The Association of the Wall and Ceiling Industry is the largest, most influential association serving the wall and ceiling market. Membership tops 2,500 companies, representing more than $12 billion in construction volume. The association's leadership and the range of its activities continually raise the bar of industry professionalism, benefiting professionals marketwide.

**Events and Education Programs**
Offering essential face-to-face events and learning opportunities that craft market professionals into the industry community.
- AWCI's Convention & Intex Expo
- AWCI's Industry Executives' Conference & Committee Meetings
- AWCI's Project Manager Development Series
- AWCI Members Only Webinars

awci.org/events

**Doing It Right**
AWCI's certificate and education programs guide the industry raising the professional bar for all.
- BIM–Doing It Right®
- Ceilings–Doing It Right®
- EIFS–Doing It Right®
- Exterior Envelope–Doing It Right®
- Gypsum–Doing It Right®
- Steel–Doing It Right®
- Stucco–Doing It Right®

awci.org/education

**Programs and Advocacy**
AWCI provides resources fulfilling its mission to help each member operate a successful business.
- Technical Assistance
- Contractors Business Forums
- Safety Director Resources
- Codes and Standards Advocacy with ICC, NFPA, OSHA and Sustainability and LEED

awci.org/technical

**Excel Award Winner**
AWCI recently celebrated its 100th anniversary and published “Celebrating 100 Years of Industry Growth with the Association of the Wall and Ceiling Industry.” This centennial publication subsequently won the Silver EXCEL Award from the Association Media & Publishing—the highest level of achievement in this year's e-book category.

awci.org/100
NEW FOR 2020!

AWCI Media Online Learning Series
Live and on-demand professional development. Sponsorships include thought-branding leadership across blast, print and e-media. (Page 12)

AWCI’s Construction Dimensions
Your best market reach
• 30,375 industry professionals¹
• Largest magazine circulation¹,²
• Largest contractor reach¹,³
• Largest distributor reach¹,³

AWCI’s E-Media
Influence tech-savvy contractors
• Run-of-site: Brodest Reach Available
• Leadership and Coverage–Landing and Content Pages
• Exclusivity and Focus – Category Exclusives

AWCI’s Blast Media
Powerful, immediate, content-driven
• E:Dimensions monthly e-newsletter
• Product Spotlight e-blasts
• Market Alert – bundled media program
• Featured Video
• Sponsored Content

AWCI’s Annuals
Tie in with AWCI’s powerful brand
• AWCI’s Member Products Catalog
• AWCI’s Who’s Who Membership Directory

Boosted Featured Video, Sponsored Content
AWCI boosts repurposed blast and e-media content with traditional impact providing the industry’s broadest reach.³ (Page 13)

E:Dimensions Innovations
AWCI Media’s latest e-newsletter highlights the industry newest products and features expanded Market Alert, Buyer’s Guide and Featured Product exposure. (Page 14)

Product Spotlight Marketing Automation Campaigns
Supercharge email marketing with behavioral-based follow-up initiatives. (Page 15)
Advertisers in AWCI’s Magazine Enjoy:
• The largest magazine circulation\(^1,4\)
• Largest contractor reach\(^1,4\)
• Largest distributor reach\(^1,4\)

90% 
Manufacturers and marketers have counted on AWCI’s long-standing guarantee\(^3\)—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.\(^3\)

More than nine 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 counted on AWCI’s long-standing guarantee\(^3\)—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.\(^3\)

The Industry’s Best Reach

30,375\(^1\)
Total Qualified Circulation

9 OUT OF 10
More than nine 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.\(^3\)
95% Respond Positively to Advertising in AWCI’s Magazine

88% Wall and ceiling contractors prefer AWCI’s magazine as their resource for information on the wall and ceiling industry.²

87% Look to AWCI’s Construction Dimensions for their source of New Product Information.⁶

90% of contractors’ top management influence the material selected for projects. Only 31% of field personnel exert similar purchasing influence.⁶

Professionals describe promotions in AWCI’s Construction Dimensions⁵

83% How often they learn about new products/services

83% Find ads relevant to work

66% Helps keep up-to-date on leading companies

60% Is more credible than ads in other industry magazines

³Readex, June 2018 Study
⁴Signet, May 2019 Study
⁵Readex, June 2016 Study
⁶Signet, May 2019 Study
Understand the Market ...

Target Contractors¹

- Contractors: 90%
- Distributors/Suppliers: 5.6%
- Manufacturers: 2.7%
- Specifiers/Architects/Engineers/Others: 1.7%

Impact Decision Makers¹

- Owner/Partner/President/Vice President: 71.9%
- Project Manager/Supervisor/Estimator/Field Personnel: 12.7%
- Others: 15.4%

Wall and Ceiling Contractors Purchasing Influence By Product²

- Acoustic Wall Systems: 57%
- Adhesives: 80%
- Ceiling Systems: 63%
- Continuous Insulation: 43%
- Drywall: 84%
- EIFS: 37%
- Exterior Sheathing: 50%
- Fasteners: 71%
- Fireproofing/Firestopping: 54%
- FRP Panels: 52%

¹BPA, June 2019, TQ = 30,375
²Readex, June 2018 Study
and It’s Purchasing Power

Across Age Cohorts

- 65 or above: 35%
- 55-64: 43%
- 45-54: 15%
- 35-44: 2%
- 25-34: 5%

Median Age: 62

Spanning Education Levels

- College degree or more: 23%
- High school: 35%
- Some college or trade school: 42%
- High school graduation at most: 5%

Across Age Cohorts:
- 65 or above: 43%
- 55-64: 39%
- 45-54: 68%
- 35-44: 60%
- 25-34: 59%

Across Education Levels:
- Green Building Products: 45%
- Interior Insulation: 59%
- Metal Framing: 59%
- Plaster/Stucco: 39%
- Scaffolding: 68%
- Spray and Texture Machines: 60%
- Spray Texture: 59%
- Taping Tools: 66%
- Trim: 57%
- Wall Panels: 44%
Commercial Focus ... Specification Influence

86% of contracting companies are engaged in commercial work.²

Type of Work Conducted²

<table>
<thead>
<tr>
<th>Type of Work</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Commercial</td>
<td>86%</td>
</tr>
<tr>
<td>Commercial Renovation</td>
<td>63%</td>
</tr>
<tr>
<td>New Commercial</td>
<td>59%</td>
</tr>
<tr>
<td>Net Residential</td>
<td>70%</td>
</tr>
<tr>
<td>Residential Renovation</td>
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<tr>
<td>New Residential</td>
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</tr>
<tr>
<td>Multiuse Projects</td>
<td>31%</td>
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</table>

92% of contractors maintain or alter project specifications.²

Specification Influence by Product²

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<tr>
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<th>Percentage</th>
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<tr>
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<tr>
<td>Ceiling Systems</td>
<td>80%</td>
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<tr>
<td>Metal Framing</td>
<td>77%</td>
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<tr>
<td>EIFS</td>
<td>67%</td>
</tr>
<tr>
<td>Insulation</td>
<td>60%</td>
</tr>
</tbody>
</table>

² Readex, June 2018 Study
Contractors Overwhelmingly Turn to Print Resources ...²...

93% PRINT RESOURCES
67% IN-PERSON RESOURCES
42% ELECTRONIC RESOURCES

Percentage of wall and ceiling contractors who prefer to use print, in-person and/or electronic resources when looking for information about the wall and ceiling industry.² (answers not mutually exclusive)

Contractors Overwhelmingly Turn to Print Resources ...²...

88% AWCI’S CONSTRUCTION DIMENSIONS
31% OTHER INDUSTRY MAGAZINES

Percentage of contractors turning to AWCI’s Construction Dimensions and/or other industry magazines.² (answers not mutually exclusive)

One third of contractors access the internet daily for their work ... while one-third access the web no more than once a month.

In contrast, three quarters of both suppliers and manufacturers are active on the web daily for their work.²

34% DAILY
32% WEEKLY TO SEMI-MONTHLY
34% ONCE A MONTH OR LESS

Percentage of wall and ceiling contractors accessing the internet for work-related purposes.²
Electronic Targeting the Top Tier

E-Campaigns deliver the market’s leading companies²

Larger Companies
Three times the number of employees

With Longer Backlogs
75 percent longer

More influential
Nearly 25 percent more involved in product substitutions

More Commercially Focused
More active in commercial, less in residential

More Optimistic
Nearly twice as positive about future business

Better Educated
more than twice as likely to have a college degree

In several important ways though, e-savvy contractors mirror the market as a whole:

94% prefer print as their information source on the wall and ceiling industry compared to 57% also looking to the electronic.²

90% pay special attention to AWCI's Construction Dimensions because it is AWCI's official publication.²
When responding to ads, contractors follow up using traditional as well as electronic methods.²

Specifically, contractors discuss ads with others and visit manufacturers' websites along with more traditional follow-up.²

**Traditional follow-up**
- 38% Discussed ad with others (traditional)
- 33% Research product on the web (electronic)
- 33% Visited advertisers' website (electronic)
- 31% Passed ad to others (traditional)

**Electronic follow-up**
- 19% Contacted dealer/supplier rep (traditional)
- 17% Filed ad for reference (traditional)

² Readex, June 2018 Study

Contractors Respond to Advertising
# Magazine and Annual Planning Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Materials Due</th>
<th>Contractor Business Focus</th>
<th>New Product Focus</th>
<th>Added Value and Opportunity</th>
<th>Bonus Distribution</th>
</tr>
</thead>
</table>
| JAN   | 12/2/19    | 12/9/19       | Creating a Purpose Driven Culture  
The Tectonic Shifts at Play | Ceilings          | Online Learning Series: Creating a Purpose Driven Culture |                     |
| FEB   | 1/2/20     | 1/9/20        | The Economy  
What's Around the Bend? | Tools and Equipment | AWCI Exhibitor Preview Package  
Online Learning Series: The Economy | EIMA Amelia Island |
| MAR   | 1/31/20    | 2/7/20        | Rules and Regulations  
Lifts, Silica and More | Green Building Products | AWCI Exhibitor Merchandising Plan |                   |
| APR   | 2/28/20    | 3/6/20        | Next Gen Leadership  
Today’s Leaders Prepare for Tomorrow | Fasteners & Adhesives | AWCI Contractor Directory  
Online Learning Series: Next Gen Leadership |                     |
| MAY   | 3/30/20    | 4/7/20        | Management  
Hiring and Compensation Strategies | Continuous Insulation | Industry Awards Issue | NWCB Scottsdale  
AIA Los Angeles |
| JUN   | 4/30/20    | 5/7/20        | Safety  
The Never-Ending Quest | Spring New Product Guide | Online Learning Series: Safety |                     |
| JUL   | 5/29/20    | 6/8/20        |Prefab and Panelization  
It's Here | Steel Framing | | FWCCA Boca Raton |
| AUG   | 6/30/20    | 7/7/20        | Technology on the Job Site  
The Promise of Productivity | Waterproofing & Rainscreen | Annual Buyers’ Guide: Manufacturer Edition  
Online Learning Series: Technology on the Jobsite |                     |
| SEP   | 7/30/20    | 8/7/20        | Estimating  
Aiming for Accuracy | EIFS & Interior Insulation | Annual Buyers’ Guide: Supplier Edition  
AWCI's Industry Executives'  
Conference & Committee Meetings  
San Juan |                     |
| OCT   | 8/31/20    | 9/8/20        | Communications  
Soft Skills Teamwork Development | Fall New Product Guide | AWCI Member Products Catalog 2021  
Ad Closing 8/31, Materials Due 9/14  
Online Learning Series  
Soft Skills Training through Teamwork Development | ICAA Chicago |
| NOV   | 9/30/20    | 10/7/20       | Battling Inefficiency  
Rethinking the Job Site | Drywall & Drywall Tools | AWCI Who’s Who 2021  
Ad Closing 9/30 Materials Due 10/15  
Distributed Early 2021 | STAFDA Anaheim |
| DEC   | 10/30/20   | 11/6/20       | Best Practices for Challenging Times  
Strategies for Generating Success | Stucco & Plaster | Corporate Profile  
Materials Due 10/30 |                     |
## Blast and E-Media Planning Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>E-Media Materials Due</th>
<th>Blast and Bundled Media Materials Due</th>
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<tbody>
<tr>
<td></td>
<td>Big Box, Leaderboard, Big Button</td>
<td>E:Dimensions Online Learning Series</td>
</tr>
<tr>
<td>JAN</td>
<td>12/20/19</td>
<td>12/20/19</td>
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<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>FEB</td>
<td>1/21/20</td>
<td>1/21/20</td>
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<tr>
<td>MAR</td>
<td>2/20/20</td>
<td>2/20/20</td>
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<td>MAY</td>
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<tr>
<td>JUN</td>
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<td>5/20/20</td>
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<tr>
<td>JUL</td>
<td>6/19/20</td>
<td>6/19/20</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>AUG</td>
<td>7/20/20</td>
<td>7/20/20</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>SEP</td>
<td>8/20/20</td>
<td>8/20/20</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCT</td>
<td>9/21/20</td>
<td>9/21/20</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV</td>
<td>10/20/20</td>
<td>10/20/20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>11/20/20</td>
<td>11/20/20</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Display, Blast, E- and Annual Media Advertising**
Brent Stone • 703.538.1606 • stone@awci.org

**Specs, Deadlines and Classifieds**
Mahrissa Arrington • 703.538.1607 • arrington@awci.org

**Editorial**
Laura Porinchak • 703.538.1604 • porinchak@awci.org
**AWCI Website**

AWCI.org provides instant access to the wealth of association media resources free of restricting registration requirements. AWCI’s site generates 47,228 average monthly page views from 21,878 average monthly sessions providing marketing partners exposure easily superior to the next option.

**Run-of-site: Broadest Reach Available**

- E-Media Annual Sponsorship (rotating 1 of 3 on upper right on site)
- Leaderboard
- Big Button

**Leadership and Coverage – Big Box**

- Landing pages-impact at key navigation points.
- Content pages-influence on each subpage.

**Category Exclusive – Big Box**

- Exclusive impact in AWCI program area.

*E-media rates on page 18, specs on 19. E-media invoiced net.*

---

**AWCI Media Online Learning Series**

Live and on-demand professional development, topics based on feedback directly from contractors. Sponsorships include thought-branding leadership across blast, print and e-media.

**2020 Webinars topics:**

- January-Creating a Purpose Driven Culture
- February-The Economy
- April-Next Gen Leadership
- June-Safety
- August-Technology on the Jobsite
- October-Soft Skills Training through Teamwork Development

$4,950 per sponsorship

*Online Learning Series specs on page 19.*
AWCI’s Content Media
Repurpose Resources

Featured Video
Drive contractors to your video. Includes impact through:
- AWCI Media Content Pages – the most trafficked on AWCI’s site
- E:Dimensions – Prominent e-newsletter appearance concurrent with web impact
- Links directly to your video at any web destination.
- Archival views contribute to ongoing reach for up to 12 months.
- Exclusivity – no more than two available each month.

$3,720 per deployment

Sponsored Content
Expand your content’s reach through AWCI’s e-media while branding with the association’s strength.
- Mirrors the broad, powerful impact offered through the Featured Video.
- Unlimited marketing options - promote product innovations, award announcements, case studies, design tools and more.

$3,355 per deployment

Boosted Repurposed Content
Extend Featured Video and Sponsored Content with market-wide print reach. The ¼ page 4-color promotion provides simultaneous launch with online impact. Redirect links and QR codes further enhance online access.

$1,775 boosted impact

awci.org/featuredvideo
awci.org/sponsoredcontent
E:Dimensions
AWCI Media’s monthly e-newsletter influences more than 15,643 industry professionals and AWCI members. Designed specifically as a quick read for today’s industry professionals, E:Dimensions includes no more than 10 features per newsletter, and 50 words per feature.

Impact Provides
- Affinity with Leaders. Position your company with the broadest reach to industry players.
- Now Available. Top banner position for maximum impact per deployment

Top Banner
$3,600 per deployment

Feature
$2,545 per appearance

E:Dimensions Innovations
AWCI Media’s latest monthly e-newsletter highlights the industry’s newest products and features expanded Market Alert, Buyers’ Guide Link and Featured Product Online exposure.

Featured Product Online
Upgraded new product release with prominent impact on awci.org and through this e-newsletter. (Available for releases with an accompanying graphic chosen for New Product’s appearance).
$2,125 per insertion

Buyers’ Guide Link
$1,485 per insertion
With Blast and Bundled Content

Product Spotlight
This exclusive e-blast brings your message directly to nearly 15,000 industry professionals. With only two deployments per month, these blasts provide both timeliness and tie-in with AWCI Media’s powerful brand.

Full Distribution Blast
$4,950

Pre-Intex Expo Blast
$3,175

Post-Intex Expo Blast
$3,705

Product Spotlight Marketing Automation Campaign
Amplify your email marketing impact with a behavioral-based follow-up initiative.

Marketing Automation Upgrade: $2,850

Market Alert
Combining the coverage of traditional media with the immediacy of e-, blast and social media. Using copy from members sites’ and one hi-res, horizontal graphic, AWCI crafts the message to fit each media vehicle.

Impact Provides
- Print Media. AWCI’s Construction Dimensions, ½ page island
- E-Media. Featured on AWCI’s website and e-newsletter
- E:Blast. Using the specially updated Product Spotlight format
- Social Media. Through AWCI’s social media outlets
- Added Bonus. No more than two Market Alerts per month, average more than 200,000 market impacts³, 30-day market saturation

$11,900 per campaign
AWCI’s Member Products Catalog 2021
The industry's largest information collection featuring member manufacturers. Deploys November 2020.

Participation includes appearances in:
• Catalog Primer. Distributed to some 35,000 industry professionals.¹
• Catalog’s Digital Edition. Blasted twice to industry contractors and AWCI members and hosted year-round on AWCI’s sites.
• AWCI’s Online Buyer’s Guide. Providing featured member status on the guide’s opening page.

PDF Literature Insertion Rates (Net)
<table>
<thead>
<tr>
<th>Pages</th>
<th>Rate</th>
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<tbody>
<tr>
<td>18 to 24</td>
<td>$3,710</td>
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<tr>
<td>10 to 16</td>
<td>$2,810</td>
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<td>Up to 8</td>
<td>$2,405</td>
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Premium Positions (Gross)
<table>
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<tr>
<th>Position</th>
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<tr>
<td>Cover 4</td>
<td>$7,125</td>
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<tr>
<td>Cover 2, 3</td>
<td>$6,455</td>
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<td>Section Sponsorship</td>
<td>$5,355</td>
</tr>
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</table>

Ad Closing August 31  PDF Files and Premium Position Files Due September 14

AWCI’s Who’s Who 2021
Tie in with AWCI’s powerful brand through membership directory appearances. Deploys early 2021.

Pricing for full page based on number of appearances in the digital edition.

Full Page Rates (Total Net)
<table>
<thead>
<tr>
<th>Appearances</th>
<th>Rate</th>
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<tr>
<td>30</td>
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<td>10</td>
<td>$3,190</td>
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<td>$2,760</td>
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Ad Closing September 30  Ad Materials Due October 15
Rates (Gross)

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<th>3X</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$4,675</td>
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<td>$3,550</td>
<td>$3,330</td>
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<tr>
<td>¼ island</td>
<td>$3,050</td>
<td>$2,855</td>
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<td>½ page</td>
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<tbody>
<tr>
<td>Full page</td>
<td>$5,405</td>
<td>$5,110</td>
<td>$4,905</td>
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<td>$4,280</td>
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<td>$1,680</td>
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<tbody>
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<td>$5,775</td>
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<td>$5,210</td>
<td>$4,980</td>
</tr>
<tr>
<td>¼ island</td>
<td>$5,075</td>
<td>$4,880</td>
<td>$4,730</td>
<td>$4,470</td>
</tr>
<tr>
<td>½ page</td>
<td>$4,650</td>
<td>$4,480</td>
<td>$4,370</td>
<td>$4,120</td>
</tr>
<tr>
<td>¼ page</td>
<td>$3,755</td>
<td>$3,640</td>
<td>$3,550</td>
<td>$3,140</td>
</tr>
<tr>
<td>¼ page</td>
<td>$3,480</td>
<td>$3,375</td>
<td>$3,300</td>
<td>$3,175</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covers</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 &amp; 3</td>
<td>$8,455</td>
<td>$8,160</td>
<td>$7,955</td>
<td>$7,195</td>
</tr>
<tr>
<td>4</td>
<td>$8,785</td>
<td>$8,490</td>
<td>$8,285</td>
<td>$7,345</td>
</tr>
</tbody>
</table>

Addtional Rate Information
- Above 2-color rates are for standard process color only (cyan, magenta, yellow).
- 18x and 24x B&W pages run $3,665 and $3,580 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 ½ page rate
- 4-page: 4x earned ¼ page rate
- 2-page: 2x earned full page rate
- Tip-in or bind-in charge: $905

Classified Rates (Net)

Classified Advertising: The Exchange

<table>
<thead>
<tr>
<th>Display (text + graphic)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5” x 2.25”</td>
<td>$475</td>
<td>$470</td>
<td>$445</td>
<td>$400</td>
</tr>
<tr>
<td>2.25” x 3”</td>
<td>$370</td>
<td>$335</td>
<td>$315</td>
<td>$295</td>
</tr>
</tbody>
</table>

| Listing (text only) | 50 Words | $145 | $135 | $120 | $110 |

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).
# E-Media (Net)

<table>
<thead>
<tr>
<th>Run-of-Site</th>
<th>Monthly</th>
<th>Quarterly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (rotating 1 of 3)</td>
<td>$1,660</td>
<td>$4,040</td>
</tr>
<tr>
<td>Big Button (no more than 3)</td>
<td>$1,400</td>
<td>$3,030</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Landing and Content Pages - Big Box (rotating 1 of 5)</th>
<th>Monthly</th>
<th>Quarterly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category Landing Pages</td>
<td>$2,730</td>
<td>$4,350</td>
</tr>
<tr>
<td>Content Pages</td>
<td>$5,075</td>
<td>$10,235</td>
</tr>
<tr>
<td>Category Landing and Content Pages</td>
<td>$6,500</td>
<td></td>
</tr>
</tbody>
</table>

## Category Exclusives (on every page in category, no rotation)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Quarterly</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWCI</td>
<td>$3,040</td>
<td>$6,390</td>
</tr>
<tr>
<td>Learning Programs</td>
<td>$2,550</td>
<td>$5,365</td>
</tr>
<tr>
<td>Media and Publications</td>
<td>$3,285</td>
<td>$6,900</td>
</tr>
<tr>
<td>Annual Events</td>
<td>$2,310</td>
<td>$4,855</td>
</tr>
<tr>
<td>Technical Information</td>
<td>$1,340</td>
<td>$2,810</td>
</tr>
<tr>
<td>Foundation</td>
<td>$1,340</td>
<td>$2,810</td>
</tr>
</tbody>
</table>

## Annual Media

### AWCI’s Member Products Catalog

<table>
<thead>
<tr>
<th>PDF Literature Files (Net)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24 pages</td>
<td>$3,710</td>
<td></td>
</tr>
<tr>
<td>10 to 16 pages</td>
<td>$2,810</td>
<td></td>
</tr>
<tr>
<td>up to 8 pages</td>
<td>$2,405</td>
<td></td>
</tr>
<tr>
<td>Premium Sponsorships (Gross)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$7,125</td>
<td></td>
</tr>
<tr>
<td>Covers 2,3</td>
<td>$6,455</td>
<td></td>
</tr>
<tr>
<td>Section Sponsor</td>
<td>$5,355</td>
<td></td>
</tr>
</tbody>
</table>

### AWCI’s Who's Who (Net)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>30 appearances</td>
<td>$5,185</td>
<td></td>
</tr>
<tr>
<td>20 appearances</td>
<td>$4,295</td>
<td></td>
</tr>
<tr>
<td>15 appearances</td>
<td>$3,705</td>
<td></td>
</tr>
<tr>
<td>10 appearances</td>
<td>$3,190</td>
<td></td>
</tr>
<tr>
<td>5 appearances</td>
<td>$2,760</td>
<td></td>
</tr>
</tbody>
</table>

## Content, Blast and Bundled (Net)

### Content

- Featured Video: $3,720
- Sponsored Content: $3,355
- Boost: $1,775

### E:Dimensions

- Feature: $3,600
- Banner: $2,545

### E:Dimensions Innovations

- Buyers’ Guide Link: $1,485
- Featured Product Online: $2,125

### Product Spotlight E-Blast

- Full Distribution Blast: $4,950
- Marketing Automation Campaign: $2,850
- Pre-Intex Blast: $3,175
- Post-Intex Blast: $3,705

### Web-Newsletter Integrated Programs

- E-Media Annual Sponsor (no more than 3): $16,825
- Market Alert: $11,990
- Online Learning Series Sponsorship: $4,950
Annual Media
AWCI’S MEMBER PRODUCTS CATALOG
Sponsor and Cover Positions
These positions follow AWCI’s Construction Dimensions parameters. Review full page print advertising specs and submission guidelines for complete details.

Specific sponsor specs include:
File. PDF/X compliant (PDF/X-1a or X-4 preferred.)
300dpi minimum, CMYK format. No spot colors.
Full Page Bleed. 8.25”x11.125”
Full Page Trim. 8.25”x10.875”
Full Page Live area. 7.75”x10.375”
Logo. 300 dpi or vector-based.

Literature Files
File. PDF/X compliant (PDF/X-1a or X-4 preferred).
Minimum 72 dpi, 150 dpi preferred, no larger than 20kb.
Full Page Trim. 8.75”x11” exactly.
Note: Remove bleed/trim/crop marks prior to submission.

If sponsor/cover positions or literature files do not meet the dimensions, AWCI will resize accordingly. (Production costs will apply).

Additional Digital Edition Information
AWCI hyperlinks web addresses as they appear in literature files. If files are to be directed to a separate URL, update the file so URL appears within.

AWCI’S WHO'S WHO
This digital membership directory follows AWCI’s Construction Dimensions parameters.
Review full page print advertising specs and submission guidelines for complete details.

E-Media
Website Banners
Image. JPG or animated GIF, 72 dpi, RGB, Max size: 100 kb
Hyperlink. One URL for linking (the same URL will be linked from desktop and mobile)

Dimensions
E-Media Annual Sponsor and Leaderboard. 728px x 90px and 250px x 90px (for desktop and mobile)
Big Button. 250px x 90px
Big Box. 250px x 250px

Content Media
FEATURED VIDEO
Headline. 45 characters including spaces
Subhead. 50 characters including spaces (If not provided, company name will be listed)
Web Copy. Recommended 50 – 100 words, up to 150.
Blast and Boost Copy. No more than 50 words
Web Image. 720px x 440px, JPG or PNG, 72 dpi, RGB
Blast Image. 305px x 200px, JPG or PNG, 72 dpi, RGB
Boost Image. 244px x 160px, JPG or PNG, 300 dpi, RGB
Link. To video URL (YouTube or other address)

SPONSORED CONTENT
Headline. 45 characters including spaces
Subhead. 50 characters including spaces
Author’s name. If unavailable, company name will appear.
Web copy. Recommended 100 – 150 words, up to 200.
Blast and Boost Copy. No more than 50 words
Web Image. 1200px x 600px, JPG or PNG, 72 dpi, RGB
Blast Image. 305px x 200px, JPG or PNG, 72 dpi, RGB
Boost Image. 244px x 160px, JPG or PNG, 300 dpi, RGB
Hyperlink. Link to source content

Blast Media
E-DIMENSIONS
Feature
Headline. 45 characters maximum (including spaces).
Copy. Up to 50 words, including an italicized “(Sponsored)” at the end of copy
Image. 200px x 120px, JPG or animated GIF, 72 dpi, RGB
Hyperlink. Features are hyperlinked to one landing point. If unspecified, links are directed to home pages.

Banner
Image. 650px x 565px, PNG, JPG, GIF (or animated .GIF), 72 dpi
Hyperlink. One URL for linking

PRODUCT SPOTLIGHT
Two options for material submittal are available:

Send Your Own File
Image. 650 px wide, HTML, JPG or PNG, 72 dpi
For HTML, also send 300 px wide version, 72 dpi, RGB
Pre-header Text. If unspecified, the first sentence of copy will be used.
Hyperlink. HTML – embed or include links in file. JPG or PNG will be hyperlinked to one landing point. If hyperlink is not included in HTML or unspecified in JPG or PNG, links are directed to home pages.

Use AWCI’s Blast Template
Image. 650 px wide, JPG or PNG, 72 dpi
Subject Line/Headline. Up to 45 characters (including spaces)
Body Copy. Up to 100 words
Logo. EPS file preferred; otherwise, max width 450px, JPG, 72 dpi, RGB.
Hyperlink. Blasts are linked to one landing point. If unspecified, links are directed to home pages.

Use AWCI’s Boost Template
Image. 305px x 200px, JPG or PNG, 72 dpi, RGB
Live Read. 6-8 sentences read during webinar
Survey Questions. Three multiple choice each with maximum of four answers.
Post-Webinar Blast. Refer to Product Spotlight.

FOR DISPLAY, BLAST, E- AND ANNUAL MEDIA INFORMATION, CONTACT
Brent Stone
stone@awci.org
703.538.1606
Fax: 703.538.1726
Mahrissa Arrington
arrington@awci.org
703.538.1807
Fax: 703.538.1726

DELIVERY INSTRUCTIONS
Send all advertising materials, proofs and correspondence to
Mahrissa Arrington
arrington@awci.org
703.538.1807
Fax: 703.538.1726

All media reservations must be in compliance with AWCI’s contract and copy regulations and AWCI Media’s Code of Conduct.
Visit awci.org/copyandcontractregulations and awci.org/codeofconduct for details.

AWCI will edit material appearing in AWCI e-media, content, blast and bundled media if copy is beyond limit or images are not sized properly. Submitted copy and graphics will be reviewed/edited to meet E-Dimensions Code of Conduct. Impression and click-through reports provided by AWCI on a quarterly basis. External servers, click trackers and tags are unsupported. Proofs are not provided prior to appearance in AWCI Media. If specific landing page is not specified for any AWCI Media appearance, link will be directed to home page. Invoices for all AWCI Media appearances are e-mailed.