four new product releases²
(not available for purchase)

Dec.
Aug.
Sept.

New and E-Media

- » Two E:Dimensions appearances
- » One Product Spotlight discounted 10%
- » Two Featured Products Online²
- » Two Buyers' Guide Links

INTEX Expo Bonus Marketing

- » Company name and logo on INTEX signage
- » Inclusion in Pre-Convention E: Dimensions
(as exhibitor advertising in March)
- » Inclusion in Exhibitor Merchandising Plan
(as exhibitor advertising in April)

Added Value

66%

22%

AWCI Members Only Bonus

» 2-page insert in AWCI Members Only³

SilverCircle

With a schedule equivalent to six to seven full-page 4-color 2012 appearances, earn:

Print Media

- » Corporate Profile Advertorial¹
- » Highlighted Buyers' Guide listing
- » Use of AWCI contractor member list
- » Up to two new product releases²
(not available for purchase)

Dec.
Aug.
Sept.

New and E-Media

- » One E:Dimensions appearance
- » One Featured Product Online²
- » One Buyers' Guide Link

INTEX Expo Bonus Marketing

- » Company name on INTEX signage
- » Inclusion in Pre-Convention E: Dimensions
(as exhibitor advertising in March)
- » Inclusion in Exhibitor Merchandising Plan
(as exhibitor advertising in April)

Added Value

53%

23%

¹Includes Corporate Profile advertorial page value, recommended for all schedules.

²All releases subject to editor's approval.

³Materials sent with AWCI Members Only subject to AWCI approval.

Advertisers must meet copy and contract regulations to receive Circle benefits.

The Bonus Plan AWCI's media rewards advertisers for increasing industry presence:

Run a minimum of eight ads of the same size in 2012. Increase your 2012 schedule over your 2011 plan by two more ads of that same size, and receive one free ad (same size)!

Run a minimum of ten ads of the same size in 2012. Increase your 2012 schedule over your 2011 plan by four more ads of that same size, and receive two free ads (maximum)!

AWCI'S MEMBER PRODUCTS CATALOG 2013

THE LARGEST
INFORMATION
COLLECTION
FROM MEMBER
MANUFACTURERS

UPDATED FORMAT • INDUSTRY-WIDE DISTRIBUTION

The Catalog provides a three-prong, multi-media marketing attack that captures and keeps market attention throughout the year. Participation includes:

The Catalog Primer, introducing the catalog's electronic elements, is distributed to some 40,000 industry professionals through AWCI's Construction Dimensions, AWCI Members Only and at INTEX 2013. Cover advertisers and section sponsors receive added coverage in the Catalog Primer.

The Catalog's Digital Edition, which includes participating companies' literature PDFs, is blasted to more than 12,000 industry contractors and AWCI members ... and hosted on AWCI sites through October 2013.

AWCI's Online Buyers' Guide Featured Member Status.

PDF Literature File Insertion Rates (net)

18 to 24 pages.....	\$2,865
10 to 16 pages.....	\$2,180
Up to 8 pages.....	\$1,855

Premium Positions (gross)

Cover 4.....	\$5,510
Cover 2, 3.....	\$4,995
Section Sponsor.....	\$4,140



Ad Closing: Aug. 29 Ad Material Due: Sept. 5 PDF Literature Files Due: Sept. 12

2012

MEDIA PLANNING CALENDAR

EDITORIAL CLOSING:
Two weeks prior to ad closing

ISSUE	AD CLOSING	MATERIALS DUE	CONTRACTOR BUSINESS FOCUS	NEW PRODUCT FOCUS	ADDED VALUE
JAN	11/29/11	12/6/11	Litigation Gather Your Evidence	Ceilings	Media Showcase
FEB	12/29/11	1/5/12	The GC Speaks Are You Listening?	Tools and Equipment	AWCI Contractor Directory
MAR	1/30/12	2/6/12	The Architect Tell All Details and Confessions	Acoustic Wall Systems	AWCI Exhibitor Preview Package Including Pre-Convention E:Dimensions
APR	2/29/12	3/7/12	Jobsite Safety What You Don't Know ...	Safety Equipment	AWCI Exhibitor Merchandising Plan
MAY	3/29/12	4/5/12	Get Paid The Real Bottom Line	Spring New Product Guide	Product Showcase Online Buyers' Guide Mid-Year Update
JUN	4/30/11	5/7/12	Build Green Project Assessments	Green Building Products	Industry Awards Issue Web Sponsor Bar Update
JUL	5/29/12	6/5/12	Understand the Bid Process Win the Project	Steel Framing	Media Showcase
AUG	6/29/12	7/6/12	Technology Today Software, Apps, Social Media	Building Envelopes	AWCI's Annual Buyers' Guide
SEP	7/30/12	8/6/12	Cash Flow Management Contractors' Life Blood	EIFS and Interior Insulation	
OCT	8/29/12	9/5/12	Emergency! Survive a Natural Disaster	Fall New Product Guide	AWCI's Member Products Catalog 2013 <small>Ad Close: 8/29, Mat Due: 9/12, Dist Nov. 2012</small>
NOV	9/28/12	10/5/12	Finding Labor How Much Will It Cost?	Drywall and Drywall Tools	Product Showcase
DEC	10/29/12	11/5/12	Economic Outlook Future Building Trends	Stucco and Plaster	Corporate Profile Materials Due: Oct 29

AWCI's

CONSTRUCTIONDIMENSIONS

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

	E-DIMENSIONS AWCI MEDIA'S E-NEWSLETTER		AWCI'S PRODUCT SPOTLIGHT COMPANY SPECIFIC E-BLASTS	
	Deploys first week of month			
BONUS DISTRIBUTION	FOCUS	MATERIALS DUE	MATERIALS DUE	DEPLOYS BY
Doing It Right® at Academy Dallas Stucco-, Ceilings- and Gypsum-Doing It Right®			12/20/12	1/15/2012
			1/10/12	1/31/2012
EIFS-Doing It Right® San Diego	The GC Speaks Celings	1/5/12	1/31/12	2/15/2012
			2/9/12	2/28/2012
EIFS-Doing It Right® Orlando			2/28/12	3/15/2012
			3/13/12	3/31/2012
AWCI Convention + Intex Expo 12 Charlotte Stucco-, Ceilings- and Gypsum-Doing It Right®	Jobsite Safety Acoustic Wall Systems	3/7/12	3/27/12	4/15/2012
			4/12/12	4/30/2012
NWCB Scottsdale, AZ AIA Washington, DC			4/24/12	5/15/2012
			5/8/12	5/31/2012
	Building Green New Products	5/7/12	5/29/12	6/15/2012
			6/12/12	6/30/2012
FWCCA St. Augustine			6/26/12	7/15/2012
			7/10/12	7/31/2012
	Technology Today Steel Framing	7/6/12	7/24/12	8/15/2012
			8/7/12	8/31/2012
AWCI Industry Executives' Conference + Committee Meetings Miami			8/28/12	9/15/2012
			9/11/12	9/30/2012
ICAA Dallas	Emergency Management EIFS Interior Insulation	9/5/12	9/25/12	10/15/2012
			10/9/12	10/31/2012
STAFDA Orlando			10/23/12	11/15/2012
			11/13/12	11/30/2012
	Future Building Trends Drywall and Drywall Tools	11/5/12	11/21/12	12/15/2012
			12/4/12	12/31/2012

Display, New Media and E-Media Advertising
Brent Stone
703.538.1606
stone@awci.org

Specs, Deadlines and Classified Ads
Maggie Baker
703.538.1607
baker@awci.org

Editorial
Laura Porinchak
703.538.1604
porinchak@awci.org

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.

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

** AWCI will edit graphic and copy if needed.



NEW MEDIA

AWCI and AWCI's *Construction Dimensions*' sites are trusted industrywide as the authoritative voice of AWCI on the Web. Covering the full scope of AWCI's market activities, it is the go-to web resource for industry professionals.



E-Media Annual Sponsor

Web Sponsor Bar

Featured Product Online

Electronic Showcase Units

Mid-Year Update on AWCI Online Buyers' Guide

AWCI Websites All AWCI E-Media rates quoted net.

Nav Bar Box

Appear in this captive position appearing at bottom of left-hand nav bar.

Maximum four positions

\$1,295 for three months

Nav and Web Sponsor bar graphics available for quarterly update at no charge. Additional updates available at \$105 net.

Electronic Showcase Units

www.awci.org/cd/product_showcase.pl

Showcases rotate as featured units on the magazine's home page.

January, May, July, November units each

uploaded until next showcase deploys

\$265

Web Sponsor Bar

12-month cycle

Rotates with other participants and links directly to your deploy point.

\$1,995 annually

Mid-Year Update on AWCI Online Buyers' Guide

www.awci.org/buyersguide

Appear in AWCI's Member Products Catalog for online buyers' guide year-long coverage (see page 7).

\$2,290 18 to 24 pages

\$1,745 10 to 16 pages

\$1,475 up to 8 pages

³Publisher's own information

With nearly 3,500 industry subscribers³, each and every one a member, AWCI Members Only—Online, your association's monthly e-newsletter, is the best mean of branding with AWCI's electronic outreach.

Top Banner

Featured Product Online



E-Media Annual Sponsor

AWCI's Buyers' Guide Link

E-Media Annual Sponsor — \$10,300 annually —

- **AWCI Websites**
Rotating upper left-hand box above Nav Bar
- **AWCI Members Only—Online**
Upper righthand logo placement on each monthly e-newsletter

AWCI Members Only—Online

- **Top Banner**
Appears once every four issues; one position per issue.
\$2,600 for three appearances
- **AWCI's Buyers' Guide Link**
Up to three links per issue, annually; three links per company.
\$540 per month
- **Featured Product Online**
Upgrade your release appearing in AWCI's magazine on both AWCI sites and in AWCI Members Only—Online. Featured Products rotate on home pages for one month and appear in e-newsletter.
\$715 per insertion

³Publisher's own information

PRINT AND E-MEDIA RATES

Print Display Rates (Gross)

B+W	1x	3x	6x	12x
Full page	\$3,625	\$3,395	\$3,240	\$2,905
2/3 page	\$2,755	\$2,580	\$2,470	\$2,290
1/2 island	\$2,365	\$2,215	\$2,100	\$1,895
1/2 page	\$2,035	\$1,900	\$1,820	\$1,625
1/3 page	\$1,340	\$1,250	\$1,185	\$1,070
1/4 page	\$1,130	\$1,045	\$990	\$895
1/6 page	\$780	\$735	\$690	\$620

2-Color	1x	3x	6x	12x
Full page	\$4,190	\$3,960	\$3,805	\$3,360
2/3 page	\$3,320	\$3,145	\$3,035	\$2,745
1/2 island	\$2,930	\$2,780	\$2,665	\$2,350
1/2 page	\$2,600	\$2,465	\$2,385	\$2,080
1/3 page	\$1,905	\$1,815	\$1,750	\$1,525
1/4 page	\$1,695	\$1,610	\$1,555	\$1,350
1/6 page	\$1,345	\$1,300	\$1,255	\$1,075

4-Color	1x	3x	6x	12x
Full page	\$5,200	\$4,970	\$4,815	\$4,480
2/3 page	\$4,330	\$4,155	\$4,045	\$3,865
1/2 island	\$3,940	\$3,790	\$3,675	\$3,470
1/2 page	\$3,610	\$3,475	\$3,395	\$3,200
1/3 page	\$2,915	\$2,825	\$2,760	\$2,645
1/4 page	\$2,705	\$2,620	\$2,565	\$2,470

Covers	1x	3x	6x	12x
2 & 3	\$6,555	\$6,325	\$6,170	\$5,575
4	\$6,805	\$6,575	\$6,420	\$5,690

Additional Rate Information

- » Above 2-color rates are for standard process color only (yellow, magenta, cyan). PMS colors run \$1,055.
- » 18x and 24x B&W pages run \$2,825 and \$2,760 respectively.
- » 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

8-page: 8x earned 1/2 page rate
 4-page: 4x earned 2/3 page rate
 2-page: 2x earned full page rate
 Reply Card: \$3,190
 Tip-in or bind-in charge: \$710

E-Media Rates (Net)

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

E-Media Position	
Web Sponsor Bar (annual)	\$1,995
Online Buyers' Guide (May - Oct)	\$1,475
Online Showcase Unit	\$265
Nav Bar Box (quarterly)	\$1,295

AWCI Members Only—Online Positions	
Top Banner (three issues)	\$2,600
AWCI Buyers' Guide Link	\$540

Web-Newsletter Integrated Programs	
E-Media Annual Sponsor	\$10,300
Featured Product Online	\$715

Media and Product Showcase Units

- » **\$795 net**—\$640 with display ad in same issue.
- » Units uploaded to AWCI's website until next showcase deploys.

Media Showcase (Jan., July)
Product Showcase (May, Nov.)

Classified Advertising: The Exchange

Classified Display Ads (text + graphic)

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

Color Charges

- » 2-color is \$150. 4-color is twice standard.
- » Reserve a 12x schedule and receive second color for no additional charge.

Classified Listings (text only)

Appear in black and white, minimum 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 increment).

3.5" x 2.25"			
1x	3x	6x	12x
\$445	\$440	\$420	\$380

2.25" x 3"			
1x	3x	6x	12x
\$350	\$315	\$295	\$275

50 Words			
1x	3x	6x	12x
\$135	\$125	\$110	\$100

PRINT AND E-MEDIA SPECS

Print Advertising 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"

Material Preparation

PRINT MEDIA

Ads need to be accompanied by a SWOP-approved proof for color accuracy.

ACCEPTABLE AD FORMATS INCLUDE:

Adobe Acrobat Press-Optimized PDF (PDF/X-1a or PDF/X-4 preferred).
Do not include crop or other print marks.

Adobe Illustrator and Macromedia FreeHand EPS files.

Adobe InDesign (CS-CS5), PC files only.

All files must have a 300 dpi minimum, with fonts either embedded or converted to outlines. **All Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.**

DELIVERY INSTRUCTIONS

Send all advertising materials, proofs and correspondence to AWCI's Construction Dimensions
 Attention: Maggie Baker
 513 West Broad Street, Suite 210
 Falls Church, VA 22046-3257
 Tel: 703.538.1607
 Fax: 703.538.1727
 E-mail: baker@awci.org

Please contact AWCI directly for flash file and FTP site information.

E-MEDIA

E-MEDIA ANNUAL SPONSOR AND NAV BAR BOX

File format: JPG, GIF (or animated GIF).
 GIFs and JPGs must be 72 dpi. Size no larger than 20kb.
 Web destination: a URL to link to file.
 Dimensions: 180 pixels wide x 60 pixels high.

WEB BANNERS

File format: JPG, GIF (or animated GIF).
 GIFs and JPGs must be 72 dpi. Size no larger than 20kb.
 Web destination: a URL to link to file.
 Dimensions: 400 pixels wide x 60 pixels high.

E: DIMENSIONS AND PRODUCT SPOTLIGHT

See pages 10-11

Impression and click through reports provided by AWCI on quarterly basis. External servers, click trackers and tags are unsupported.

For more information, contact Maggie Baker, Advertising Business Manager, at baker@awci.org or 703.538.1607.

