AWCI’s Construction Dimensions introduces its industry’s first awards program for advertisers, and as a reader of this magazine, you can cast your vote for your favorites. The program is intended to recognize quality communication and promotion within the market.

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Beginning with this issue of the magazine, readers can vote for their favorite ads based on the following criteria:

- Eye-catching graphics.
- Ease of understanding and readability.
- Overall ad impression.
- Effectiveness of headline.

The eligible ads are those that appear in the January and/or February issues with a full page or larger, and all full-color ads.

Readers should turn to the ballot between pages 28 and 29 to cast their vote. That’s also where you’ll find the “fine print,” along with the voting rules. The list can be mailed or faxed back to AWCI, and the first 500 respondents from each issue will be entered into a raffle for five great prizes.

**What you could win**

The top prize is the Toshiba PDR-M81 4.2 Megapixel Digital Camera, which
has a list price of $699.95. This powerful camera enables both point-and-shoot and creative photography. It supports nine standard resolution settings, computer and TV/VCR connections, built-in slideshow and image resize capability. Features include 4.2-mega pixel resolution (2400 x 1600 pixels), a real-life viewfinder, 2.8x optical zoom, 2.2x digital zoom, four-mode flash, three minutes of video at 160 x 120 at 15 FPS and a built-in microphone. Accessories include Sierra ImageExpert software, an 8MB SmartMedia card, USB cable, A/V cable, wrist strap, soft case and a protective lens cap. Use it to record job site progress, or take it home to enjoy.

The second prize is a $150 gift card from Home Depot. With more than 40,000 products at more than 1,400 stores in the United States, Canada, Puerto Rico and Mexico, it’s a convenient, worthwhile reward for merely filling out a simple survey! Gift cards can be redeemed at Home Depot stores, EXPO Design Centers and Home Depot Supply stores.

Finally, three lucky winners will each receive a Leatherman SuperTool® 200, which has a value of around $50. This classic multipurpose tool contains needlenose pliers, regular pliers, wire cutters, hard-wire cutters, a clip-point knife, a serrated knife, a wood/bone saw, a metal/wood file, a 9-inch ruler, a can/bottle opener; small, medium and large screwdrivers; a #1 and #2 Phillips screwdriver; an electric crimper, a wire stripper and an awl punch-and it weighs only 1 pound!

The tool has rounded handles and a sliding lock release on the outside for easy access. The serrated knife blade is rounded at the tip for safety. All blades have a unique locking mechanism, which is the toughest, most precise locking mechanism available on any multi-purpose tool. Its heavy-duty capabilities make the Super Tool especially useful for the professional, but anyone who has the extra safety of 10 locking blades will be glad to have this workhorse at their fingertips. You know you have to have one!

What Happens Next?

With the responses from the readers poll, the members of AWCI’s Industry Awards Committee will then select the final winners during their meeting at the annual convention in March, in New Orleans.

AWCI will highlight the top 25 percent of advertisements in each respective entry category (Full-Page Ads or Greater; All Fractional Full-Color Ads) with recognition in AWCI’s Construction Dimensions, AWCI Members Only, which is AWCI’s member newsletter, and on the AWCI Web site.

Any readers with questions about the ballot or voting procedure should contact the editor, Laura M. Porinchak, at either porinchak@awci.org or (703) 538-1604.

Thank you in advance for participating in our first Advertising Awards Program!