

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

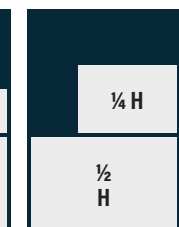
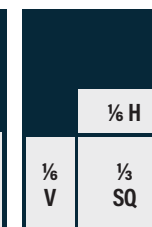
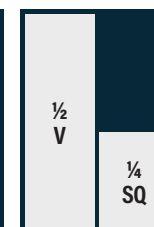
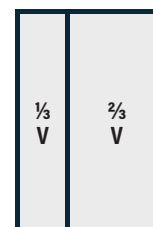
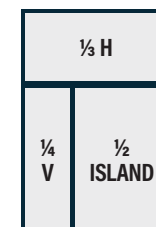
Bleed Area



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

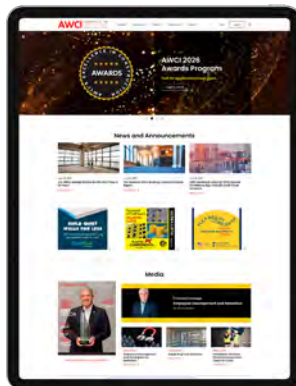
E-Blast Advertising (Net)

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.