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

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

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

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)
The Wall and Ceiling Industry’s Only Monthly Printed Magazine

As the market’s only monthly printed publication, your promotion’s total impact through AWCI’s Construction Dimensions to more than 30,001 industry professionals—including digital distribution overwhelmingly requested by more than 2,001 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

1 BPA, June 2021 AWCI TQ = 30,375, 29,037 (Print) + 2,266 (Digital)
3 Publisher’s own information
Advertisers in AWCI’s Magazine Enjoy:
• The Industry’s Only Monthly Printed Magazine³
• Largest Magazine Circulation¹,⁴
• Largest Contractor Reach¹,⁴
• Largest Distributor Reach¹,⁴

Nearly 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

Manufacturers and marketers have counted on AWCI’s long-standing guarantee³—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

30,375¹ Total Qualified Circulation

90%  
Manufacturers and marketers have counted on AWCI’s long-standing guarantee³—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
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)

- 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 new products:² (answers not mutually exclusive)

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

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

- 85% AWCI'S CONSTRUCTION DIMENSIONS
- 9% OTHER INDUSTRY MAGAZINES

85% want a print magazine in their media information package:²

Only 9% prefer a digital magazine exclusively²

This holds true for contractors:
- At all sizes of companies
- At all levels of electronic engagement
- At all education levels²

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

1 BPA, June 2021 AWCI Todd 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

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

Impact Decision Makers¹

- owner/partner/vice president: 16.8%
- project manager/supervisor/estimator/field personnel: 28.6%
- top management: 54.6%
- others: 7.6%

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%
- EIFS: 40%
- Exterior Sheathing: 55%
- Fasteners: 75%
- Fireproofing/Firestopping: 59%

¹ BPA, June 2021 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

- Education Attached
  - college degree or more: 27%
  - some college or trade school: 50%
  - high school graduation at most: 23%

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

- college degree or more: 50%
- some college: 23%
- high school: 27%

FRP Panels: 52%
Green Building Products: 53%
Interior Insulation: 64%
Metal Framing: 66%
Plaster/Stucco: 47%
Scaffolding: 78%
Spray and Texture Machines: 59%
Spray Textures: 62%
Taping Tools: 71%
Trim: 65%
Wall Panels: 47%
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

<table>
<thead>
<tr>
<th>MEDIA IMPACTS LEAD THE SALES PROCESS</th>
<th>Print</th>
<th>Electronic</th>
<th>In Person</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start Thinking</strong></td>
<td>51%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Begin Researching</strong></td>
<td>40%</td>
<td>36%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Narrow Down Choices</strong></td>
<td>25%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Final Decision</strong></td>
<td>22%</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

² Readex, August 2020 Study
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>
</tr>
</thead>
<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)
- 29% Discussed ad with others (traditional)
- 25% Contacted dealer/supplier rep (traditional)
- 42% Visited advertisers' websites (electronic)
- 25% Recommended or purchased a product (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>
</tr>
</thead>
<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>
<td></td>
</tr>
<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>
<td></td>
</tr>
<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>
</tr>
<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>
<td></td>
<td>NWCB Scottsdale May 5 - 7</td>
</tr>
<tr>
<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>
<td></td>
<td>FWCCA Orlando July 8-9</td>
</tr>
<tr>
<td>NOV</td>
<td>10/3/22</td>
<td>10/10/22</td>
<td>The Economy: Crystal Ball Needed</td>
<td>Drywall &amp; Drywall Tools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>11/1/22</td>
<td>11/8/22</td>
<td>Where Are the Workers?: Miracles Needed</td>
<td>Stucco &amp; Plaster</td>
<td>Corporate Profile Materials Due 11/1</td>
<td></td>
</tr>
</tbody>
</table>

**Editorial closing:** Two weeks prior to ad closing

**AWCI’s Construction Dimensions**

**Published for Contractors by the Association of the Wall and Ceiling Industry**
## E-, CUSTOM, BUNDLED AND BLAST MEDIA PLANNING CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>E-Media Materials Due</th>
<th>Custom Media</th>
<th>Bundled Media Materials Due</th>
<th>Blast Media Materials Due</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td></td>
<td>Closing</td>
<td>Materials Due</td>
<td>Closing</td>
<td>Materials Due</td>
</tr>
<tr>
<td>JAN</td>
<td>12/20/21</td>
<td>11/10/21</td>
<td>11/17/21</td>
<td>12/1/21</td>
</tr>
<tr>
<td>FEB</td>
<td>1/20/22</td>
<td>12/13/21</td>
<td>12/20/21</td>
<td>1/3/22</td>
</tr>
<tr>
<td>MAR</td>
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<td>1/13/22</td>
<td>1/20/22</td>
<td>2/1/22</td>
</tr>
<tr>
<td>APR</td>
<td>3/21/22</td>
<td>2/15/22</td>
<td>2/22/22</td>
<td>3/1/22</td>
</tr>
<tr>
<td>MAY</td>
<td>4/20/22</td>
<td>3/14/22</td>
<td>3/21/22</td>
<td>4/1/22</td>
</tr>
<tr>
<td>JUN</td>
<td>5/20/22</td>
<td>4/13/22</td>
<td>4/20/22</td>
<td>5/2/22</td>
</tr>
<tr>
<td>JUL</td>
<td>6/20/22</td>
<td>5/13/22</td>
<td>5/20/22</td>
<td>6/1/22</td>
</tr>
<tr>
<td>AUG</td>
<td>7/20/22</td>
<td>6/13/22</td>
<td>6/20/22</td>
<td>7/1/22</td>
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<tr>
<td>SEP</td>
<td>8/19/22</td>
<td>7/13/22</td>
<td>7/20/22</td>
<td>8/1/22</td>
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<td>OCT</td>
<td>9/20/22</td>
<td>8/12/22</td>
<td>8/19/22</td>
<td>9/1/22</td>
</tr>
<tr>
<td>NOV</td>
<td>10/20/22</td>
<td>9/13/22</td>
<td>9/20/22</td>
<td>9/1/22</td>
</tr>
<tr>
<td>DEC</td>
<td>11/21/22</td>
<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 20,542* industry professionals and AWCI members². 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

Feature
$2,850 per appearance

Buyers’ Guide Link
$1,560 per deployment

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 tie-in 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 3,200 leaders is the most targeted means of influencing these AWCI power brokers.

Rates on Page 16

awci.org/edimensions

awci.org/smartbrief

awci.org/productspotlight

1 BPA, June 2021TQ=30,375, 29,037 (Print) + 2,266 (digital)
2 Readex, August 2020 Study
3 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

3 Publisher’s own information
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.)
AWCI ANNUAL MEDIA YEAR-LONG IMPACT

AWCI's Member Products Catalog 2023
The industry's largest information collection featuring member manufacturers. Deploys November 2022.

Participation includes appearances in:
- Catalog Primer. Distributed to some 35,000 industry professionals.
- 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)
18 to 24 pages ...................................................... $3,895
10 to 16 pages ..................................................... $2,950
Up to 8 pages ....................................................... $2,525

Premium Positions (Gross)
Cover 4 ................................................................. $7,480
Cover 2, 3 ............................................................. $6,780
Section Sponsorship .............................................. $5,625

Ad Closing September 1  PDF Files and Premium Position Files Due September 15
Rates (Gross)

<table>
<thead>
<tr>
<th>Size</th>
<th>Width (inches)</th>
<th>Height (inches)</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>7.75</td>
<td>10.375</td>
</tr>
<tr>
<td>Full Page trim</td>
<td>8.25</td>
<td>10.875</td>
</tr>
<tr>
<td>Full Page bleed</td>
<td>8.5</td>
<td>11.125</td>
</tr>
<tr>
<td>Spread (live area)</td>
<td>10</td>
<td>10.375</td>
</tr>
<tr>
<td>Spread trim</td>
<td>16.5</td>
<td>10.875</td>
</tr>
<tr>
<td>Spread bleed</td>
<td>16.75</td>
<td>11.125</td>
</tr>
<tr>
<td>½ Vertical</td>
<td>4.5</td>
<td>10</td>
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<td>½ Island</td>
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<td>7</td>
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<td>½ Vertical</td>
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<td>½ Square</td>
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</tr>
<tr>
<td>¼ Horizontal</td>
<td>2.25</td>
<td>4.875</td>
</tr>
</tbody>
</table>

Print Media Submission Guidelines
failure to carefully follow submission guidelines may result in improper print output of your material.
- All submitted material must have a CMYK color mode (no RGB).
- All fonts must be converted to outlines.
- Do not include any print marks such as crop marks or color bars.
- All images must contain a resolution of no less than 300 DPI.
- Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.

Acceptable Ad Formats
- PDF/X compliant file (PDF/X-1a or PDF/X-4 preferred).
- Adobe Illustrator (AI) or EPS files. Placed images must be embedded within file and CMYK.

Classified Rates (Net)

<table>
<thead>
<tr>
<th>Size</th>
<th>Width (points)</th>
<th>Height (points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Words</td>
<td>$145</td>
<td>$135</td>
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<tr>
<td>75 Words</td>
<td>$170</td>
<td>$155</td>
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<tr>
<td>100 Words</td>
<td>$195</td>
<td>$180</td>
</tr>
<tr>
<td>125 Words</td>
<td>$220</td>
<td>$205</td>
</tr>
<tr>
<td>150 Words</td>
<td>$245</td>
<td>$230</td>
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<tr>
<td>175 Words</td>
<td>$270</td>
<td>$255</td>
</tr>
<tr>
<td>200 Words</td>
<td>$295</td>
<td>$280</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).
### E-Media (Net)

<table>
<thead>
<tr>
<th>Run-of-Site</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Annually</th>
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</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>
<tr>
<td>Landing and Content Pages - Big Box (rotating 1 of 3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category Landing Pages</td>
<td>$2,865</td>
<td>$4,565</td>
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</tr>
<tr>
<td>Content Pages</td>
<td>$5,330</td>
<td>$10,745</td>
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<tr>
<td>Category Landing and Content Pages</td>
<td>$6,825</td>
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</tr>
<tr>
<td>Featured Product Online</td>
<td>$2,250</td>
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<tr>
<td>Category Exclusives (on every page in category, no rotation)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>AWCI</td>
<td>$3,190</td>
<td>$6,710</td>
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<td>Learning Programs</td>
<td>$2,680</td>
<td>$5,635</td>
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<td>Media and Publications</td>
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<td>$7,245</td>
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<td>Annual Events</td>
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<td>Foundation</td>
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### Blast Media (Net)

#### E-Dimensions

- Feature: $2,850
- Banner: $3,780
- Buyers’ Guide Link: $1,560

#### Product Spotlight E-Blast

- Full Distribution Blast: $5,545
- Pre-InRx Blast: $3,335
- Post-InRx Blast: $3,890

### Bundled (Net)

#### Content

- Featured Video: $4,160
- Sponsored Content: $3,525
- Boost: $1,865
- Market Alert: $12,590

### 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: $3,895
  - 10 to 16 pages: $2,950
  - up to 8 pages: $2,525
- Premium Sponsorships (Gross)
  - Cover 4: $7,480
  - Covers 2,3: $6,780
  - Section Sponsor: $5,625
E-Media
Website Banners
Image. JPG or animated GIF, 72 dpi, RGB. Max size: 100kb
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 250px (for desktop and mobile)
Big Button. 250px x 90px
Big Box. 250px x 250px

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. 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
Subject Line/Headline. 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/Headline. 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.

Custom Media
MANUFACTURER’S CORNER
Headline. No more than 45 characters, including spaces
Copy. Four iterations needed, 175 words, 100 words, 45 words and 116 characters.
Image. 602px x 350px, PNG or JPG, 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. 602px x 350px, PNG or JPG, 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

Feature
Headline. 45 characters including spaces (For web, blast and boost)
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 (“Sponsored” will be included at the end of blast copy)
Web Image. 720px x 440px, JPG or PNG, 72 dpi, RGB (If not provided, AWCI will create a screenshot of the featured video as the image.)
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 (For web, blast and boost)
Subhead. 50 characters including spaces (Available, not required)
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 (“Sponsored” will be included at the end of blast copy)
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. To content source

FOR ALL MEDIA ADVERTISING CONTACT
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Send all advertising materials, proofs and correspondence to
Brianna Bernstein • bernstein@awci.org • 703.538.1607 • Fax: 703.538.1726
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