The Association of the Wall and Ceiling Industry is the largest, most influential association serving the wall and ceiling market. Membership tops 2,200 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.

AWCI's Construction Dimensions
Your best market reach
• The Industry's Only Monthly Printed Magazine
• 30,375 Industry Professionals
• Largest Magazine Circulation
• Largest Contractor Reach
• Largest Distributor Reach

E-Media
Energize Promotions
• Run-of-site: Broadest Reach Available
• Leadership and Coverage—Landing and Content Pages
• Exclusivity and Focus – Category Exclusives

Blast Media
Impact Your industry
• E-Dimensions—industrywide e-newsletter
• AWCI SmartBrief—focused reach to AWCI members
• Product Spotlights—company specific e-blasts

Bundled Media
Repurpose Resources
• Market Alert—30-day industry saturation
• Featured Video
• Sponsored Content

Custom Media
Thought Leadership Defined
• Manufacturer’s Corner—digital, online magazine content
• AWCI Media Online Learning Series – Partner Content Webinars

Annual Media
Year-Long Impact
• AWCI's Member's Products Catalog—The Industry's Largest Information Collection

Events and Education Programs
Offering the essential in-person and virtual events that craft market professionals into the industry community.
• AWCI’s Convention & Intex Expo
• AWCI’s Industry Leaders Conference
• AWCI's Project Manager Development Series

Doing It Right
AWCI's certificate and education programs guide the industry raising the professional bar for all.
• 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

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

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• Technical Assistance
• Contractors Business Forums
• Safety Director Resources
• Codes and Standards Advocacy with ICC, NFPA, OSHA and Sustainability and LEED
As the market’s only monthly printed publication, your promotion’s total impact through AWCI’s Construction Dimensions to more than 30,000 industry professionals—including digital distribution overwhelmingly requested by more than 2,000 recipients—is, without question, the market’s largest.

Of course, AWCI’s Construction Dimensions’ strength extends well beyond its commanding influence. With a robust portfolio of e-, blast, bundled, custom and annual media offerings, AWCI Media provides resources that turn promotions into fully integrated marketing campaigns!

Reach the Entire Wall and Ceiling Industry – Only through AWCI’s Construction Dimensions
Advertisers in AWCI’s Magazine Enjoy:

- The Industry’s Only Monthly Printed Magazine
- Largest Magazine Circulation
- Largest Contractor Reach
- Largest Distributor Reach

90%

Manufacturers and marketers have counted on AWCI’s long-standing guarantee—no less than 90% of AWCI’s Construction Dimensions subscribers are industry contractors. It is the only magazine written specifically for the wall and ceiling contractor.

30,375

Total Qualified Circulation

9 OUT OF 10

Nearly nine out of ten wall and ceiling contractor subscribers pay special attention to AWCI’s Construction Dimensions because it is published by AWCI. No private publisher matches the market allegiance or recognition provided by AWCI’s monthly.

1 BPA, June 2021 AWCI TQ = 30,375, 29,037 (Print) + 2,338 (Digital)
2 Readex, August 2020 Study
3 Publisher’s own information
4 BPA, June 2021 Walls & Ceilings TQ 17,472, 17,472 (Digital)
Contractors Overwhelming Turn to Print Resources for Industry Info ...²

89% PRINT RESOURCES
60% IN-PERSON RESOURCES
58% 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.¹ (answers not mutually exclusive)

For New Products ...²

66% PRINT RESOURCES
20% IN-PERSON RESOURCES
25% ELECTRONIC RESOURCES

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

... and Specifically to AWCI’s Construction Dimensions.²

85% PRINT MAGAZINE INCLUDED IN THEIR SUBSCRIPTION²
63% ONLY A PRINT MAGAZINE²
22% BOTH PRINT AND DIGITAL²
9% ONLY DIGITAL²

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

1 BPA, June 2021 AWCI TQ = 30,375; 29,037 (Print) + 2,266 (Digital)
2 Readex, August 2020 Study
3 Publisher’s own information
4 BPA, June 2021 Walls & Ceilings TQ 17,472, 17,472 (Digital)
UNDERSTAND THE MARKET ...

Target Contractors¹
- 90.7% contractors
- 5.4% distributors/suppliers
- 2.2% manufacturers
- 1.7% specifiers/architects/engineers/others

Impact Decision Makers¹
- 54.6% top management
- 16.8% owner/partner/vice president
- 28.6% project manager/supervisor/estimator/field personnel
- Others

Wall and Ceiling Contractors Purchasing Influence by Product²
- Acoustic Wall Systems: 55%
- Adhesives: 79%
- Air/Water Barriers: 50%
- Ceiling Systems: 62%
- Continuous Insulation: 51%
- Drywall: 80%
- Exterior Sheathing: 55%
- EFS: 40%
- Fasteners: 75%
- Fireproofing/Firestopping: 59%

¹ BPA, June 2021
² TQ=30,375, 29,037 (Print) + 2,266 (digital)
² Readex, August 2020 Study
AND ITS PURCHASING POWER

Across Age Cohorts

- 65 or above: 26%
- 55-64: 43%
- 45-54: 21%
- 35-44: 7%
- 25-34: 3%

Median Age: 59

Spanning Education Levels

- 50% have some college
- 27% have a high school degree
- 23% have a college degree
- 5% have a college degree or more

Education Attached
- 23% have some college or trade school
- 78% have a high school graduation at most

Across Age Cohorts

- 52% FRP Panels
- 53% Green Building Products
- 64% Interior Insulation
- 66% Metal Framing
- 47% Plaster/Stucco

Spanning Education Levels

- 71% Scaffolding
- 65% Spray and Texture Machines
- 62% Spray Textures
- 47% Taping Tools
- 47% Trim
- 47% Wall Panels

Median Age: 59

Education Attached
- 65 or above: 5%
- 55-64: 26%
- 45-54: 21%
- 35-44: 7%
- 25-34: 3%
**Print promotions** powerfully influence contractors as they first consider a purchase along with their subsequent product research.\(^2\)

**Electronic reach** contributes most as contractors narrow down their choices.\(^2\)

**Your sales team** most directly affects the final decision process.\(^2\)

---

**MEDIA IMPACTS LEAD THE SALES PROCESS**

<table>
<thead>
<tr>
<th>In Person</th>
<th>Start Thinking</th>
<th>Begin Researching</th>
<th>Narrow Down Choices</th>
<th>Final Decision</th>
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<td>16%</td>
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<td>30%</td>
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<td>33%</td>
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<table>
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<tr>
<td></td>
<td>51%</td>
<td>40%</td>
<td>25%</td>
<td>22%</td>
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</table>
When responding to ads, contractors follow up using traditional as well as electronic methods.²

<table>
<thead>
<tr>
<th>Traditional follow-up</th>
<th>Electronic follow-up</th>
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<tbody>
<tr>
<td>68%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Specifically, contractors research products on the web and visit specific sites along with significant traditional follow-up.²

- 52% Research product on the web (electronic)
- 42% Visited advertisers’ websites (electronic)
- 29% Discussed ad with others (traditional)
- 25% Recommended or purchased a product (traditional)
- 25% Contacted dealer/supplier rep (traditional)
- 25% Passed ad to others (traditional)

² Readex, August 2020 Study
<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>
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<tbody>
<tr>
<td>JAN</td>
<td>12/1/21</td>
<td>12/8/21</td>
<td>The Supply Chain: How Many Links Are Broken?</td>
<td>Ceilings</td>
<td></td>
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<tr>
<td>FEB</td>
<td>1/3/22</td>
<td>1/10/22</td>
<td>The Lost (and Found) Markets: Things Have Changed</td>
<td>Tools and Equipment</td>
<td>AWCI Exhibitor Preview Package</td>
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<tr>
<td>MAR</td>
<td>2/1/22</td>
<td>2/8/22</td>
<td>Emerging Leaders: Who They Are, What They Want</td>
<td>Green Building Products</td>
<td>Pre-INTEX Expo Blasts Materials Due 2/22</td>
<td>AWCI’s Convention &amp; Intex Expo Grapevine, TX Apr 3-7 • EIMA</td>
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<tr>
<td>MAY</td>
<td>4/1/22</td>
<td>4/8/22</td>
<td>Prompt Payments: What to Do When You’re Due</td>
<td>Continuous Insulation</td>
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<td>JUL</td>
<td>6/1/22</td>
<td>6/8/22</td>
<td>Codes &amp; Standards: It’s Technical</td>
<td>Steel Framing</td>
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<td>9/8/22</td>
<td>Succession Planning: When It’s Time to Go</td>
<td>Fall New Product Guide</td>
<td>AWCI Member Products Catalog 2023 Ad Closing 9/1, Materials Due 9/15 Distributed November 2022</td>
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<td>10/10/22</td>
<td>The Economy: Crystal Ball Needed</td>
<td>Drywall &amp; Drywall Tools</td>
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<td>Where Are the Workers?: Miracles Needed</td>
<td>Stucco &amp; Plaster</td>
<td>Corporate Profile Materials Due 11/1</td>
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# E-, CUSTOM, BUNDLED AND BLAST MEDIA PLANNING CALENDAR

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<tr>
<th>Month</th>
<th>E-Media Materials Due</th>
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<th>Bundled Media Materials Due</th>
<th>Blast Media Materials Due</th>
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<tr>
<td></td>
<td>Website Big Box, Leaderboard, Big Button</td>
<td>Manufacturer’s Corner, Online Learning Series</td>
<td>Featured Video/Sponsored Content/Market Alert</td>
<td>E:Dimensions, AWCI SmartBrief</td>
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<td>Materials Due</td>
<td>E:Dimensions, AWCI SmartBrief</td>
<td>Deploys By</td>
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<tr>
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<td>E-Media Materials Due</td>
<td>Custom Media</td>
<td>Bundled Media Materials Due</td>
<td>Blast Media Materials Due</td>
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<tr>
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<td>12/20/21</td>
<td>1/3/22</td>
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<tr>
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<td>3/1/22</td>
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<td>MAY</td>
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<td>3/14/22</td>
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<td>JUN</td>
<td>5/20/22</td>
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<td>4/20/22</td>
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<tr>
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<td>6/1/22</td>
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<tr>
<td>AUG</td>
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<td>7/1/22</td>
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<td>SEP</td>
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<td>7/20/22</td>
<td>8/1/22</td>
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<tr>
<td>OCT</td>
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<td>8/12/22</td>
<td>8/19/22</td>
<td>9/1/22</td>
</tr>
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<td>9/20/22</td>
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<tr>
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<td>10/13/22</td>
<td>10/20/22</td>
<td>11/1/22</td>
</tr>
</tbody>
</table>

**All Media Advertising**
Brent Stone • 571.308.4441 • stone@awci.org

**Specs, Deadlines and Classifieds**
Brianna Bernstein • 703.538.1607 • bernstein@awci.org

**Editorial**
Laura Porinchak • 703.538.1604 • porinchak@awci.org
AWCI.org provides instant access to the wealth of association media resources free of restricting registration requirements. AWCI’s site generates 41,610¹ average monthly page views providing partners superior market exposure.³

Run-of-site: Reach Available
- E-Media Annual Sponsorship (rotating 1 of 3 on upper right on site)
  Annually: $17,650
- Leaderboard
  Monthly: $1,745  Quarterly: $4,240
- Big Button
  Monthly: $1,470  Quarterly: $3,180

Leadership and Coverage – Big Box
- Landing pages-impact at key navigation points.
  Monthly: $2,865  Quarterly: $4,565
- Content pages-influence on each subpage.
  Monthly: $5,330  Quarterly: $10,745

Category Exclusive – Big Box
- Exclusive impact in AWCI program area.
  Monthly: Rate Varies by Category

Complete E-media rates on page 16, specs on 17. E-media invoiced net.
AWCI BLAST MEDIA IMPACT YOUR INDUSTRY

E:Dimensions
AWCI Media’s monthly e-newsletter influences more than 20,542¹ industry professionals and AWCI members.² 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 $3,780 per deployment
Buyers’ Guide Link $1,560 per deployment
Feature $2,850 per appearance

Product Spotlight
This exclusive e-blast brings your message directly to nearly 17,000 industry professionals.³ With only two deployments per month, these blasts provide both timeliness and tiein with AWCI Media’s powerful brand. A limited number of Pre- and Post-INTEX Expo blasts provide focused and unmatched reach to registrants at this largest wall and ceiling industry event.

Full Distribution Blast $5,545
Pre-INTEX Expo Blast $3,335
Post-INTEX Expo Blast $3,890

AWCI SmartBrief
Providing association members curated news every other week, AWCI SmartBrief’s laser-focused reach to more than 3,200⁴ leaders is the most targeted means of influencing these AWCI power brokers.

Rates on Page 16

¹ BPA, June 2021TQ=30,375, 29,037 (Print) + 2,266 (digital)
² Readex, August 2020 Study
³ Publisher’s own information
⁴ Publisher’s own information
**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.

$4,160 per deployment

Extend **Featured Video**/Sponsored Content reach with AWCI’s Construction Dimensions 1/2 page boost.

$1,865 boosted impact

---

**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.

$3,525 per deployment

---

**Market Alert**

Combining the coverage of traditional media with the immediacy of e-, blast and social media. No more than two Market Alerts deploy per month with an average of more than 250,000 market impacts³, 30-day market saturation.

$12,590 per campaign
Manufacturer’s Corner
Share insights through this 4-page, expanded content format not available through traditional advertising. Garner thought leadership, introduce new products and strengthen awareness all through AWCI’s exceptional media brand.

Working within AWCI Media’s Code of Conduct and our design template, AWCI Media makes one round of these sponsored feature proofs available. After timely receipt of acceptable edits, the Manufacturer’s Corner piece launches through AWCI’s digital and e-media.

One Manufacturer Corner available per month.

Net rate: $5,200*
(Contact Associate Publisher for full details.)

AWCI Media Online Learning Series – Partner Content Webinar
Marketing partners present and sponsor AWCI Media Online Learning Series webinars. AWCI Media hosts and markets the event while participating members shine spotlights on products and technology.

Working within AWCI Media’s Code of Conduct, provide answers to contractors’ problems and propel your company’s thought leadership into overdrive.

One Online Learning Series Webinar available per month, regularly scheduled the fourth Thursday of the month.

Net rate: $10,950*
(Contact Associate Publisher for full details.)
## Rates (Gross)

### B&W

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,905</td>
<td>$4,595</td>
<td>$4,380</td>
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<tr>
<td>½ page</td>
<td>$3,725</td>
<td>$3,490</td>
<td>$3,340</td>
<td>$3,100</td>
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<tr>
<td>¼ page</td>
<td>$2,755</td>
<td>$2,575</td>
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<tr>
<td>⅛ page</td>
<td>$1,815</td>
<td>$1,695</td>
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<td>½ island</td>
<td>$1,525</td>
<td>$1,420</td>
<td>$1,340</td>
<td>$1,210</td>
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<td>¼ page</td>
<td>$1,060</td>
<td>$995</td>
<td>$940</td>
<td>$840</td>
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### 2-color

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<tbody>
<tr>
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<td>$5,670</td>
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<td>$4,490</td>
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<tr>
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<td>$3,965</td>
<td>$3,760</td>
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<td>⅛ page</td>
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<td>$2,580</td>
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<td>$2,290</td>
<td>$2,185</td>
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<td>$1,825</td>
<td>$1,760</td>
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### 4-color

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</thead>
<tbody>
<tr>
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<td>$6,745</td>
<td>$6,530</td>
<td>$5,080</td>
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<td>$5,875</td>
<td>$5,640</td>
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<td>¼ page</td>
<td>$5,350</td>
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<td>$8,920</td>
<td>$8,610</td>
<td>$8,395</td>
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<td>4</td>
<td>$9,270</td>
<td>$8,960</td>
<td>$8,745</td>
<td>$7,750</td>
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</tbody>
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### Additional Rate Information
- Above 2-color rates are for standard process color only (cyan, magenta, yellow).
- 18x and 24x B&W pages run $3,845 and $3,755 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 ½ page rate
- 2-page: 2x earned full page rate
- Tip-in or bind-in charge: $950

## Classified Rates (Net)

### Classified Advertising: The Exchange

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

<table>
<thead>
<tr>
<th>Listing (text only)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Words</td>
<td>$145</td>
<td>$135</td>
<td>$120</td>
</tr>
</tbody>
</table>

**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 increments).
# Rates: E-, Blast, Bundled, Custom and Annual Media

## E-Media (Net)

<table>
<thead>
<tr>
<th>Run-of-Site</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (rotating 1 of 3)</td>
<td>$1,745</td>
<td>$4,240</td>
<td></td>
</tr>
<tr>
<td>Big Button (no more than 3)</td>
<td>$1,470</td>
<td>$3,180</td>
<td></td>
</tr>
<tr>
<td>Annual Sponsor (no more than 3)</td>
<td></td>
<td></td>
<td>$17,650</td>
</tr>
</tbody>
</table>

## Blast Media (Net)

**AWCI SmartBrief**
- Leaderboard: $945
- Feature: $790
- Takeover: $1,490
- Big Box: $730
- Featured Video: $865

## Bundled (Net)

### Content
- Featured Video: $4,160
- Sponsored Content
  - Boost: $3,525
  - Market Alert: $1,865

### Custom Media (Net)

**Thought Leadership Defined**
- Manufacturer's Corner: $5,200
- AWCI Media’s Online Learning Series – Partner Content: $10,950

## Annual Media

**AWCI’s Member Products Catalog**
- PDF Literature Files (Net): $3,895
- 18 to 24 pages: $4,295
- 10 to 16 pages: $3,525
- up to 8 pages: $2,525

**Premium Sponsorships (Gross)**
- Cover 4: $7,480
- Covers 2,3: $6,780
- Section Sponsor: $5,625
**SPECS E-, BLAST, BUNDLED, CUSTOM AND ANNUAL MEDIA**

**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 250px

**Blast Media**

- **E:Dimensions**
  - Feature. 45 characters maximum (including spaces).
  - Copy. Up to 50 words, including an italicized “Sponsored” at the end of copy
  - Image. 180px x 150px, 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 55px, 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. 600 px wide, JPG or PNG, 72 dpi, RGB
    - For HTML, also send 300 px wide version, 72 dpi, RGB
    - Subject Line/HeaderLine. Up to 45 characters (including spaces)
    - Pre-header Text. If unspecified, the first sentence of copy will be used.
    - Hyperlink. JPG or PNG will be hyperlinked to one landing point. If hyperlink 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, RGB
  - Subject Line/Header. Up to 45 characters (including spaces), headline and subject are identical.
  - 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.

**AWCI SNAPSHOT**

- **Leaderboard**
  - Refer to E-Media

- **Feature**
  - Refer to E:Dimensions Feature

- **Takeover**
  - Provide Leaderboard and Feature

- **Featured Video**
  - Refer to Bundled Media

- **Logo (Optional)**
  - 120px x 60px; 50k maximum, transparent background, PNG

**Bundled Media**

- **FEATURED VIDEO**
  - Headline. 45 characters including spaces
  - Copy. Four iterations needed, 175 words, 100 words, 45 words and 116 characters.
  - Image. 600px x 350px, JPG or PNG, 300 dpi, RGB
  - Logo. 200px x 150px, Vector
  - Hyperlink. One unique URL (shortened for print) and company homepage URL (links to logo)

- **Copy Submittal Options**
  - Option 1. Send the four iterations listed above.
  - Option 2. Send 175 words or more. AWCI will hone copy, respond for one set of edits

**Market Alert**

- **Headline.** No more than 45 characters, including spaces
- **Copy.** Four iterations needed, 175 words, 100 words, 45 words and 116 characters.
- **Image.** 600px x 350px, JPG or PNG, 300 dpi, RGB
- **Logo.** 200px x 150px, Vector
- **Hyperlink.** One unique URL (shortened for print) and company homepage URL (links to logo)

**Custom Media**

- **Manufacturer’s Corner**
  - **Headline.** Up to 45 characters (including spaces)
  - **Subhead.** Up to 45 characters (including spaces)
  - **Copy.** 1300 to 2000 words (article may be edited to fit available space.)
  - **Image.** Up to four graphics, JPG or PNG, 300 dpi, RGB
  - **Logo.** EPS or PNG, transparent background, 300 dpi
  - **Byline.** Author name and 50 word bio.

**Contact Advertising Coordinator for full details.**

**ONLINE LEARNING SERIES–PARTNER CONTENT**

**Contact Advertising Coordinator for full details.**

**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)
      - Minimum 72 dpi 150 dpi preferred, no larger than 20kb
      - Full Page Trim. 8.5” x 11” 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)

- **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. 8.5” x 11” exactly
  - Note: Remove bleed/trim/crop marks prior to submission.

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

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.

**FOR ALL MEDIA ADVERTISING CONTACT**

- Brent Stone - stone@awci.org - 571.308.4444 Fax: 703.538.1726

**DELIVERY INSTRUCTIONS**

- Send all advertising materials, proofs and correspondence to Brianna Bernstein - bernstein@awci.org - 703.538.1607 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.

Brianna Bernstein • bernstein@awci.org • 703.538.1607 • Fax 703.538.1726

Brent Stone • stone@awci.org • 571.308.4441 • Fax: 703.538.1726

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**MARKET ALERT**

- **Headline.** No more than 45 characters, including spaces
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- **Logo.** 200px x 150px, Vector
- **Hyperlink.** One unique URL (shortened for print) and company homepage URL (links to logo)

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- Option 2. Send 175 words or more. AWCI will hone copy, respond for one set of edits

**Custom Media**

- **MANUFACTURER’S CORNER**
  - **Headline.** Up to 45 characters (including spaces)
  - **Subhead.** Up to 45 characters (including spaces)
  - **Copy.** 1300 to 2000 words (article may be edited to fit available space.)
  - **Image.** Up to four graphics, JPG or PNG, 300 dpi, RGB
  - **Logo.** EPS or PNG, transparent background, 300 dpi
  - **Byline.** Author name and 50 word bio.

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**ONLINE LEARNING SERIES–PARTNER CONTENT**

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