

E:Dimensions Newsletter

PURPOSE AND UNDERSTANDING, SPECIFICATIONS AND CODE OF CONDUCT

PURPOSE AND UNDERSTANDING

Produced by AWCI's Construction Dimensions, E:Dimensions is a periodic e-newsletter crafted for wall and ceiling contracting professionals. The newsletter contains industry and AWCI information as well as vital communication from companies partnering with AWCI's media.

E:Dimensions provides media partners the unique opportunity to reach wall and ceiling contractors through concise communication in this newest AWCI media product. The e-newsletter is divided into departments that provide structure for both readers and media partners. Users respond by clicking on a "Read More" link at the end of pertinent article.

Subject matter in E:Dimensions appears with the understanding that the member providing the information is properly authorized to publish its content. See the Code of Conduct below for additional content guidelines.

E:DIMENSIONS SPECIFICATIONS

Media Partners are responsible for providing the following information for each appearance in E:Dimensions.

Graphic. Single image, JPEG formatted with RGB color mode. Image resolution must be set at 72 dpi.

Headline. Up to 45 characters (including spaces). AWCI will edit if copy beyond this limit.

Body Copy. Up to 50 words. AWCI will edit if copy beyond this limit.

Web link. One specific landing point for hyperlink. If not specific, links will be directed to home page.

Decision on which department your

E:Dimensions submission should appear.

E:Dimensions is divided into departments that provide structure for both readers and media partners. Please indicate in which department your submission should appear (If department is not indicated, AWCI will assign submission to most appropriate section):

E:Dimensions Departments

INview – The Industry's Latest Videos

INdepth – Trend Setting Projects

Highlight your product's case studies.

INnovation – The Newest Products

Introducing a new product? This is your spot.

INform – Webinars and Webcast

Promote your newest online education.

INspec – The Newest Spec Information

INprint – The Latest Literature

INcode – Latest Code Developments

Promoting new certification or code approval.

INmedia – Cutting Edge New Media

Highlight your blogs, Facebook and more.

INinstall – Installation Techniques

Direct contractors to your sites' resources, learning center, FAQ areas.

INtroducing – New Industry Players

Bring your new employee (or President) to the industry's forefront.

INrecognition – Rewarding the Best and Brightest

Promote recognition your company receives.

INterview – Conversation with the leaders

Highlight views from company leaders.

AWCI reserves the sole right to alter and update guidelines as it sees fit.

CODE OF CONDUCT

This Code of Conduct is intended to help companies submitting information for E:Dimensions to do so in a clear and effective manner while also meeting the high standards of quality and integrity required in AWCI's media. This Code of Conduct is not exhaustive and provides only an example of some of the guidelines. AWCI reserves the right to review all E:Dimensions submissions prior to acceptance and may modify, reject or delete any copy, at any time, at its sole discretion. Submissions are made with that specific understanding.

Information submitted for inclusion in E:Dimensions is to be positive regarding the submitting company's product or offer. AWCI's media is unable to host or send specific negative comparisons vis-à-vis other member/industry companies and/or their products. AWCI is, likewise, unable to host or send any information on legal proceedings. Submissions are made for appearance in E:Dimensions with the specific understanding that the submitting company is fully authorized to do so. Submissions are provided to AWCI with the understanding and acknowledgment that AWCI will not provide a proof of the newsletter. If materials are submitted after the deadline date or if material is received that AWCI is unable to host or send, AWCI may not be able to reschedule the appearance.

E:DIMENSIONS ACCURACY OF INFORMATION

E:Dimensions submissions must comply with all applicable FTC guidelines and other applicable laws, rules and regulations (including without limitation industry-endorsed, self-regulatory principles or guidelines). Submission must not contain or imply inaccurate or unpermitted affiliation or endorsement, including but not limited to any endorsement with AWCI Web sites or AWCI, or by any government or quasi-government entity. Submissions must not make any claim about a product or service unless it has been substantiated through research or surveys, and that support is made publicly available by you online.