

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 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.

AWCI SMARTBRIEF

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

(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. Link to content source

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, 300dpi, RGB

Logo. 200px x 150px, Vector

Hyperlinks. 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

Custom Media

MANUFACTURER'S CORNER

Headline. Up to 45 characters (including spaces)

Subhead. Up to 45 characters (including spaces)

Copy. 1,100 to 2,000 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.

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 • 571.308.4441 • Fax: 703.538.1726

DELIVERY INSTRUCTIONS

Send all advertising materials, proofs and correspondence to
Brianna Bernsein • 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.

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. 8.5"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. 8.5" 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).

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.