

# ADVANTAGE

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## NEWS FROM THE ASSOCIATE PUBLISHER

### Honing Your Marketing Has Never Been More Important

At the beginning of the year, it was eminently clear that business was about to change. AWCI began researching the trends, focusing on gauging the pulse of industry contractors. Our goal was, and continues to be, to provide leadership in developing media guiding the audience while, at the same time, proving worthy stewards of association monies. Through an outside research firm, we learned:

- Contractors have seen backlogs compress about half a month to an average of about 6.7 months.
- Contractors expect business to level off at 92 percent compared to last year's business.
- One-third of industry contractors access the Internet for their work on a daily basis, one-half access it a few times a week to once a month, and the remaining one-sixth access it even less frequently.
- 83 percent of contractors use traditional media as an industry information source while 27 percent of contractors rely on electronic resources.
- Electronic-savvy contractors describe interest in AWCI providing electronic products highlighting trend-setting projects, special offers or new products, acting as a video clearing house and partnering with committed manufacturers in providing webcasts.

With these factors in mind, AWCI presents the 2010 Media Planner. Highlights include:

- **Commitment to continuing strong traditional media**—the single-most used resource by industry contractors.
- Introduction of three new electronic products produced specifically from contractor input:
  - **E:Dimensions** AWCI's media's electronic newsletter providing marketing partners an exclusive, quick read marketing vehicle to the AWCI's most electronic savvy contractors.
  - **E:Dimensions Product Blasts**—For companies looking to bring their customized message to industry trend-setters.
  - **Manufacturer-Partnered Webcasts**—Marketing partners will align with the leadership of AWCI's media to address issues of contractor interest while elevating their industry position as a knowledge broker.

- **Continued commitment to ongoing branding electronic media**—AWCI's Web sites and AWCI Members Only—Online, as well as AWCI's annual products (AWCI's Member Products Catalog and AWCI's Who's Who membership directory).

Clearly, your association is listening to the contractor, honing current products and creating new offerings based on their specific requests. Look to AWCI's 2010 Media Planner for full details. If you haven't received your copy, contact me at (703) 538.1606 or [stone@awci.org](mailto:stone@awci.org) or download it from [www.awci.org/cd/mediakit/kit.pl](http://www.awci.org/cd/mediakit/kit.pl).

With the strength of AWCI as your campaign cornerstone, you are using the most trusted and valuable media source on which the market relies.

We look forward to helping you hone your marketing efforts.

Peace,

Brent Stone

### AWCI Member Products Catalog 2010: The Digital Edition

Launching this November, AWCI debuts your association's first digital product—the 2010 edition of AWCI's Member Products Catalog. The catalog's hard copy, now in its 17<sup>th</sup> year of publication, is on its way to member contractors and dealers throughout North America. AWCI now also provides each of its members with this product in digital form. Fully searchable by company name as well as keyword, the catalog's digital edition can be downloaded or accessed 24/7 making it more practical than before. Members received e-mails this month providing the link directly to the digital catalog. And because this new rendition also appears on key AWCI Web pages, the digital catalog is accessible, for the first time ever, by the market as a whole.

### Rate Lock Deadline: December 4

If you haven't reserved your 2010 multiple-insertion schedule yet, now is the time to get it done. Advertisers confirming the upcoming year's multiple-insertion marketing schedule of 6X or greater by Dec. 4 will hold advance ad rates throughout 2010. Contact us to reserve your savings in advance.



### Upcoming Deadlines

**Advance Rate Lock:** December 4

**AWCI Pre-Convention Issue (March)**  
Ad closing: January 28

**AWCI Annual Convention and Intex Expo Issue (April)**  
Ad closing: March 1

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