

AWCI

MEDIA

PLANNER

2026

AWCI

ASSOCIATION OF THE
WALL AND CEILING
INDUSTRY

The Association of the Wall and Ceiling Industry is the largest, most influential association serving the wall and ceiling market. Membership tops 2,400 companies playing a strong role in the \$125 billion wall and ceiling industry.³ The association's leadership and the range of its activities continually raise the bar of industry professionalism, benefiting professionals marketwide.³



Events and Educational Programs

Offering the essential in-person and virtual events that craft market professionals into the industry community.

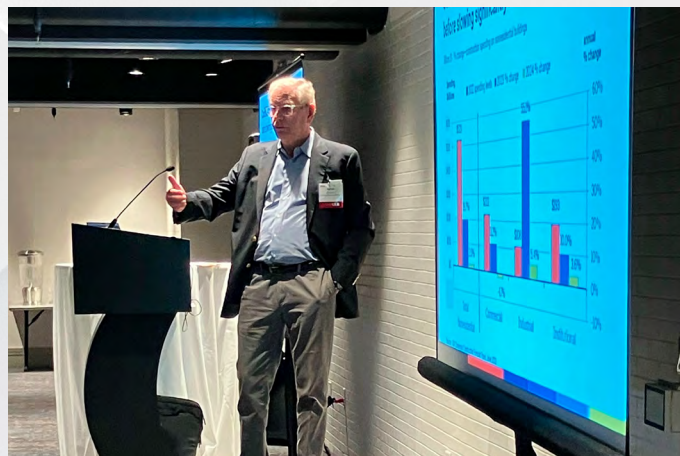
- BUILD: AWCI's Convention + Expo
- AWCI's Industry Leaders Conference
- AWCI's Project Manager Development Series



Doing It Right

AWCI's certificate and educational programs guide the industry and raising the professional bar for all.

- **NEW!** Stucco—Doing It Right® Online in English and Spanish *Second Edition*
- EIFS—Doing It Right®: *Second Edition*
- Exterior Envelope—Doing It Right®
- Gypsum—Doing It Right®
- Steel—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



AWCI's *Construction Dimensions*

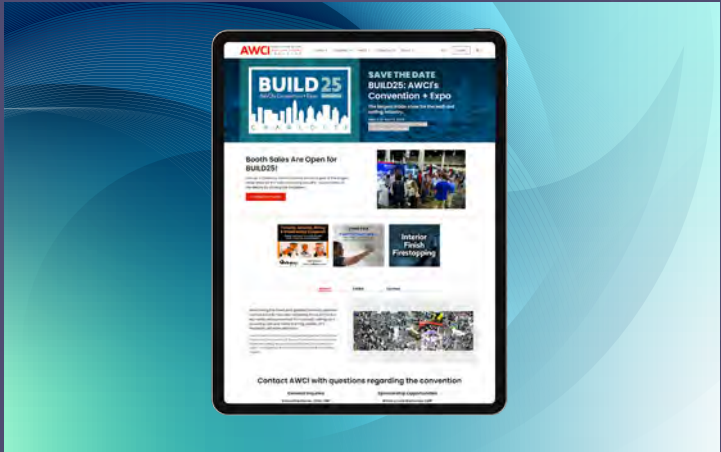
Your Best Market Reach

- The Industry's Only Bi-Monthly Printed Magazine³
- 30,387 Industry Professionals¹
- Largest Magazine Circulation^{1,3}
- Largest Contractor Reach^{1,3}
- Largest Distributor Reach^{1,3}

¹ Computer Fulfillment Inc, May/June 2025 AWCI TQ = 22,987 (Print) + 7,400 (Digital)

² Readex, August 2024 Study

³ Publisher's own information



Web Advertising

Energize Promotions

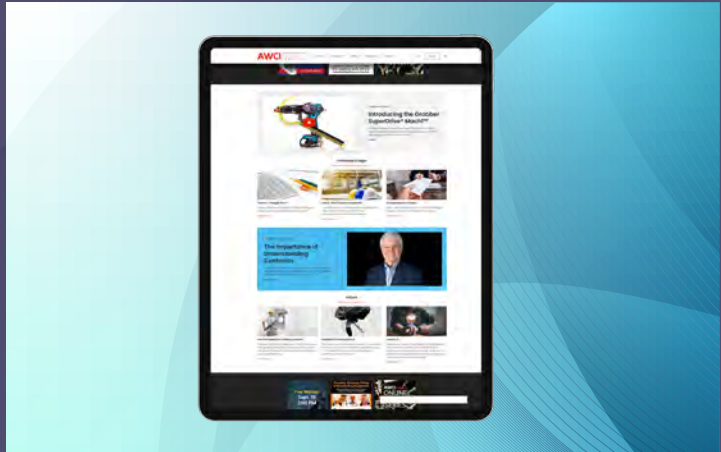
- Run-of-site: Broadest Reach Available
- Leadership and Coverage—Landing and Content Pages
- Exclusivity and Focus—Category Exclusives



Weekly Newsletter Advertising—The Finish Line

Impact Your Industry

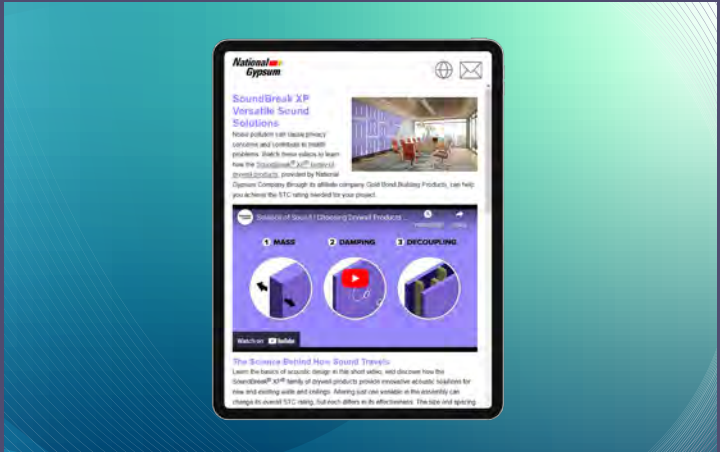
- Personalized Content
- In-Depth Articles and Resources
- Industry News and Events
- Manufacturer's Corner: Sponsored Content
- Featured Videos



Custom Advertising

Thought Leadership Defined

- AWCI-Sponsored Webinars
- Product Spotlights—Company-Specific E-Blasts



Annual Advertising

Year-Long Impact

- AWCI's Video Showcase—The Industry's Largest Information Collection

exciting weekly newsletter

Personalized, dynamic content

.....
19,300 weekly recipients


.....
Powerful advertising opportunities

.....
Interviews and videos

.....
Full metrics

Advertisement

READY PRODUCTS HAND-BENDABLE FRAMING **SIMPSON**
Strong-Tie

 Cold-Formed Steel Construction **WATCH VIDEO**


AWCI

The Finish Line

Wall and Ceiling Industry Weekly

This weekly newsletter is delivered every Wednesday to members and partners of the Association of the Wall and Ceiling Industry.

June 11, 2025



Mind Games of General Contractors

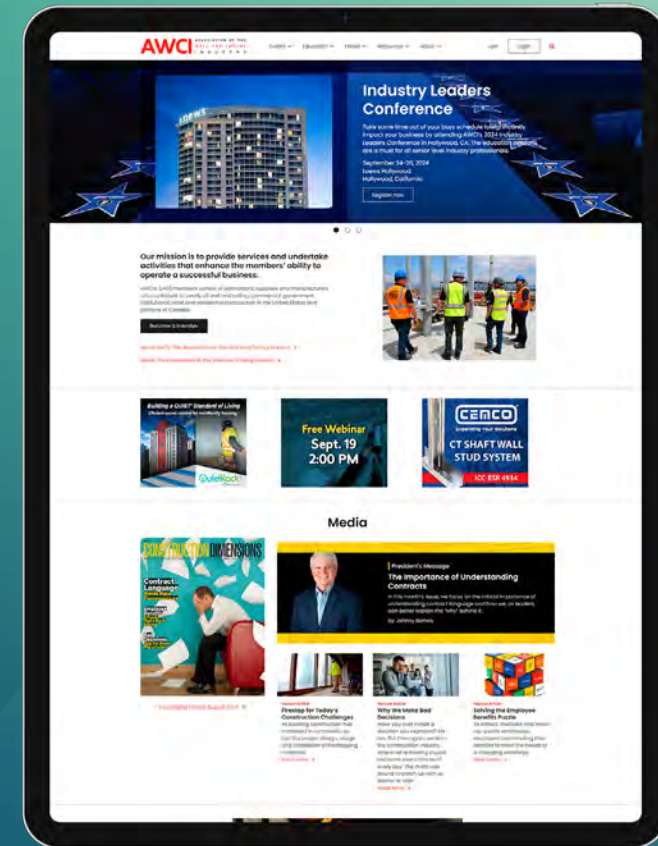
The best way to guard against learning a costly lesson includes a preemptive strike: spend a little extra time on the scope portion of the proposal letter.

[Read More](#)



Celebrating 50 Years of Publication Excellence

- Complete redesign
- Increased page count
- Improved readability
- Industry-leading authors
- Bi-monthly frequency



Full Website Integration

- More in-depth articles
- Comprehensive interviews and spotlights
- Variety of subject-matter experts
- Improved searchability

the industry's best reach

Advertisers in
AWCI's Magazine
Enjoy:



The industry's only
bi-monthly printed magazine³



Largest industry magazine
circulation^{1,3}



Largest contractor
reach^{1,3}



Largest distributor
reach^{1,3}

91%

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



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 every other month.³

30,387¹ total qualified circulation

¹ Computer Fulfillment Inc, May/June 2025 AWCI TQ = 22,987 (Print) + 7,400 (Digital)

² Readex, August 2024 Study

³ Publisher's own information

awci print media your marketing cornerstone

Contractors overwhelmingly turn to print resources for industry info ...²

84%
PRINT RESOURCES

69%
IN-PERSON RESOURCES

75%
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)

...for new products ...²

71%
PRINT RESOURCES

34%
IN-PERSON RESOURCES

44%
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%
AWCI'S CONSTRUCTION DIMENSIONS

Percentage of wall and ceiling contractors who prefer to receive AWCI's *Construction Dimensions* in print format, digital format or both

78%
PRINT MAGAZINE INCLUDED IN THEIR SUBSCRIPTION²

54%
ONLY PRINT MAGAZINE²

23%
BOTH PRINT AND DIGITAL²

78%
want a print magazine in their media information package.²

Only **16%**
prefer a digital magazine exclusively.²

This holds true for contractors:

- At all sizes of companies
- At all levels of electronic engagement
- At all education levels²

¹ Computer Fulfillment Inc, May/June 2025 AWCI TQ = 22,987 (Print) + 7,400 (Digital)

² Readex, August 2024 Study

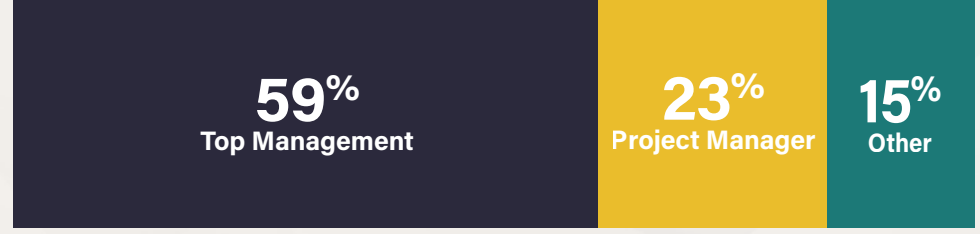
³ Publisher's own information

understand the market

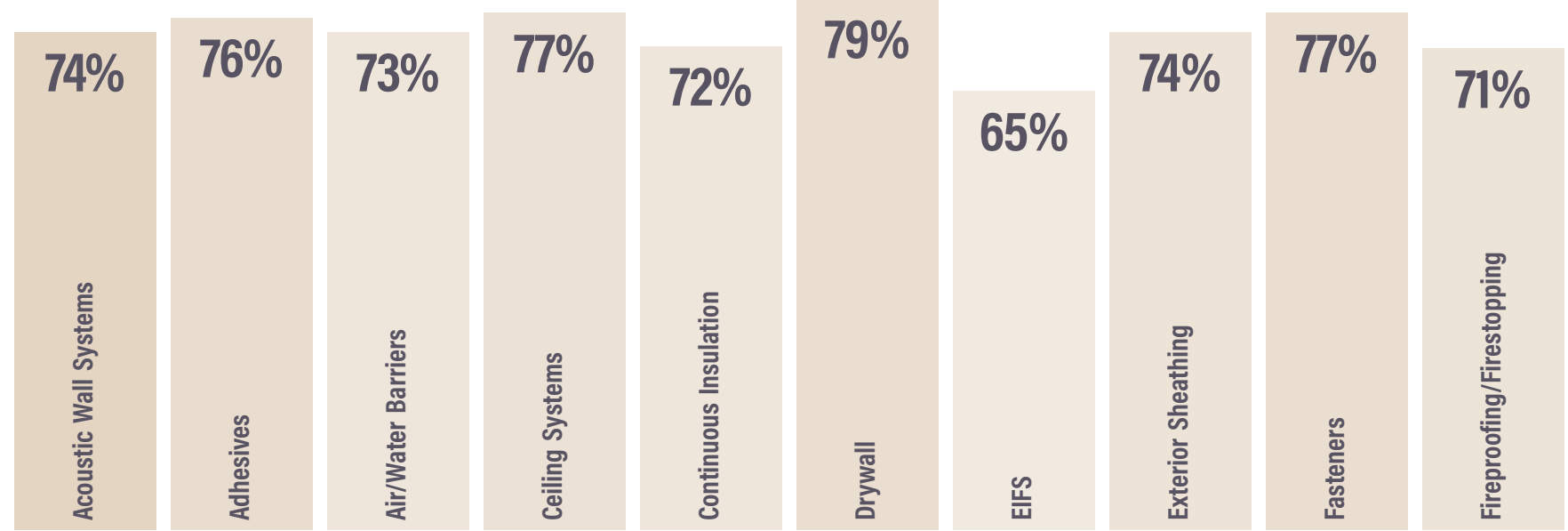
Target Contractors¹



Impact Decision-Makers¹



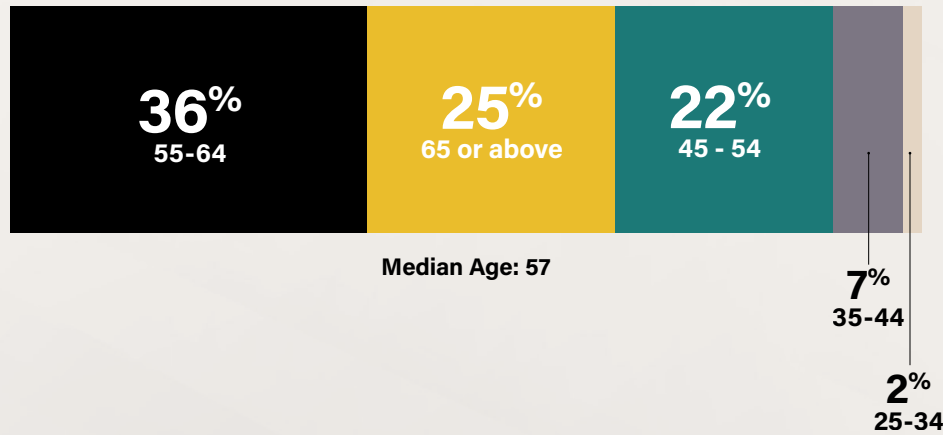
Wall and Ceiling Contractors Purchasing Influence by Product²



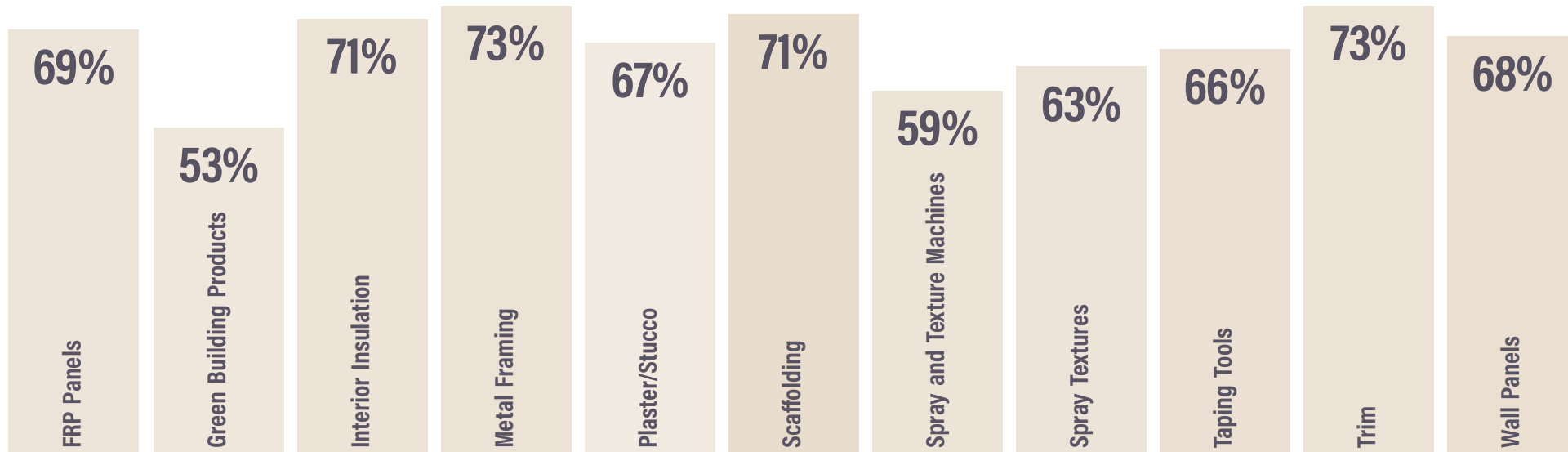
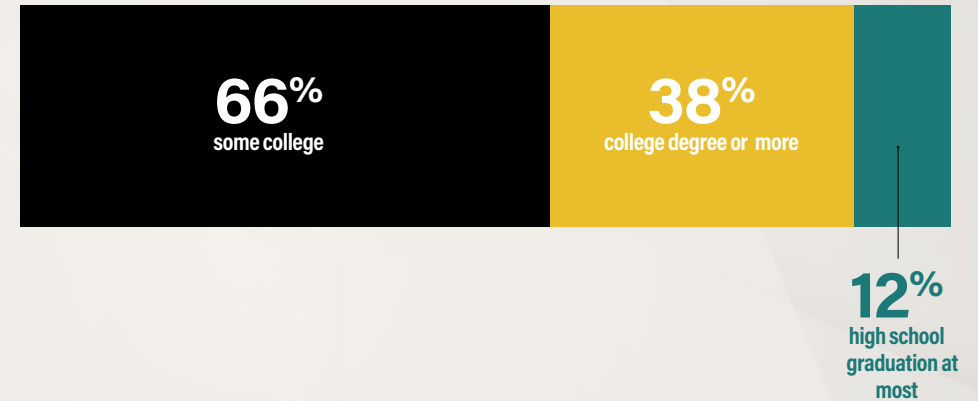
¹ Computer Fulfillment Inc. May/June 2025 AWCITQ = 22,987 (Print) + 7,400 (Digital)
² Readex, August 2024 Study

and its purchasing power

Across Age Cohorts²

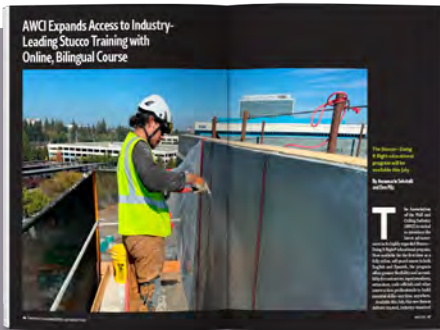


Spanning Education Levels²



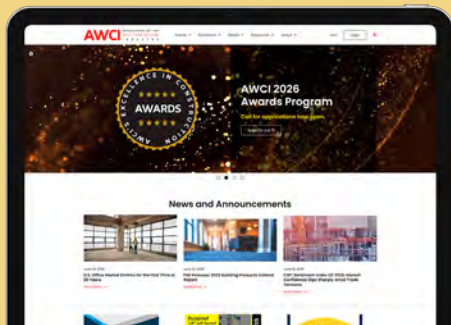
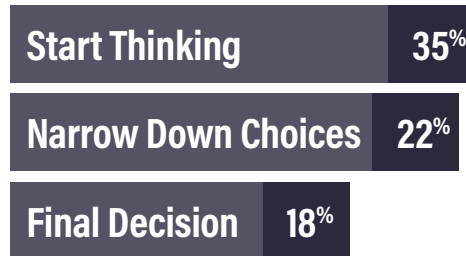
¹ Computer Fulfillment Inc. May/June 2025 AWCITQ = 22,987 (Print) + 7,400 (Digital)
² Readex, August 2024 Study

media impacts lead the sales process



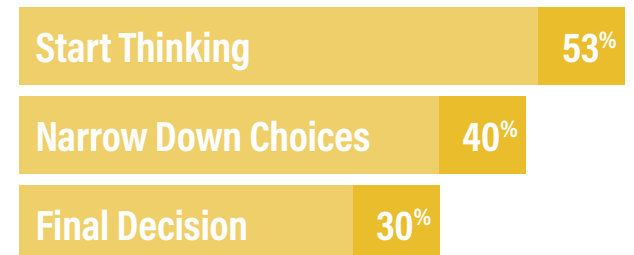
Print

Print promotions powerfully influence contractors as they first consider a purchase along with their subsequent product research.²



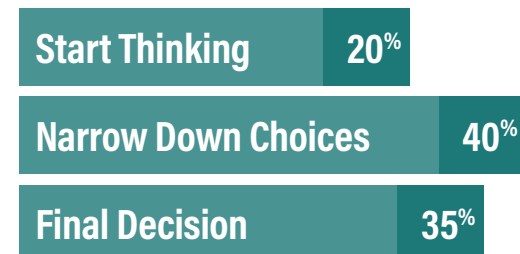
Digital

Digital reach contributes most as contractors narrow down their choices.²



In Person

Your sales team most directly affects the final decision process.²



contractors respond to advertising

When responding to ads, contractors follow up using traditional as well as electronic methods.²

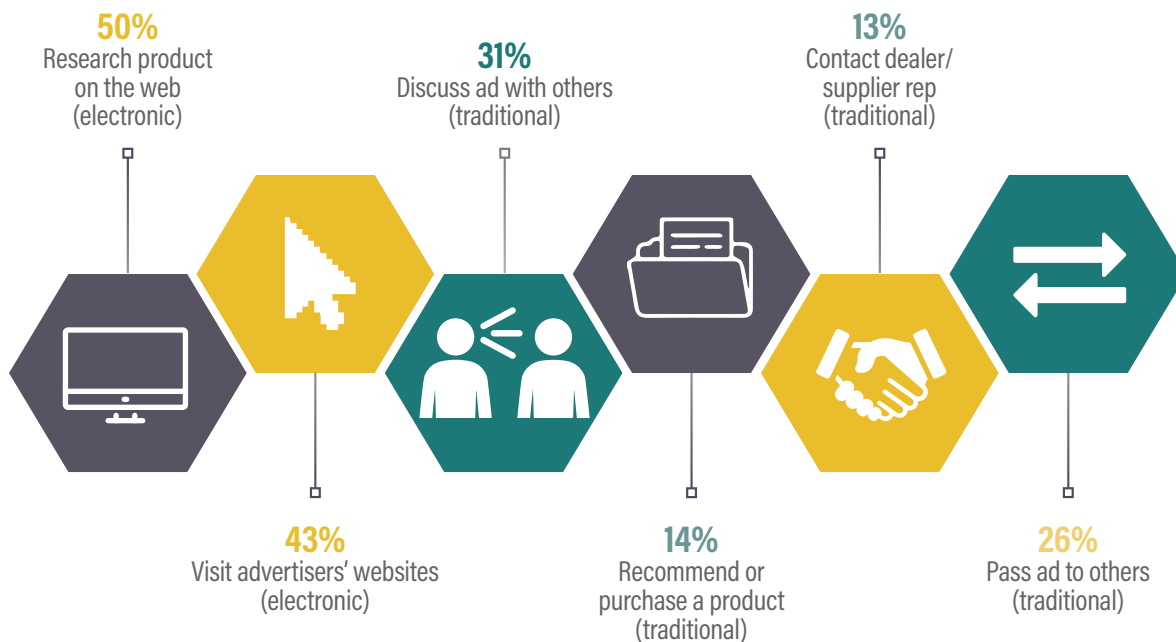
Traditional Follow-Up

61%



Electronic Follow-Up

69%



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

1 Computer Fulfillment Inc, May/June 2025 AWCI TQ = 22,987 (Print) + 7,400 (Digital)

2 Readex, August 2024 Study

3 Publisher's own information

elevate your brand with awci's premier events



Experience the Pinnacle of Industry Innovation

Join us at BUILD, the premier event for the wall and ceiling industry, where innovation meets opportunity. Our largest event of the year, BUILD attracts over 2,300 industry professionals, offering unparalleled networking, education and business opportunities. This multi-day convention features a sprawling trade show, breakout sessions with industry leaders and exclusive networking events designed to elevate your brand's presence.

Why Attend BUILD?

- **Connect with 2,300+ Attendees:** Engage with a diverse audience of industry professionals, from contractors to manufacturers.
- **Showcase Your Brand:** Stand out in our extensive trade show and position your company as a leader in the industry.
- **Expand Your Network:** Build valuable relationships through targeted networking sessions and social events.



A Premier Gathering of Industry Leaders

The Industry Leaders Conference is your exclusive opportunity to engage with top decision-makers in the wall and ceiling industry. This intimate conference, catering to around 180 senior executives, provides a platform for high-level discussions, strategic networking and thought leadership.

Why Attend the Industry Leaders Conference?

- **Engage with Key Decision-Makers:** Directly connect with C-suite executives and influential industry leaders.
- **Gain Strategic Insights:** Gain exclusive insights into industry trends and future directions.
- **Enjoy Personalized Networking:** Participate in focused sessions and networking opportunities tailored to senior professionals.

maximize your impact become a sponsor

Elevate Your Visibility

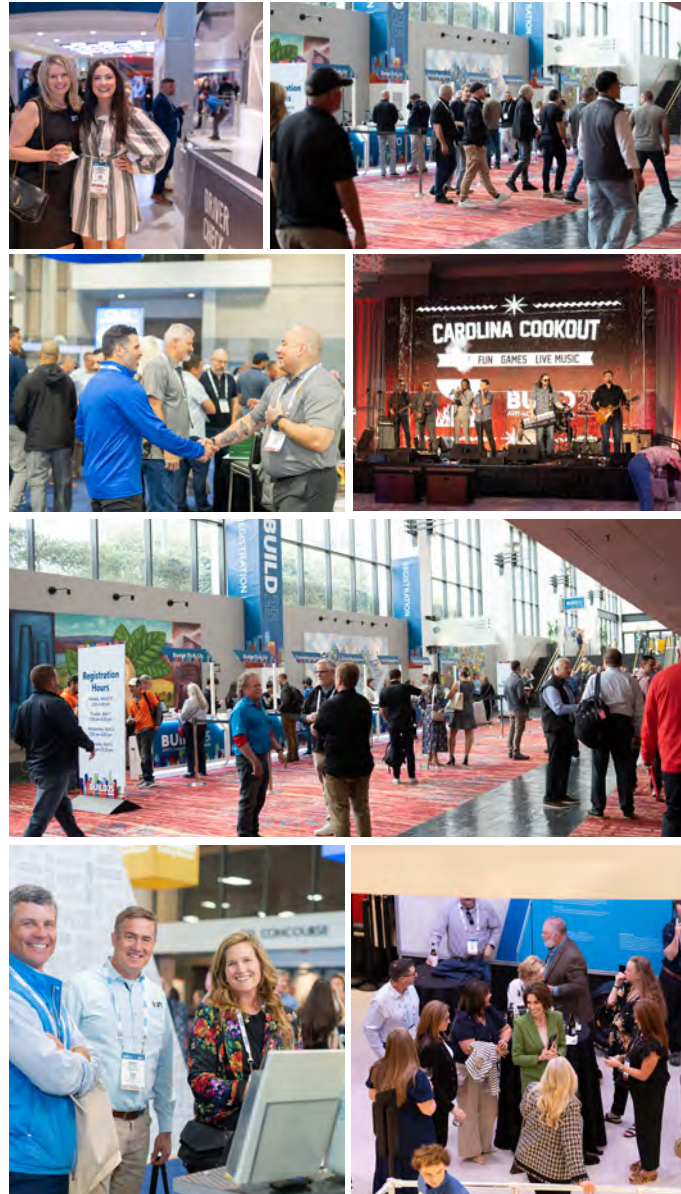
Whether you're looking to make a splash at BUILD or engage directly with top executives at the Industry Leaders Conference, our sponsorship packages are designed to enhance your company's profile and connect you with your target audience.

We Offer:

- **Enhanced Brand Visibility:** Showcase your company's brand through high-impact promotional opportunities.
- **Targeted Engagement:** Directly reach and engage with industry professionals and key decision-makers.
- **Exclusive Access:** Benefit from networking events, premium placement in event materials and special recognition onsite.
- **Customizable Packages:** From high-profile event sponsorships to exclusive networking opportunities, we can tailor a package that aligns with your marketing objectives.

Ready to Elevate Your Presence?

For more information on sponsorship opportunities and to secure your spot, visit our website at www.awci.org/become-a-sponsor.



AWCI's Emerging Leaders Program

The program targets individuals aspiring to become leaders in the industry and is built on an educational foundation of the wall and ceiling industry professionals: contractors, manufacturers and suppliers.

The program offers curated, experiential education that incorporates technical training, soft-skills development and peer-to-peer learning. Through this training, we expect that participants will receive value unique to AWCI—value that that they cannot get within their own organizations or other associations—while advancing their careers in their desired pillar of the wall and ceiling industry.

Contact Annemarie Selvitelli at selvitelli@awci.org for sponsorship opportunities.

magazine and annual planning calendar

Editorial closing: Two weeks prior to ad closing.

Issue	Ad Closing	Materials Due	2026 Contractor Business Focus	Added Value and Opportunity	Bonus Distribution		
JAN/FEB	11/21/25	12/4/25	Business Solutions, Innovations and Technology				
MAR/APR	1/23/26	2/5/26	Safety and Health	Convention Keynote and Highlights	 <p>BUILD 26 AWCI's Convention + Expo March 15-18 • New Orleans, LA</p>		
MAY/JUN	3/26/26	4/6/26	Human Resources	Industry Awards Issue	Northwest Wall and Ceiling Bureau TBD		
JUL/AUG	5/27/26	6/4/26	Technical Construction		Florida Wall and Ceiling Contractor Association July 29-August 2 Orlando, FL		
SEP/OCT	7/24/26	8/5/26	Leadership and Influence	AWCI Video Showcase Ad Closing 7/24, Materials Due 8/1	<table border="0"> <tr> <td>Insulation Contractors Association of America September 2026</td> <td>AWCI Industry Leaders Conference Sept. 29-Oct. 1 Indian Wells, CA</td> </tr> </table>	Insulation Contractors Association of America September 2026	AWCI Industry Leaders Conference Sept. 29-Oct. 1 Indian Wells, CA
Insulation Contractors Association of America September 2026	AWCI Industry Leaders Conference Sept. 29-Oct. 1 Indian Wells, CA						
NOV/DEC	9/25/26	10/6/26	Risk Management, Budgeting, and Estimating	Corporate Profile Materials Due 9/20	Specialty Tools & Fasteners Distributors Association November 15-17 Anaheim, CA		

e-, custom and blast media planning calendar

All Media Advertising

Joe Fernandez • 703.538.1606 • fernandez@awci.org

Specs, Deadlines and Classifieds

Brianna Bernstein • 703.538.1607 • bernstein@awci.org

Editorial

Amelia Miedema, CAE • 703.538.1604 • miedema@awci.org

Month	Website Materials Due	Custom Advertising			Newsletter Materials Due	
	Website Inline Square and Leaderboard	Manufacturer's Corner, AWCI-Sponsored Webinar		Featured Video Materials Due	The Finish Line	Product Spotlight (Deploys 4x Monthly)
		Closing	Materials Due			Materials Due
JAN	12/22/25	11/6/25	11/13/25	12/1/25	12/22/25	12/22/25
FEB	1/20/26	12/8/25	12/15/25	1/1/26	1/20/26	1/20/26
MAR	2/20/26	1/6/26	1/13/26	2/2/26	2/20/26	2/20/26
APR	3/20/26	2/6/26	2/13/26	3/2/26	3/20/26	3/20/26
MAY	4/20/26	3/6/26	3/13/26	4/1/26	4/20/26	4/20/26
JUN	5/20/26	4/6/26	4/13/26	5/1/26	5/20/26	5/20/26
JUL	6/22/26	5/6/26	5/13/26	6/1/26	6/22/26	6/22/26
AUG	7/20/26	6/8/26	6/15/26	7/1/26	7/20/26	7/20/26
SEP	8/20/26	7/6/26	7/13/26	8/3/26	8/20/26	8/20/26
OCT	9/21/26	8/6/26	8/13/26	9/1/26	9/21/26	9/21/26
NOV	10/20/26	9/7/26	9/14/26	10/1/26	10/20/26	10/20/26
DEC	11/20/26	10/6/26	10/13/26	11/2/26	11/20/26	11/20/26

hub for the industry awci's enhanced website



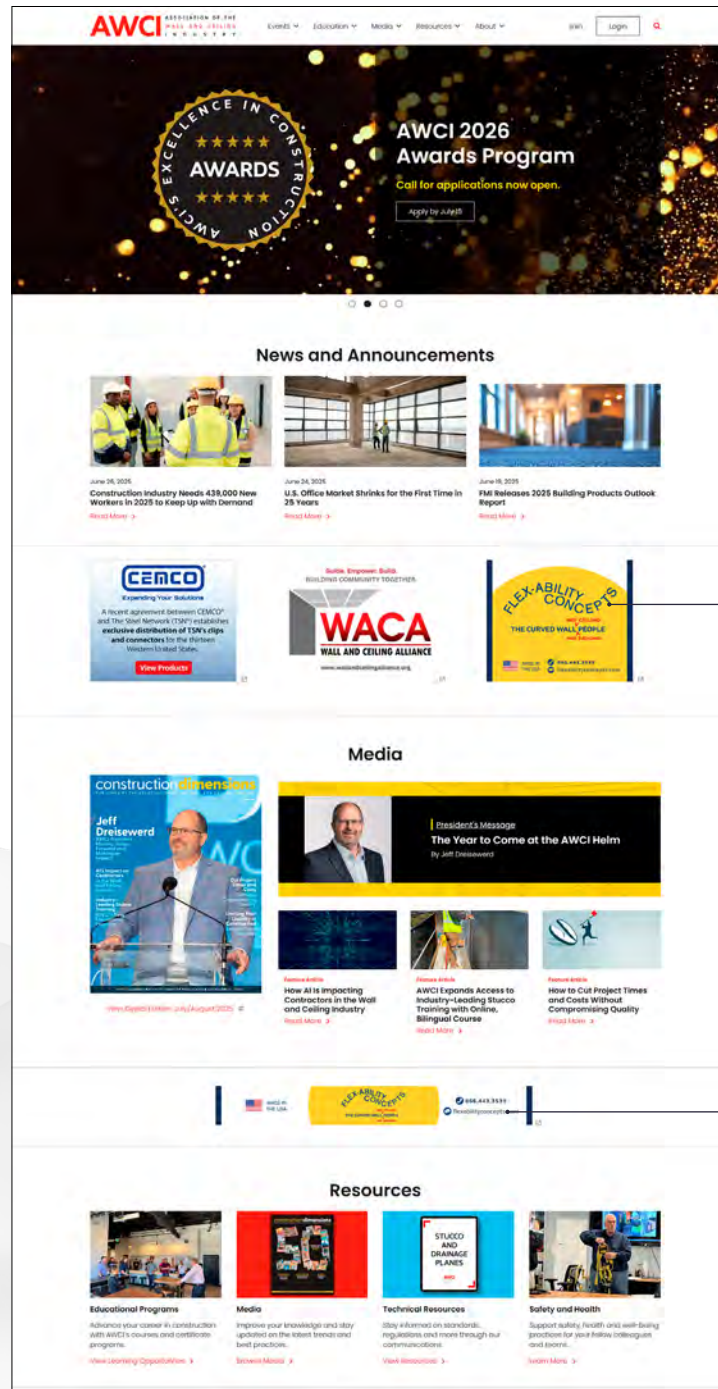
Industry news and announcements posted weekly



In-depth articles and comprehensive interviews



Member spotlights and subject-matter expertise



Inline Square: \$2,200

Leaderboard: \$2,400

awci blast media impact your industry



awci.org/products/spotlight

Product Spotlight: Dedicated Email

This exclusive e-blast brings your message directly to more than 19,000 industry professionals.³ With weekly deployments, these blasts are both timely and tie in with AWCI Media's powerful brand. A limited number of pre- and post-BUILD Expo blasts provide focused and unmatched reach to registrants at this largest wall and ceiling industry event.

Full Distribution Blast

\$5,900

Pre-BUILD Blast

\$5,500

Post-BUILD Blast

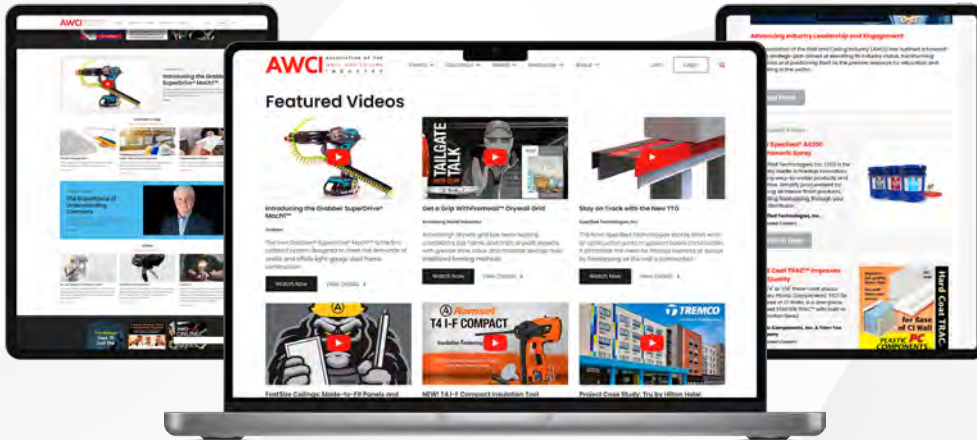
\$5,500

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² Readex, August 2024 Study

³ Publisher's own information

awci bundled media collective resources



awci.org/featuredvideo

Featured Video

Drive contractors to your video. Includes impact through:

- AWCI Media Content Pages—the most traffic on AWCI's site.
- *The Finish Line* Newsletter—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.

\$2,600 per deployment for two weeks



Manufacturer's Corner: Sponsored Content

Share insights through expanded content format not available through traditional advertising. Garner thought leadership, introduce new products and strengthen awareness all through AWCI's exceptional media brand.


- Up to a 1,500-word article: promote product innovations, award announcements, case studies, design tools and more.
- Featured in our newsletter *The Finish Line*.
- Archival views contribute to ongoing reach for up to 6 months.

\$3,200 per deployment for two weeks

(Contact AWCI for full details.)

awci custom media thought leadership defined

AWCImedia ONLINE LEARNING SERIES



**Join Us for a Free One-Hour Webinar
Learn How Robotics Is Accelerating
Construction Layout Speeds**
July 25 | 2 p.m. EDT

Construction layout is challenging due to increasing project complexity and a shrinking skilled labor pool. The industry is collectively seeking solutions to this problem, and efforts are being made on two fronts: educating more layout professionals and enhancing the capabilities of current professionals through robotic layout tools. This webinar will focus on robotic construction layout, exploring how it can accelerate the layout process and reduce labor time. It will also cover additional benefits like reducing soft tissue injuries and other manual labor risks. Discover how autonomous site layout brings new levels of efficiency and accuracy to construction.

Register for Free

Presented by




AWCI
ASSOCIATION OF THE
WALL AND CEILING
INDUSTRY

As part of AWCI Media's commitment to being knowledgeable on new products, services and programs, we provide this information from one of our media partners.

AWCImedia ONLINE LEARNING SERIES

AWCImedia ONLINE LEARNING SERIES



**Join Us for a Free One-Hour Webinar
Learn How Robotics Is Accelerating
Construction Layout Speeds**
July 25 | 2 p.m. EDT

With increasing project complexity and a shrinking skilled labor pool, construction layout is challenging. This webinar explores how robotic layout accelerates processes, reduces labor time and risks, and enhances efficiency and accuracy in construction through autonomous site layout.



Presenting Speakers

Presenter: Andy Dickey, Head of HP Construction Services, Americas, will speak to the current challenges in interior construction and the need for automation and smart construction. Andy has worked as a rebar detailer, concrete estimator, project manager, business development executive and director with a heavy focus on information technologies at various firms throughout the United States.

Guest speaker: Chris McKee, S.E., Realty Capture Manager, Turner Construction, will join us to share his experience using robotic construction layout. Turner is a well-performing contractor that performs their own interior layout in select markets.

Register for Free

Presented by

AWCImedia ONLINE LEARNING SERIES

The Fastener Solutions Catalog:
284 PAGES OF PURE PRODUCTIVITY.



GRABBER
GET YOUR COPY

AWCI

The Finish Line
Wall and Ceiling Industry Weekly

This weekly newsletter is delivered every Wednesday to members and partners of the Association of the Wall and Ceiling Industry.

July 2, 2025

AWCI
2025-26 AWARDS
ENTER YOUR PROJECT TODAY!

Do You Have a Project that Deserves Recognition?

Apply now for AWCI's Excellence In Construction Quality Awards—exclusively for AWCI Contractor Members. These awards recognize exceptional projects in the categories of ceilings, drywall, EPS, plaster/finishes, steel framing, prefabrication and more.

Enter by July 6, and put your best work front and center.

Submit Mine

CALENDAR/EVENTS

July 25 Webinar: Mastering Construction Robotic Layout

AWCImedia ONLINE LEARNING SERIES

Articles & Insights

Clear States

Building Science: Healthy Buildings

Building Science: Near Zero-Energy

Customer Service

Customer Knowledge

Building Science Center

AWCImedia ONLINE LEARNING SERIES


hp

AWCImedia VIDEO SHOWCASE

Technical Resource Library

Learn how robotics is accelerating construction layout speeds

Andy Dickey
Head of Construction Services, Americas, Australia, & New Zealand



Learn How Robotics Is Accelerating Construction Layout Speeds

AWCI - Association of the Wall and Ceiling Industry

8 Comments

Online Learning Series 2024

- High Performance The Right Way
- Understanding the Role of the Smart Data Center Provider
- Springing Ceiling Water Leaks
- Life Safety Ceiling Grids & Component Solutions
- Starts at Smashing Conference
- Benefits of Ready-Cut Panels for Project Contractors
- Learn from Professionals
- Report: Improving Indoor Environmental Quality
- AWCI's 2025-26 Awards
- AWCI's 2025-26 Awards
- New Webinar Series

LinkedIn post for the webinar.

AWCI - Association of the Wall and Ceiling Industry

Join AWCI Media and HP for our upcoming **FREE** webinar: Learn How Robotics is Accelerating Construction Layout Speeds. Join on July 25 at 2 p.m. ET.

Register today at <https://www.awci.org/webinars>

Construction layout is challenging due to increasing project complexity and a shrinking skilled labor pool. The industry is collectively seeking solutions to this problem, and efforts are being made on two fronts: educating more layout professionals and enhancing the capabilities of current professionals through robotic layout tools. This webinar will focus on robotic construction layout, exploring how it can accelerate the layout process and reduce labor time. It will also cover additional benefits like reducing soft tissue injuries and other manual labor risks. Discover how autonomous site layout brings new levels of efficiency and accuracy to construction.

FREE WEBINAR

Presented by




Mastering Construction Robotic Layout

With increasing project complexity and a shrinking skilled labor pool, construction layout is challenging. This webinar explores how robotic layout accelerates processes, reduces labor time and risks, and enhances efficiency and accuracy in construction through autonomous site layout.

Details:
July 25 • 2 p.m. ET

Register for free at www.awci.org/webinars

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Facebook post for the webinar.

Manage Page

AWCI - Association of the Wall and Ceiling Industry

Professional Dashboard

Insights

Ad Center

Create edit

Boost Instagram post

Settings

More tools

Meta Verified

Limit Limit

Meta Business Suite

Nonprofit Manager

AWCI - Association of the Wall and Ceiling Industry


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July 25 • 2 p.m. ET

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AWCImedia ONLINE LEARNING SERIES

AWCI-Sponsored Webinars

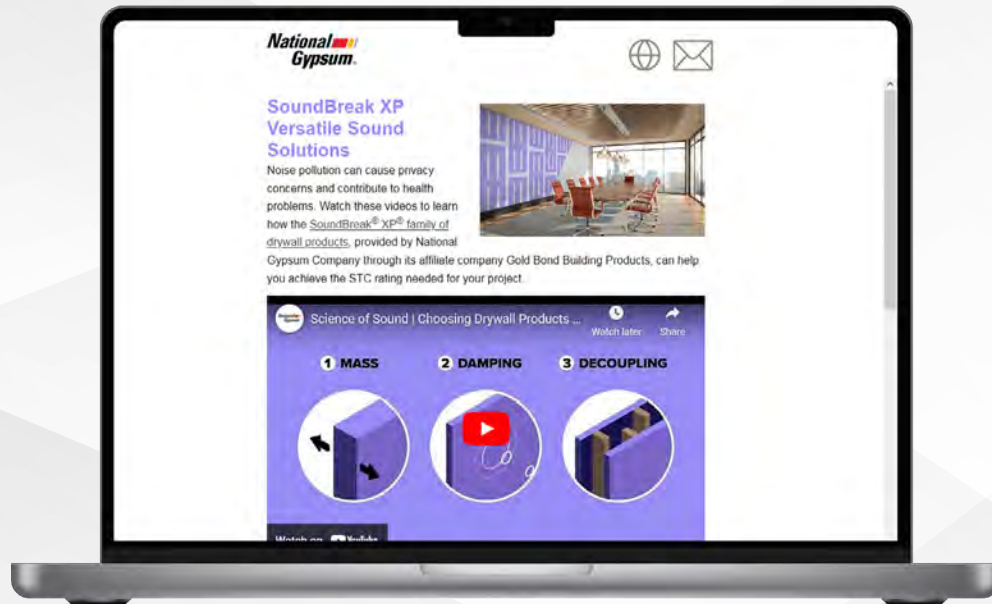
Marketing partners present and sponsor AWCI Media Online Learning Series webinars. AWCI Media hosts and markets the event while participating members shine spotlights on products and technology.

Online Learning Series Webinars are twice per month.

Net rate: \$10,950*
(Contact AWCI for full details.)

video showcase

A library of on-demand videos available to audiences year-round.



Your showcase will have traffic driven to it...



... by appearing in the September/October 2026 issue of AWC's *Construction Dimensions* with a unique QR code.



... through a prominent email to 19,000 industry professionals.



... from promoted web banners and posts across our multiple social media channels.



... from living boldly on awci.org for 12 months.

Investment: \$7,880

display rates

Rates (Gross)

4-color	1X	3X	6X
Full page	\$7,055	\$6,745	\$6,530
2/3 page	\$5,875	\$5,640	\$5,490
NEW 1/2 Page Horizontal Premium	\$5,450	\$5,240	\$5,080
NEW 1/2 Page Vertical Premium	\$5,450	\$5,240	\$5,080
1/2 Island	\$5,350	\$5,145	\$4,985
1/2 Page	\$4,905	\$4,725	\$4,610
1/3 Page	\$3,965	\$3,845	\$3,750
1/4 Page	\$3,675	\$3,570	\$3,490

Covers	1X	3X	6X
2 & 3	\$8,920	\$8,610	\$8,395
4	\$9,270	\$8,960	\$8,745

Additional Rate Information

- 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

Rates available through your sales representative.

Marketplace (Net)

Advertising: Marketplace			
Display (text + graphic)			
	1x	3x	6x
3.5" x 2.25"	\$475	\$470	\$445
2.25" x 3"	\$370	\$335	\$315
Listing (text only)			
50 Words	\$145	\$135	\$120

Marketplace Display Ads (text + graphic)

Logos, graphics, pictures and font variations may be included.

Marketplace Listings (text only)

Appear in color, 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).

Note: Prices are good for ads placed in 2026.

³ Publisher's own information

display rates

Full Page/Spread Specs

Ad Size	Width	Height
Full Page (live area)	7.75"	10.375"
Full Page trim	8.25"	10.875"
Full Page bleed	8.5"	11.125"
Spread (live area)	16"	10.375"
Spread trim	16.5"	10.875"
Spread bleed	16.75"	11.125"



Live Area

All copy and image(s) wish wish to display should be kept within these dimensions.

Trim Area

The page size to setup your ad file to.

Bleed Area

Elements that should "bleed" of the edge of the page should expand into this area.

1/2 Horizontal Premium Specs

Ad Size	Width	Height
1/2 Horizontal Premium (live area)	7.75"	5"
1/2 Horizontal Premium trim	8.25"	5.5"
1/2 Horizontal Premium bleed	8.5"	5.75"



Live Area

Trim Area

Bleed Area



A 1/2 horizontal premium as it would appear on a left hand page.

1/2 Vertical Premium Specs

Ad Size	Width	Height
1/2 Vertical Premium (live area)	3.5"	10.375"
1/2 Vertical Premium trim	4"	10.875"
1/2 Vertical Premium bleed	4.25"	11.125"



Live Area

Trim Area

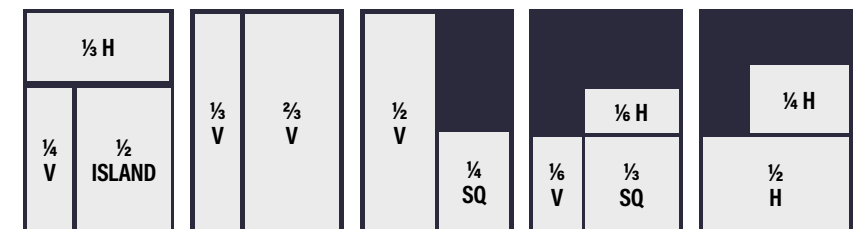
Bleed Area



A 1/2 vertical premium as it would appear on a right hand page.

Standard Fraction Ad Specs

Ad Size	Width	Height
2/3 Vertical	4.5"	10"
1/2 Island	4.5"	7"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Vertical	2.25"	10"
1/3 Horizontal	7"	3.25"
1/3 Square	4.5"	4.875"
1/4 Vertical	2.25"	7"
1/4 Horizontal	4.5"	3.75"
1/4 Square	3.375"	4.875"
1/6 Horizontal	4.5"	2.5"
1/6 Vertical	2.25"	4.875"



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).
- Adobe Illustrator (AI) or EPS files.
- Placed images must be embedded within file and CMYK with a minimum DPI of 300.
- All fonts must be converted to outlines.
- All spot colors must be converted to CMYK.

AWCI can provide a template upon request.

digital rates

Web Advertising (Net)

Run-of-Site	
Leaderboard	\$2,400
Inline Square	\$2,200

E-Blast Advertising (Net)

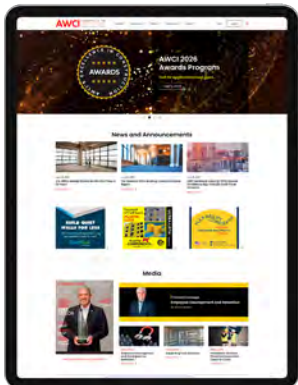
Thought Leadership Defined	
AWCI Sponsored Webinars	\$10,950
Product Spotlight E-Blast	
Full Distribution Blast	\$5,900
Pre-BUILD Blast	\$5,500
Post-BUILD Blast	\$5,500

Newsletter Advertising (Net)

The Finish Line	
Top Banner	\$1,950
Finish Line Feature	\$1,750
Square Ad	\$540
Featured Video (2 weeks)	\$2,600
Manufacturer's Corner (2 weeks)	\$3,200

Annual Advertising

AWCI's Video Showcase	
Annual Presence	\$7,880



digital specs

Web Advertising

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)

SIZES

Inline Square. 250px x 250px
Leaderboard. 728px x 90px

E-Blast Advertising

PRODUCT SPOTLIGHT

Image. 600 px wide, JPG or PNG, 72 dpi, RGB
Subject Line/Headline. Up to 45 characters (including spaces), headline and subject are identical
Preview Text.* Up to 45 characters or defer to your subject line
Body Copy. Up to 100 words
Logo. EPS file preferred; otherwise, max width 450px, JPG, 72 dpi, RGB.
URL. Spotlights may be hyperlinked to two landing pages (button/image). If unspecified, links are directed to home pages.

**Text appearing in most inboxes.*

AWCI'S VIDEO SHOWCASE

Print and Digital Components

Print positions follow AWCI's *Construction Dimensions* parameters. Below are the details needed for the digital components.

Specs

Copy. Up to 150 words
Headline. Up to 45 characters (including spaces)
Logo. EPS or PNG, transparent background, 300 dpi
Image. One image, JPG or PNG, 300 dpi (w: 530px x h: 300px)
Video. Up to 3 videos

Video Specifications

File Size. Maximum of 100MB
Duration. Must be 1 second or longer
Format. Preferably a Vimeo or YouTube link
Bitrate. The recommended bitrate is between 300kb/s and 700kb/s

Newsletter Advertising

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)
Boost Link. AWCI will create a Bitly from your original link to maintain uniformity

MANUFACTURER'S CORNER

Headline. Up to 45 characters (including spaces)
Subhead. Up to 90 characters (including spaces)
Copy. Up to 1,500 words (article may be edited to fit available space.)
Image. 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.

THE FINISH LINE

Top Banner

Image. width: 600px height: 150px.
Format. JPEG or PNG, RGB, 72 dpi.
Hyperlink. One URL for linking

Feature

Headline. 35 characters maximum (including spaces).
Copy. Up to 30 words.
Image. 250px x 250px, JPG animated GIF, 72 dpi, RGB.
Hyperlink. Features may be hyperlinked to two landing pages. If unspecified, links are directed to home pages

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 the AWCI Advertising Policy. Impression and click-through reports are provided by AWCI on a monthly basis. External servers, click trackers and tags are unsupported. Proofs are not provided prior to appearance in AWCI Media. If a specific landing page is not specified for any AWCI Media appearance, the link will direct to your home page. Invoices for all AWCI Media appearances are emailed.

FOR ALL MEDIA ADVERTISING CONTACT

Joe Fernandez • fernandez@awci.org • 703.538.1606

DELIVERY INSTRUCTIONS

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

All media reservations must be in compliance with AWCI's contract and copy regulations and AWCI's Advertising Policy.

For more details, visit www.awci.org/about/advertise-with-us/advertising-exhibitor-sponsorship-policy.

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AWCI
ASSOCIATION OF THE
WALL AND CEILING
INDUSTRY

www.awci.org