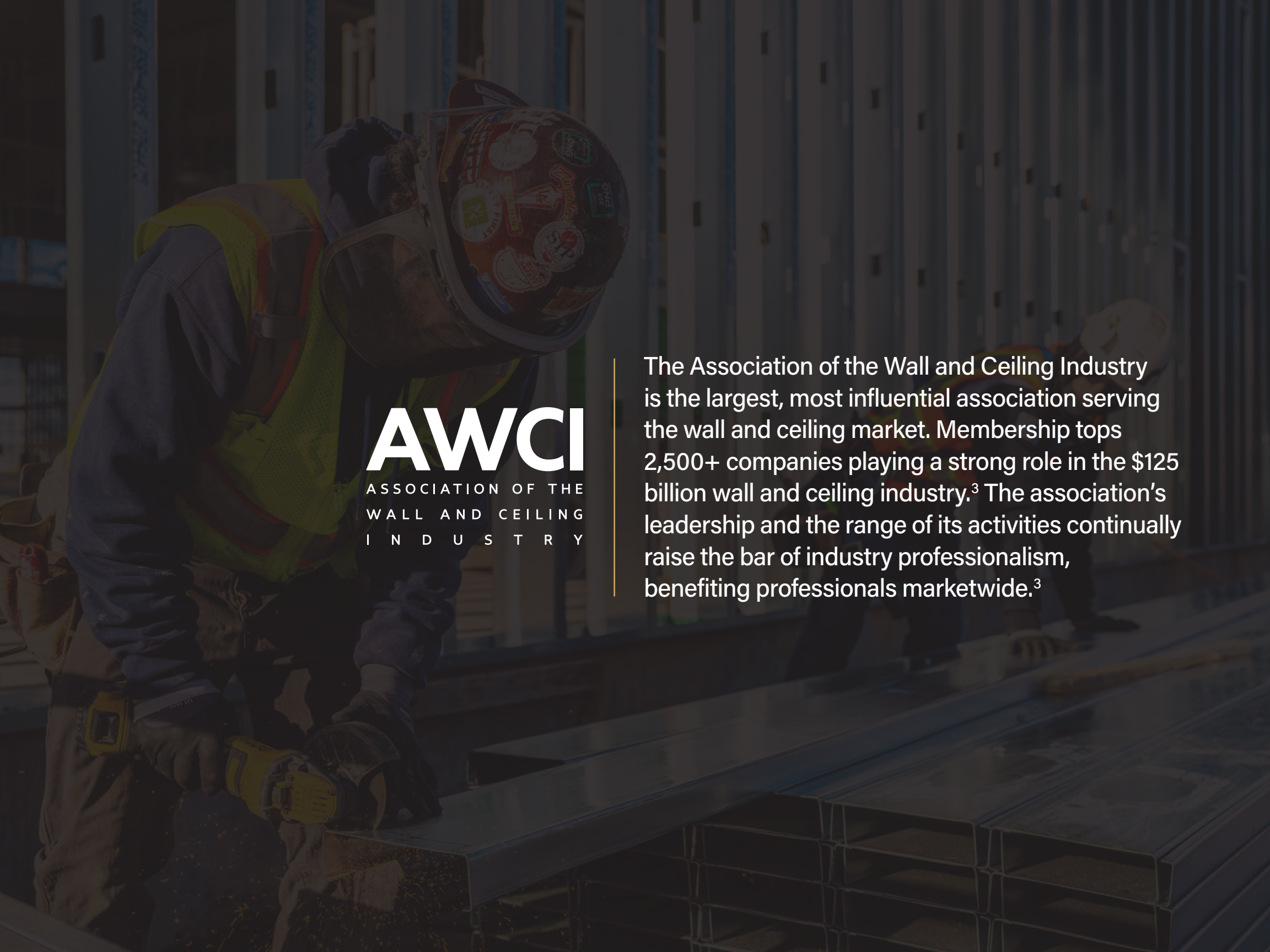




AWCI MEDIA PLANNER 2027

A construction worker wearing a hard hat with various stickers, a high-visibility safety vest, and work gloves is using a power tool to work on a metal frame. The background shows a construction site with vertical rebar.

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 2,500+ 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

industry professionalism at its best



Events and Connections

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

- BUILD: AWCI's Convention + Expo
- AWCI's Industry Leaders Conference



Educational Programs

AWCI's certificate and education courses guide the industry and raise the professional bar.

- AWCI's Project Manager Development Series
- EIFS—Doing It Right®: **Second Edition**
- Exterior Envelope—Doing It Right®
- Gypsum—Doing It Right®
- Steel—Doing It Right®: **Second Edition**
- Gypsum—Doing It Right®: **Second Edition**



Programs and Advocacy

AWCI provides resources fulfilling its mission to help each member operate a successful business.

- Technical Assistance
- Contractor Business Forums
- Safety and Health 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 in the Wall and Ceiling Industry^{1,3}
- Largest Contractor Reach^{1,3}
- Largest Distributor Reach^{1,3}

1 Computer Fulfillment Inc, May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (Digital)

2 Readex, August 2024 Study

3 Publisher's own information

build your custom campaign



Web Advertising

Energize Promotions

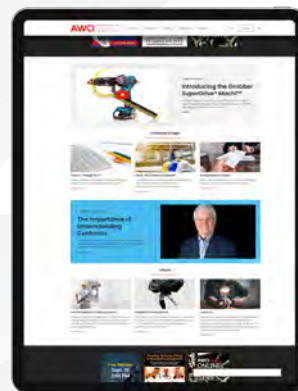
- Run-of-site: Broadest Reach Available
- Leadership and Coverage—Landing and Content Pages
- Exclusivity and Focus—Category Exclusives



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: Sponsored Content



Custom Advertising

Thought Leadership Defined

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



Custom Newsletter

Convention and Innovation Focused Themes

- BUILD Newsletter
- Innovation Newsletter

exciting weekly newsletter

Personalized, dynamic content

.....
21,000+ weekly recipients

.....
Powerful advertising opportunities

.....
Interviews and videos

.....
Full metrics



the industry's best reach

Advertisers in AWCI's Magazine Receive:



The industry's only
bi-monthly printed magazine³



Largest wall and ceiling
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

30,880¹ total qualified circulation

¹ Computer Fulfillment Inc, May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (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
information ...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 digital
engagement

At all education levels²

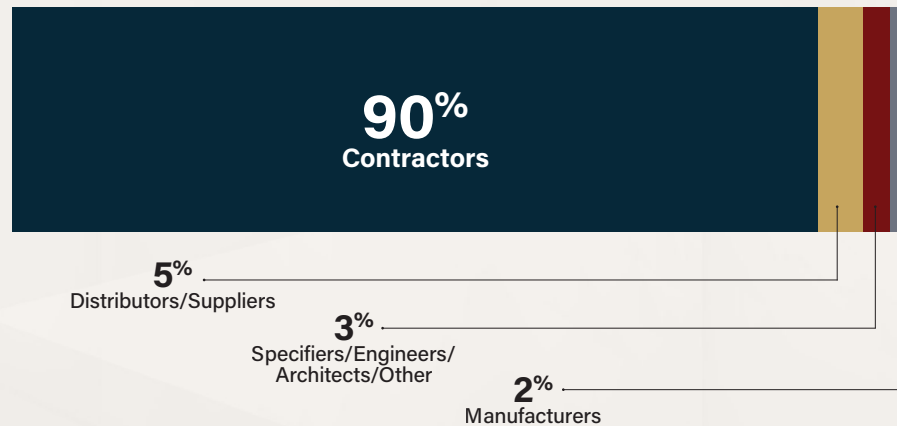
¹ Computer Fulfillment Inc, May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (Digital)

² Readex, August 2024 Study

³ Publisher's own information

understand the market

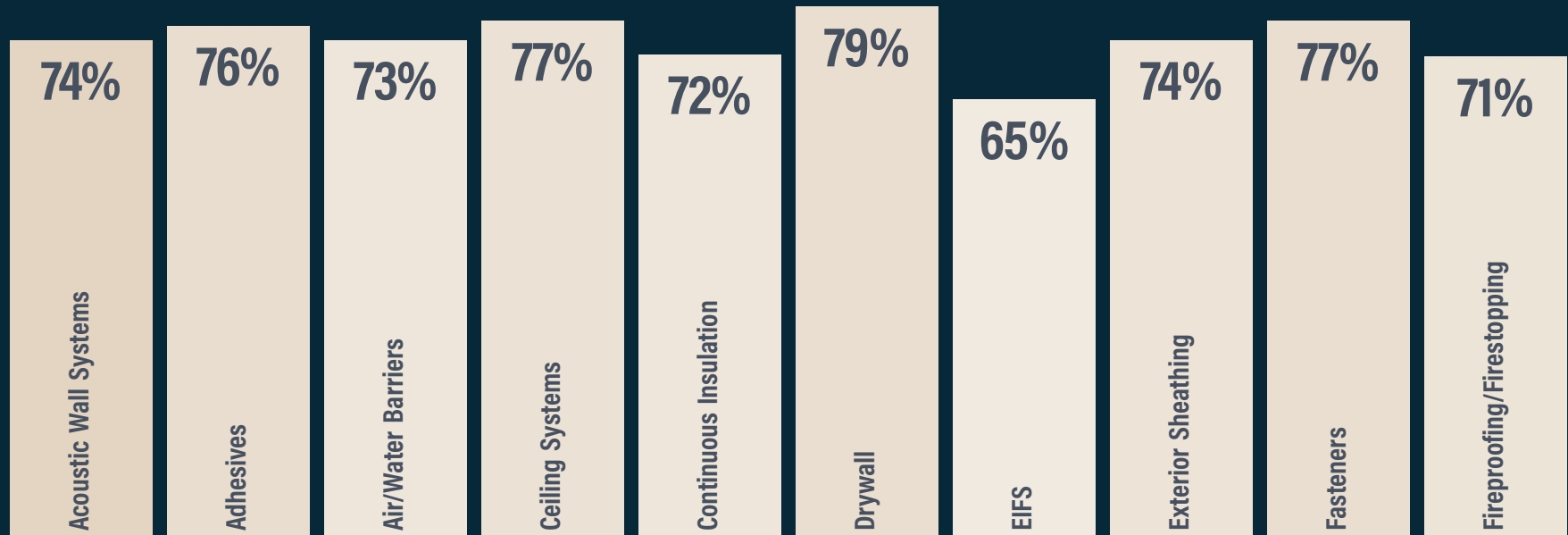
Target Contractors¹



Impact Decision-Makers¹



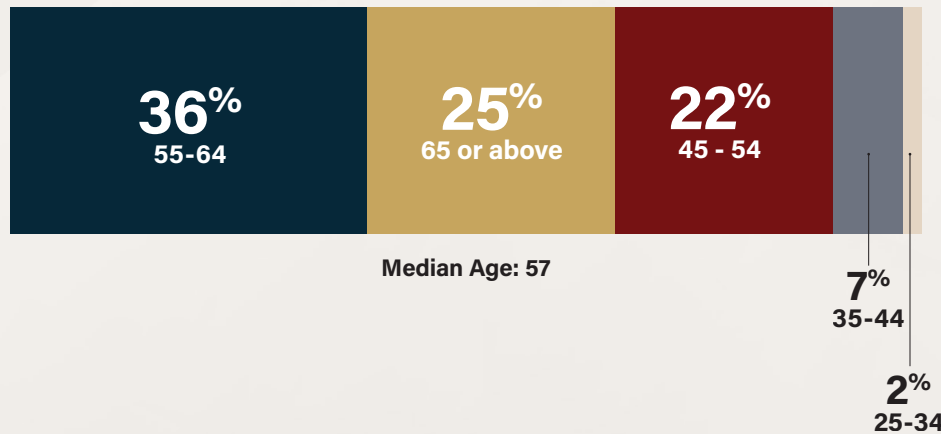
Wall and Ceiling Contractors Purchasing Influence by Product²



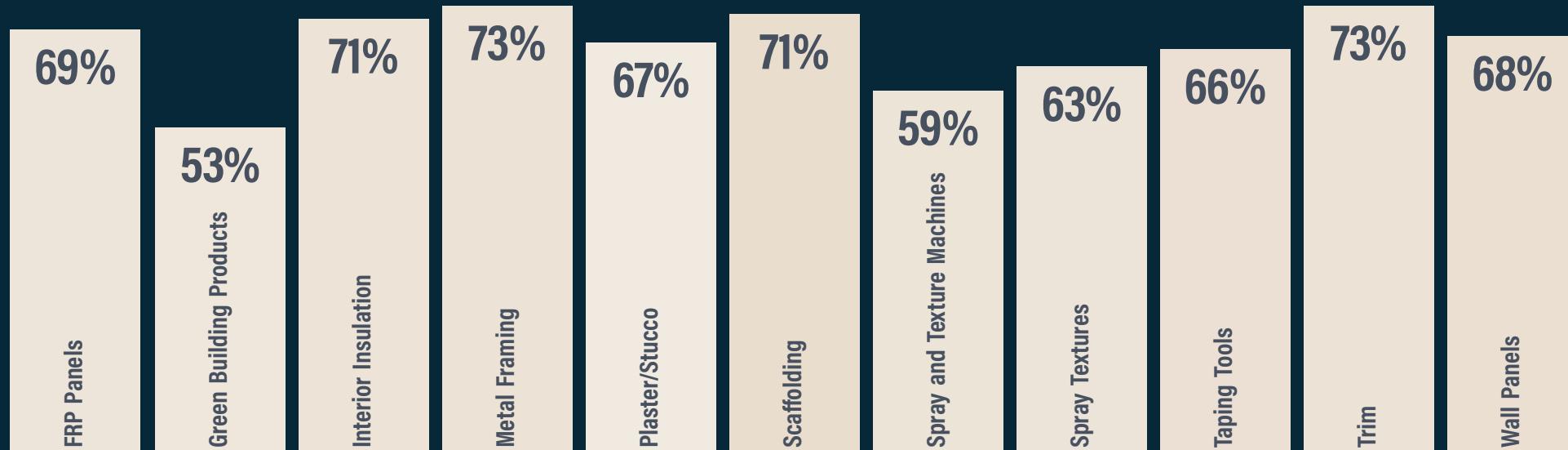
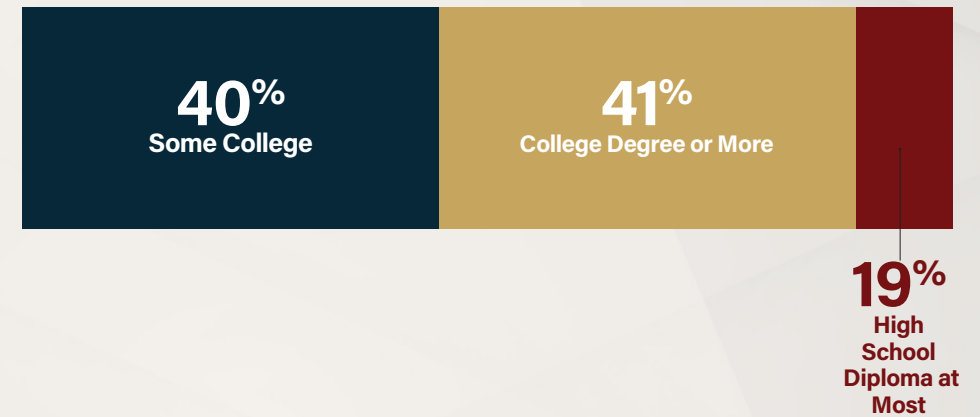
¹ Computer Fulfillment Inc. May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (Digital)
² Readex, August 2024 Study

and its purchasing power

Across Age Ranges²



Spanning Education Levels²

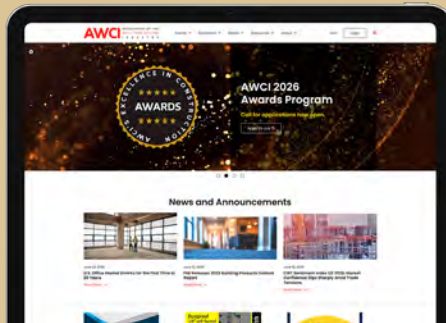
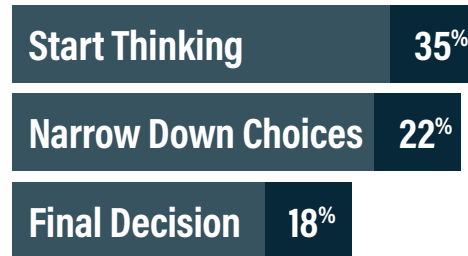


media impacts lead the sales process



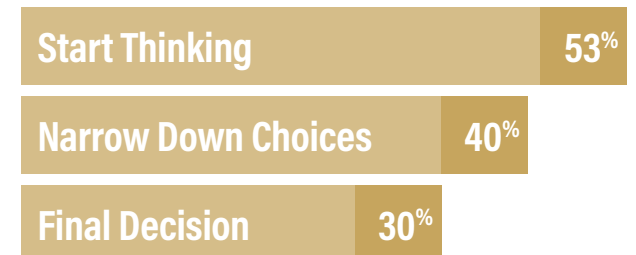
Print

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



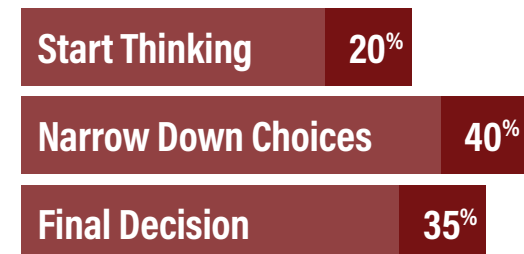
Digital

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 digital methods.²

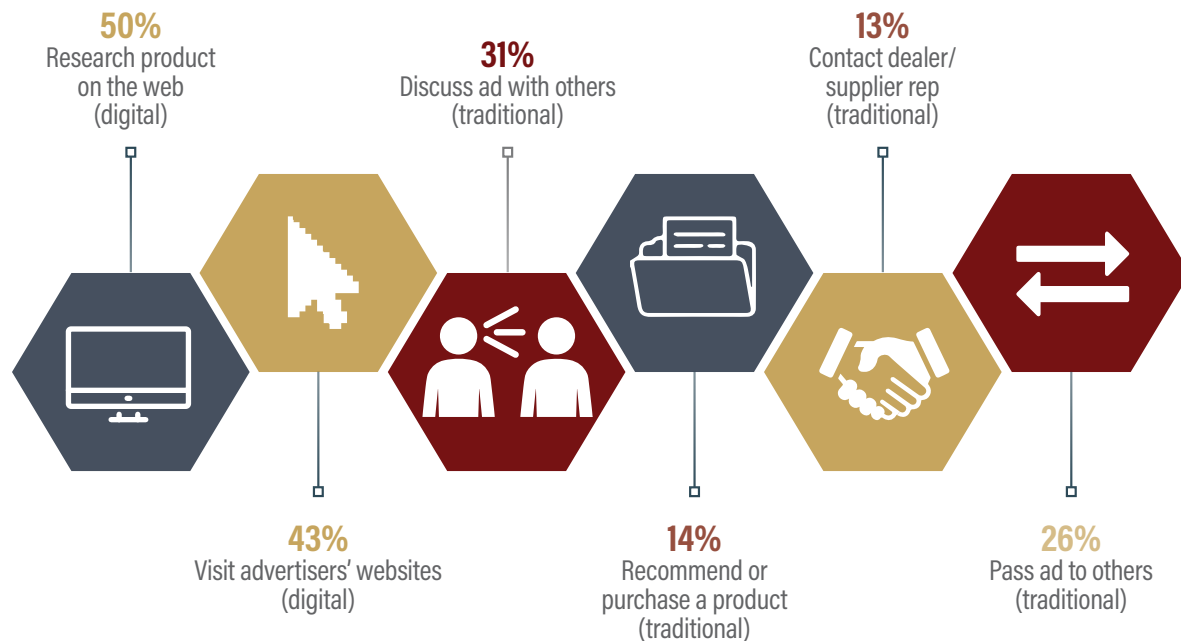
Traditional Follow-Up

61%



Digital 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 2026 AWCI TQ = 22,190 (Print) + 8,690 (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 2,200+ industry professionals, offering unparalleled networking, education and business opportunities. Elevate your brand's presence at this multi-day convention, featuring an expansive trade show, exclusive networking and breakout sessions with industry leaders.

Why Attend BUILD?

- **Connect with 2,200+ Attendees:** Engage with a diverse audience of industry professionals, from contractors to manufacturers and suppliers.
- **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: www.AWCIBuild.org and www.awci.org/events/industry-leaders-conference.



AWCI's Emerging Leaders Program

Tailored for aspiring industry professionals—including contractors, manufacturers and suppliers—this program offers curated, experiential education you won't find anywhere else.

Advance your career through a unique blend of:

- Technical training and soft-skills development
- Peer-to-peer learning and exclusive networking
- Industry-specific value designed to elevate your career within the wall and ceiling sector

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

1 Computer Fulfillment Inc, May/June 2026 AWCIBuild TQ = 22,190 (Print) + 8,690 (Digital)

2 Readex, August 2024 Study

3 Publisher's own information

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	11/20/26	12/8/26	Business Solutions, Innovations and Technology	Convention Keynote and Highlights	
MAR/APR	1/22/27	2/8/27	Human Resources		BUILD27 AWCI's Convention + Expo April 12-15 • Grapevine, TX
MAY/JUN	3/24/27	4/8/27	Safety and Health	Pinnacle Award and Industry Awards Issue	
JUL/AUG	5/27/27	6/8/27	Technical Construction		Florida Wall and Ceiling Contractors Association TBD
SEP/OCT	7/23/27	8/9/27	Leadership and Influence		Insulation Contractors Association of America September 2027
					AWCI Industry Leaders Conference October 27-29 Austin, TX
NOV/DEC	9/24/27	10/8/27	Risk Management, Budgeting and Estimating	Corporate Profile Materials Due 9/20	

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			
JAN	12/21/26	11/6/26	11/13/26	12/1/26	12/21/26	12/21/26
FEB	1/20/27	12/7/26	12/14/26	1/4/27	1/20/27	1/20/27
MAR	2/22/27	1/6/27	1/13/27	2/1/27	2/22/27	2/22/27
APR	3/22/27	2/8/27	2/15/27	3/1/27	3/22/27	3/22/27
MAY	4/20/27	3/8/27	3/15/27	4/1/27	4/20/27	4/20/27
JUN	5/20/27	4/6/27	4/13/27	5/3/27	5/20/27	5/20/27
JUL	6/21/27	5/6/27	5/13/27	6/1/27	6/21/27	6/21/27
AUG	7/20/27	6/7/27	6/14/27	7/1/27	7/20/27	7/20/27
SEP	8/20/27	7/6/27	7/13/27	8/2/27	8/20/27	8/20/27
OCT	9/20/27	8/6/27	8/13/27	9/1/27	9/20/27	9/20/27
NOV	10/20/27	9/6/27	9/13/27	10/1/27	10/20/27	10/20/27
DEC	11/22/27	10/6/27	10/13/27	11/1/27	11/22/27	11/22/27

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

AWCI ASSOCIATION OF THE WALL AND CEILING CONTRACTORS

Home Education Media Resources About

hello.wall@awci.org

Log In

STEEL-DOING IT RIGHT®

Newly Updated Program
Gain a competitive advantage.
Drive profitability.

Steel-Doing It Right® is an online, self-paced educational program that provides expert formulated training on best practices for cold-formed steel (CFS) framing in both non-structural and structural applications.

Register Enquire

MORE WALL. LESS TIME.

Advanced by John Carter, President of Advanced Steel Framing

Get Video Tips and Solutions from Wall and Ceiling Pros

What's In It for You!

The online educational program is aimed at owners, project managers, estimators, superintendents and forepersons as well as architects and code officials. Content is based on industry accepted standards and best practices.

- Drive Profitability
- Improve Estimating
- Gain a Competitive Edge
- Earn Professional Credits (10 PDH hours for engineers and 10 LU hours for AIA credit)

Topics Covered

- Module 1: Introduction to Steel-Doing It Right
- Module 2: Steel Framing Materials
- Module 3: Engineering Considerations
- Module 4: Basic Connections and General Considerations
- Module 5: Roofing and Ceiling Guidelines
- Module 6: Truss Assemblies
- Module 7: Load Bearing Wall Assemblies
- Module 8: Wall Shear and Curved Wall Framing
- Module 9: Interior Systems
- Module 10: Roof Assemblies
- Module 11: Foundation
- Module 12: Estimating
- Module 13: Documents, Management and Quality

Testimonials

"It was awesome to be at the forefront of the cold-formed steel framing industry. I would recommend this program to everyone, even the those who have been framing for decades."

— Deborah Mead, owner Ward & Ward, Decatur, TX

"After 10 years of specifying and drawing details for cold-formed steel projects, I was gratified to take part in the Steel-Doing it right program. The exercises/presentations were knowledgeable and developed a comprehensive program that will assist me in updating our office knowledge base. I definitely plan to have my staff take part in this program."

— Richard Menden, AIA, R&B Architects, Buffalo, NY

"The Steel-Doing It Right® program, expanded my knowledge of cold-formed steel installations. The presenters are well versed in all levels of cold-formed steel, and the modules will continue to be a reference resource."

— Raymond Ball, Project Manager/Estimator, Raymond-Northern California, Concord, CA

Cost

\$300 **\$600**

AWCI Members Non-Members

Register Enquire About Program

Format

The educational certificate program is presented using narrated slide formatting, graphics, animations and video clips. The content is not product specific, refers to the steel manufacturer as advised on illustrations/diagrams.

Each module includes a printable version of the course slides. Participants can print these or save them as their own slides for the purpose of study, taking notes and future reference.

Expiration

Please note that you will have six months from the date you receive your login email to complete this program. Programs have a non-refundable and non-transferable.

Inline Square: \$2,200

Leaderboard: \$2,400

awci blast media impact your industry



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

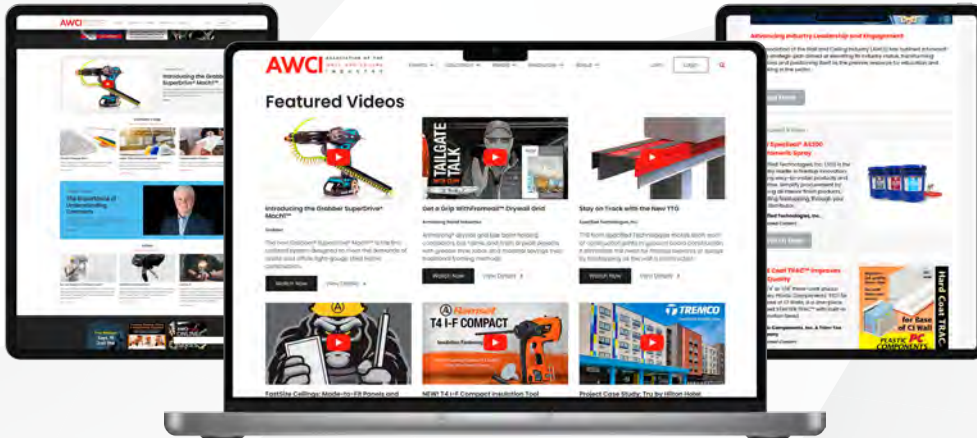
\$5,500

¹ Computer Fulfillment Inc, May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (Digital)

² Readex, August 2024 Study

³ Publisher's own information

awci bundled media collective resources



Featured Video

Drive contractors to your video. Includes impact through:

- AWCI Media Content Pages—the most traffic on AWCI's website.
- *The Finish Line* Weekly Newsletter—prominent 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 not available through traditional advertising. Garner thought leadership, introduce new products and strengthen awareness 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 knowledge on new products, services and programs, we provide this information from one of our media partners.

[Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#) [YouTube](#) [Instagram](#)

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




The Fastener Solutions Catalog:
284 PAGES OF PURE PRODUCTIVITY.



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 15 and put your best work front and center.

[Award Entry](#)

CALENDAR/EVENTS
July 25 Webinar: Mastering Construction Robotic Layout

AWCI ASSOCIATION OF THE WALL AND CEILING INDUSTRY

Articles & Insights

Clear Studies

Building Science Magazine

Building Science News Channel

Construction Science

Construction Knowledge

Building Science Center

[hp](#) [AWCImedia VIDEO SHOWCASE](#)

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

On Wed, 7/25/25 2:00 PM
(Sponsored and will be promoted by HP)

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 at: www.awci.org/webinars](#)

ONLINE LEARNING SERIES

FREE WEBINAR Presented by **hp** **Turner**

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](#)

AWCImedia ONLINE LEARNING SERIES

Manage Page

AWCI - Association of the Wall and Ceiling Industry

Professional Dashboard

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](#)

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.

display rates

Rates (Gross)

4-color	1X	3X	6X
Full page	\$7,055	\$6,745	\$6,530
¾ page	\$5,875	\$5,640	\$5,490
NEW ½ Page Horizontal Premium	\$5,450	\$5,240	\$5,080
NEW ½ Page Vertical Premium	\$5,450	\$5,240	\$5,080
½ Island	\$5,350	\$5,145	\$4,985
½ Page	\$4,905	\$4,725	\$4,610
⅓ Page	\$3,965	\$3,845	\$3,750
¼ 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 2027.

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) you wish to display should be kept within these dimensions.

Trim Area

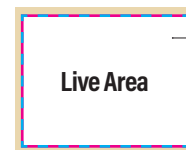
The page size to setup your ad file to.

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
½ Horizontal Premium (live area)	7.75"	5"
½ Horizontal Premium trim	8.25"	5.5"
½ Horizontal Premium bleed	8.5"	5.75"



Live Area

Trim Area

Bleed Area



A ½ horizontal premium as it would appear on a left hand page.

1/2 Vertical Premium Specs

Ad Size	Width	Height
½ Vertical Premium (live area)	3.5"	10.375"
½ Vertical Premium trim	4"	10.875"
½ Vertical Premium bleed	4.25"	11.125"



Live Area

Trim Area

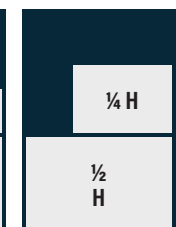
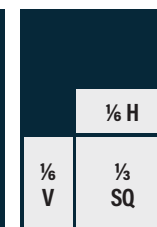
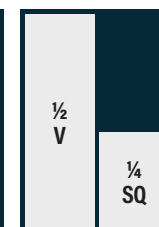
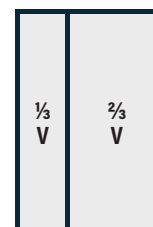
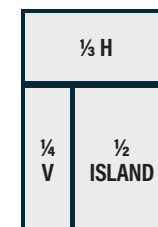
Bleed Area



A ½ vertical premium as it would appear on a right hand page.

Standard Fraction Ad Specs

Ad Size	Width	Height
¾ Vertical	4.5"	10"
½ Island	4.5"	7"
½ Vertical	3.375"	10"
½ Horizontal	7"	4.875"
⅓ Vertical	2.25"	10"
⅓ Horizontal	7"	3.25"
⅓ Square	4.5"	4.875"
¼ Vertical	2.25"	7"
¼ Horizontal	4.5"	3.75"
¼ Square	3.375"	4.875"
⅙ Horizontal	4.5"	2.5"
⅙ 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

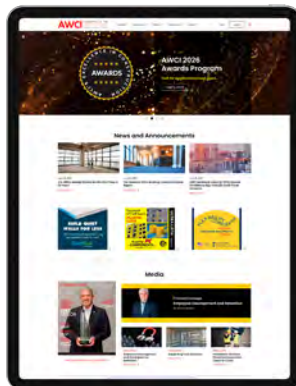
E-Blast Advertising (Net)

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
BUILD Newsletter	
Top Banner	\$1,950
Feature Content Block	\$1,750
Innovation Newsletter	
Top Banner	\$1,950
Feature Content Block	\$1,750



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, PNG or GIF, 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.*

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

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.)

Boost Image. 250px x 250px, 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

Boost Image. 250px x 250px, 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, BUILD AND INNOVATION NEWLETTERS

Top Banner

Image. width: 600px height: 150px.

Format. JPEG or PNG, RGB, 72 dpi.

Hyperlink. One URL for linking

Feature

Headline. 30 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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WALL AND CEILING
INDUSTRY

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