

AWCI

MEDIA PLANNER 2025



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.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.

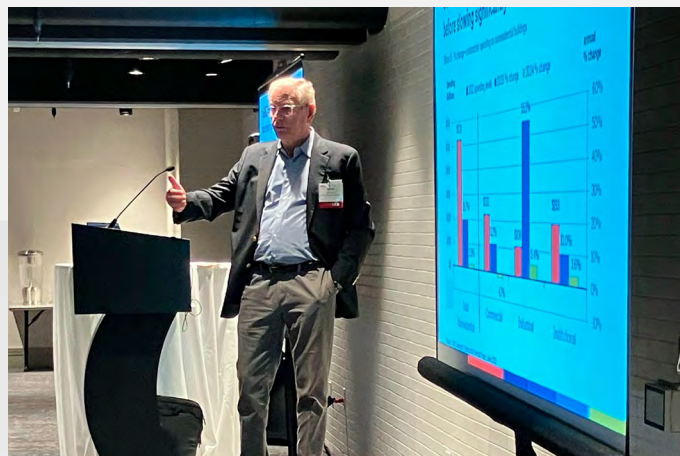
- BUILD: AWC's Convention + Expo
- AWC's Industry Leaders Conference
- AWC's Project Manager Development Series



Doing It Right

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

- Ceilings—Doing It Right®
- EIFS—Doing It Right®: [Second Edition](#)
- Exterior Envelope—Doing It Right®
- Gypsum—Doing It Right®
- Steel—Doing It Right®
- Stucco—Doing It Right®



Programs and Advocacy

AWC 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 with ICC, NFPA, OSHA and Sustainability and LEED



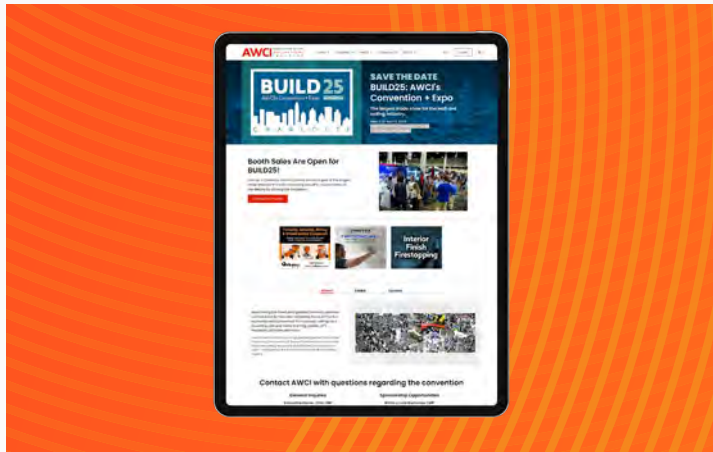
AWC's Construction Dimensions Your Best Market Reach

- The Industry's Only Bi-Monthly Printed Magazine³
- 28,200 Industry Professionals¹
- Largest Magazine Circulation^{1,3}
- Largest Contractor Reach^{1,3}
- Largest Distributor Reach^{1,3}

¹Computer Fulfillment Inc., June 2024 AWC TQ = 25,000 (Print) + 4,400 (Digital)

²Readex, August 2022 Study

³Publisher'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



New Weekly Newsletter Advertising—*The Finish Line*

Impact Your Industry

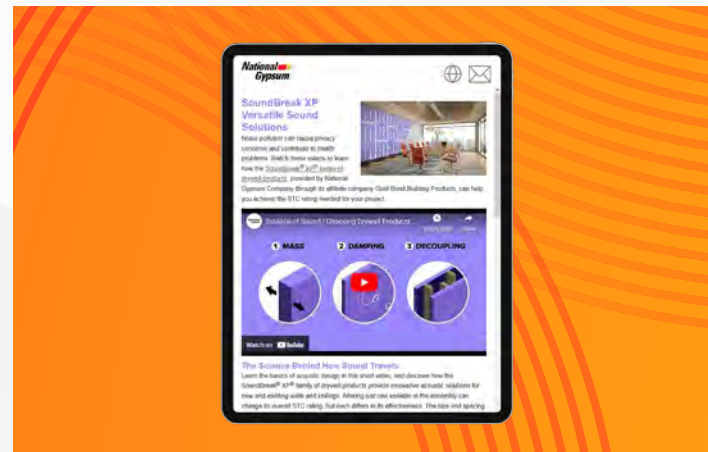
- Personalized Content
- In-Depth Articles and Resources
- Industry News and Events



Custom Advertising

Thought Leadership Defined

- Manufacturer's Corner: Sponsored Content
- AWCI-Sponsored Webinars
- Featured Videos
- Product Spotlights—Company-Specific E-Blasts



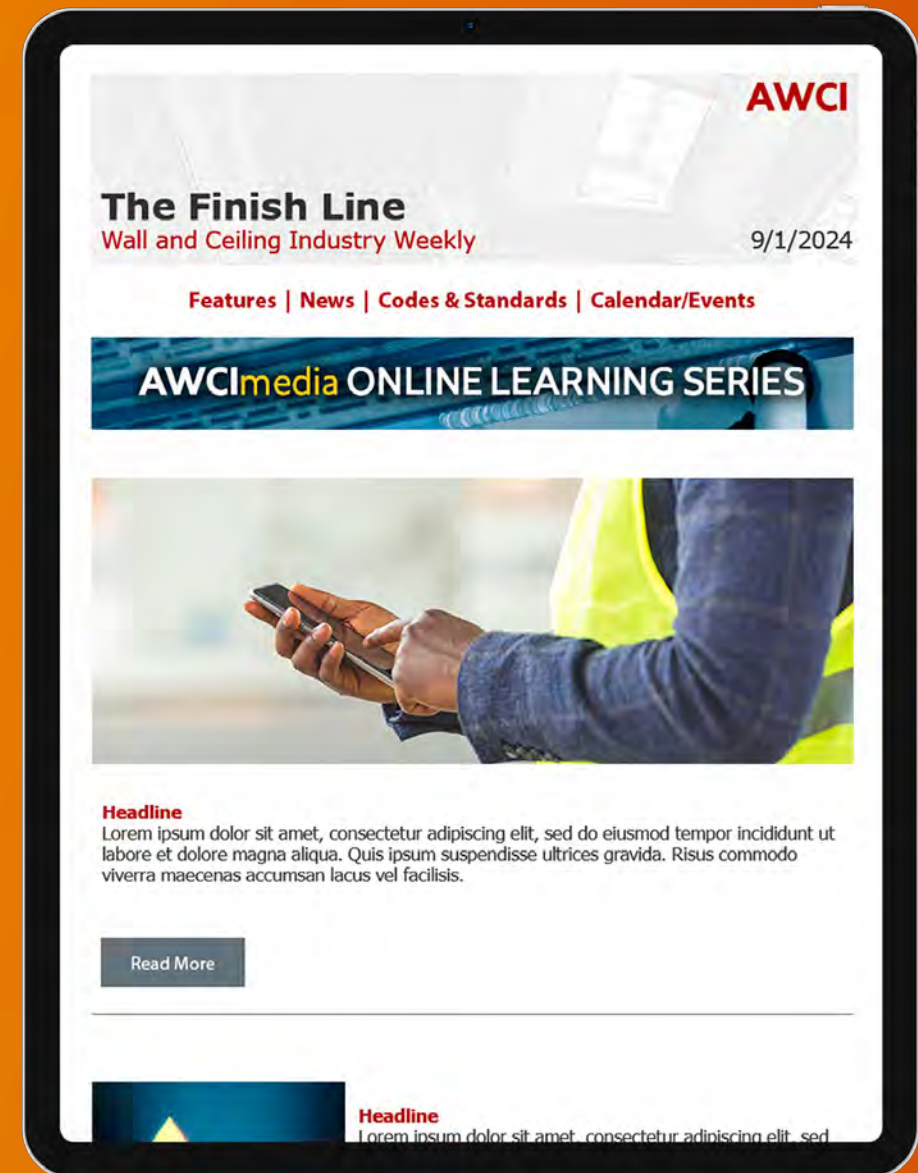
Annual Advertising

Year-Long Impact

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

exciting new newsletter

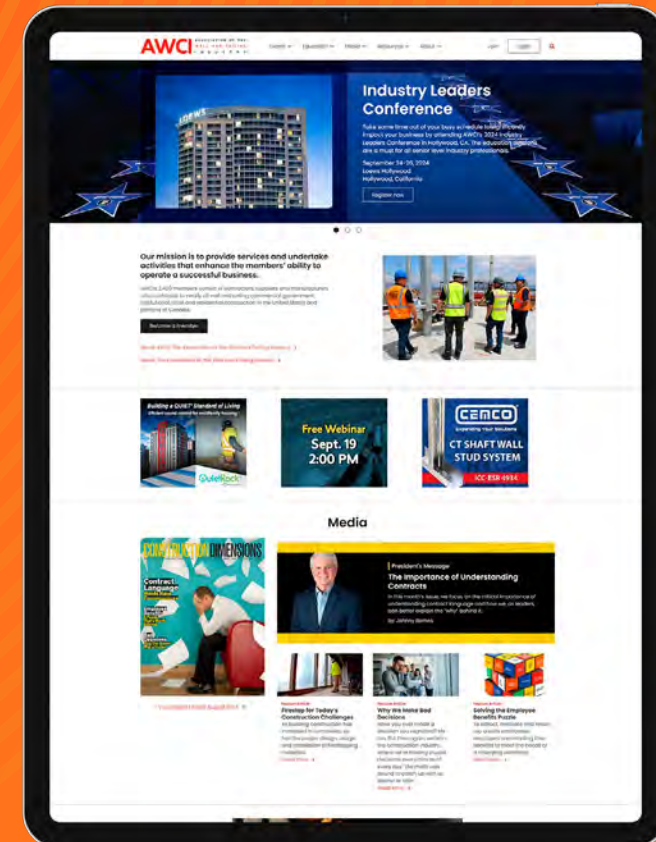
Personalized, dynamic content
22,850 weekly recipients
Powerful advertising opportunities
Interviews and videos
Full metrics





Celebrating 50 Years of Publication Excellence

- Complete redesign
- Increased page count
- Improved readability
- Industry-leading authors
- New frequency—bi-monthly



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's every other month.³

29,400¹ total qualified circulation



awci print media your marketing cornerstone



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

87%
PRINT
RESOURCES

62%
IN-PERSON
RESOURCES

57%
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

61%
PRINT
RESOURCES

24%
IN-PERSON
RESOURCES

25%
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 AWC's *Construction Dimensions*.²



87%
AWC'S
CONSTRUCTION
DIMENSIONS

13%
OTHER
INDUSTRY
MAGAZINES

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

87%
PRINT MAGAZINE
INCLUDED IN THEIR
SUBSCRIPTION²

60%
ONLY
PRINT
MAGAZINE²

27%
BOTH PRINT
AND
DIGITAL²

87%

want a print magazine in their media information package.²

Only
7%

prefer a digital magazine exclusively.²

This holds true for contractors:

At all sizes of companies

At all levels of electronic engagement

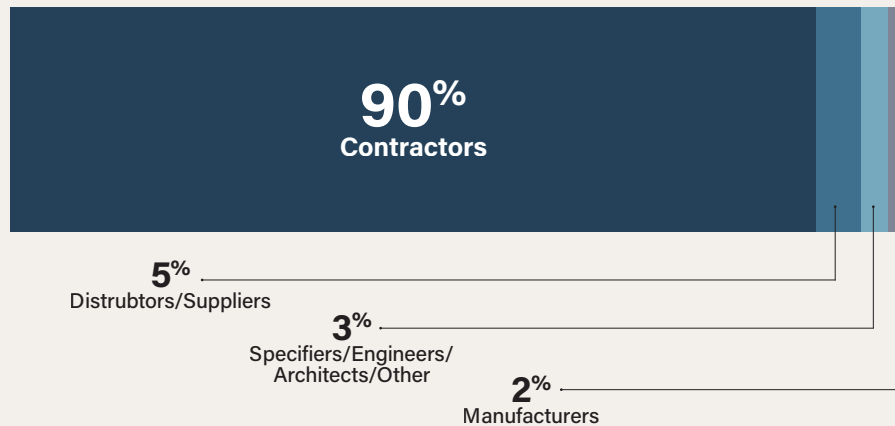
At all education levels²

¹Computer Fulfillment Inc., June 2024 AWC TQ = 25,000 (Print) + 4,400 (Digital) ³Publisher's own information

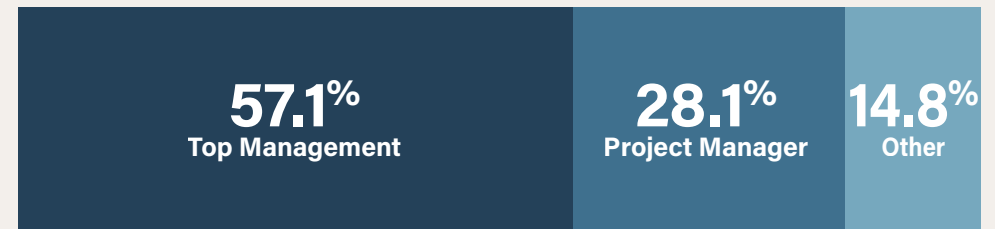
²Readex, August 2022 Study

understand the market

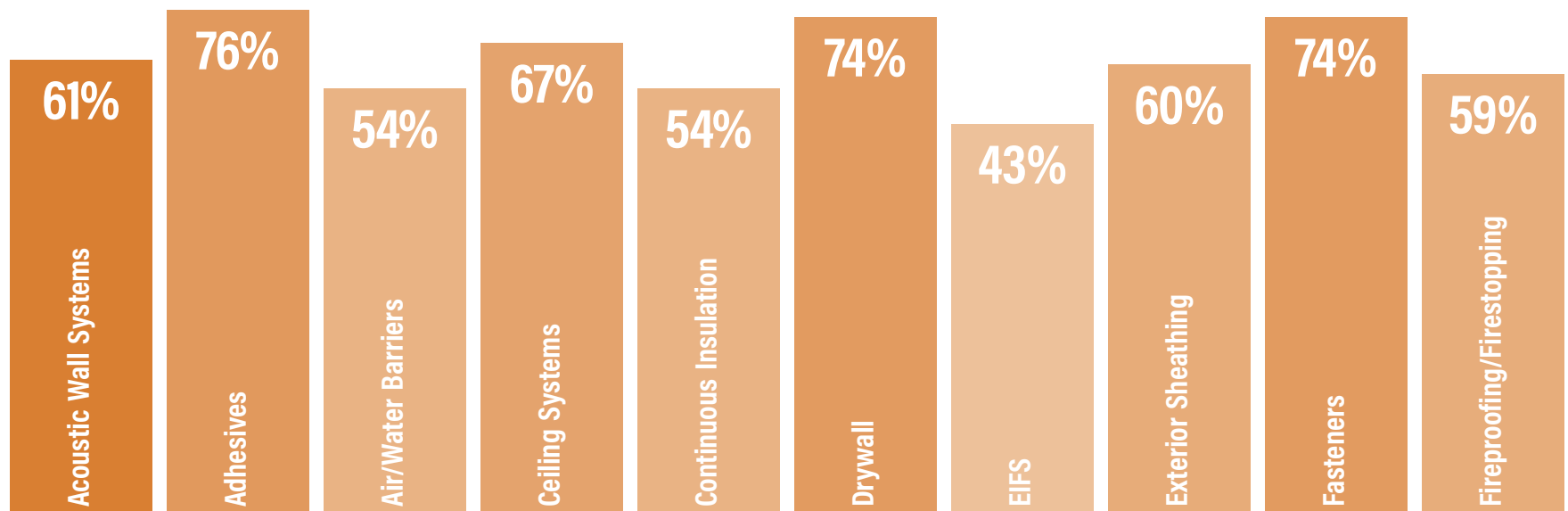
Target Contractors¹



Impact Decision-Makers¹



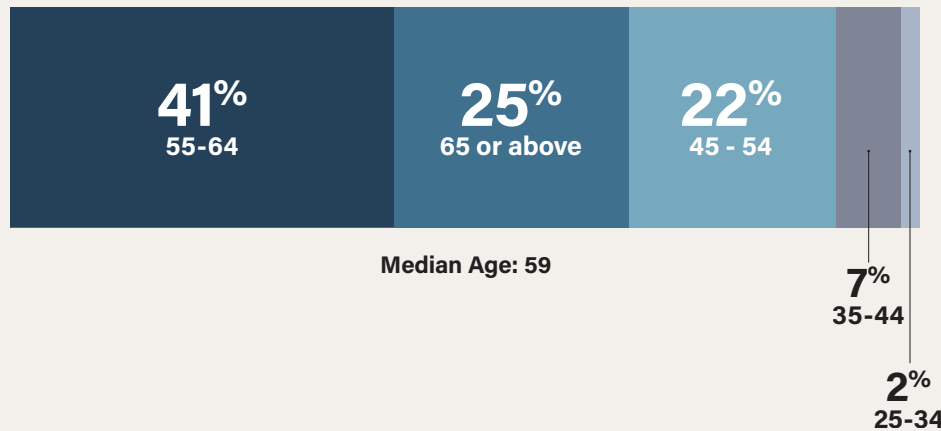
Wall and Ceiling Contractors Purchasing Influence by Product²



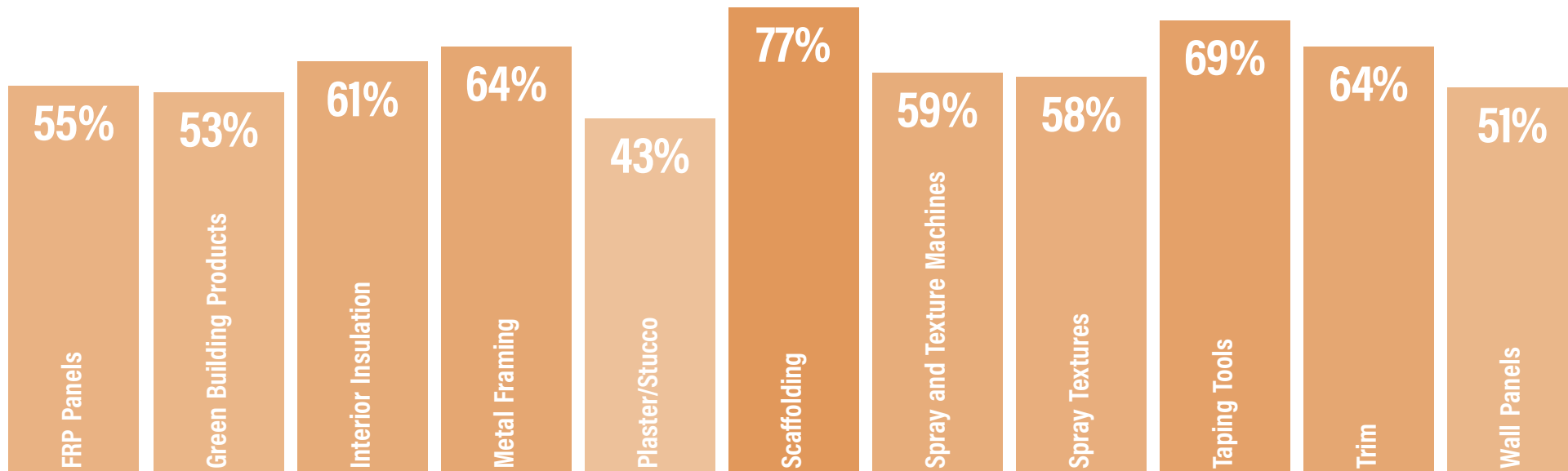
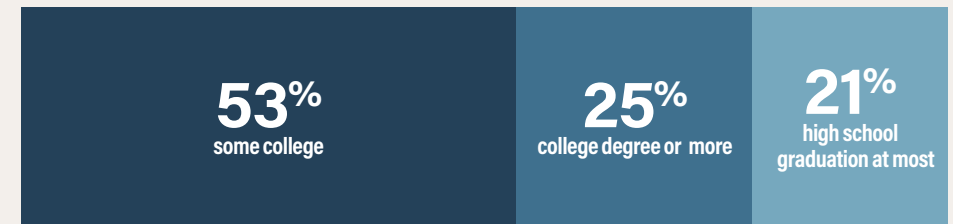
¹ Computer Fulfillment Inc., June 2024
² Readex, August 2022 Study

and its purchasing power

Across Age Cohorts²



Spanning Education Levels²



media impacts lead the sales process



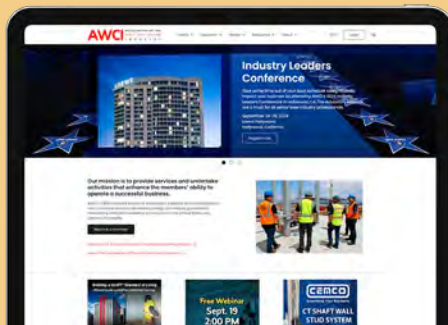
Print

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

Start Thinking 51%

Narrow Down Choices 29%

Final Decision 20%



Digital

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

Start Thinking 32%

Narrow Down Choices 35%

Final Decision 24%

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

Start Thinking 22%

Narrow Down Choices 29%

Final Decision 37%



In Person

contractors respond to advertising

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

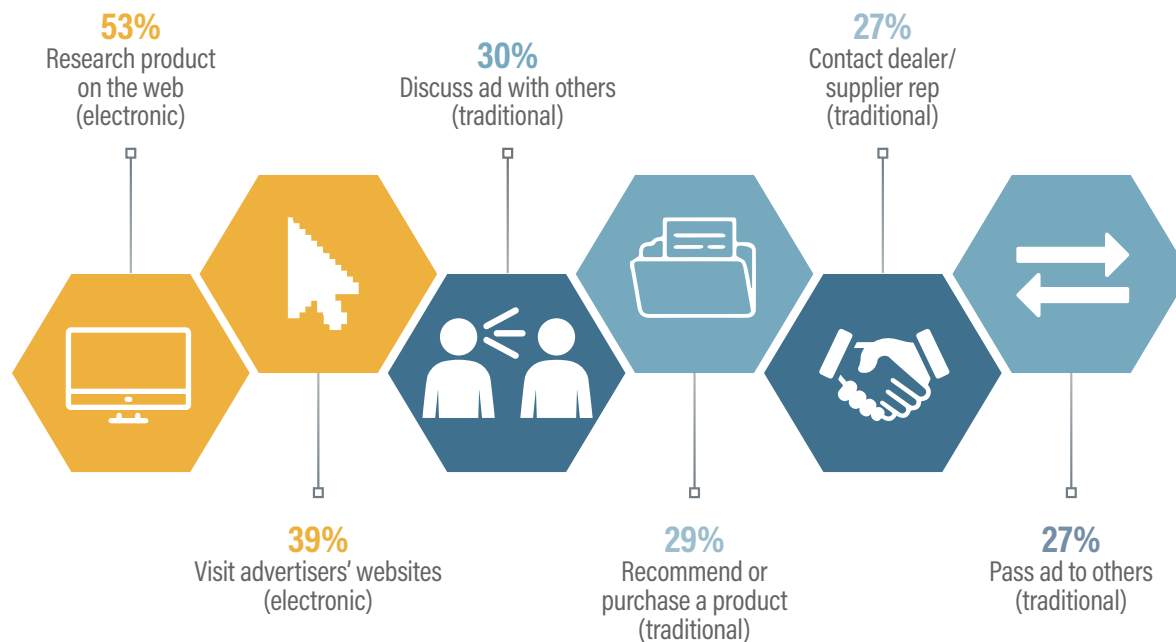
Traditional Follow-Up

64%



Electronic Follow-Up

67%



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

² Readex, August 2022 Study

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.
- **Garner 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. Class #3 is ready to begin its journey.

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 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	2025 Contractor Business Focus	Added Value and Opportunity	Bonus Distribution	
JAN/FEB	11/22/24	12/9/24	Business Solutions, Innovations and Technology			
MAR/APR	1/24/25	2/10/25	Safety and Health	Convention Keynote and Highlights	BUILD25 AWCI's Convention + Expo March 31-April 3 • Charlotte, NC	
MAY/JUN	3/26/25	4/8/25	Human Resources	Industry Awards Issue	NWCB May 15-17 Coeur d'Alene, ID	
JUL/AUG	5/27/25	6/9/25	Technical Construction		FWCCA July 25-26 Orlando, FL	
SEP/OCT	7/24/25	8/8/25	Leadership and Influence	AWCI Video Showcase Ad Closing 7/24, Materials Due 8/1	ICAA September 2025	
NOV/DEC	9/25/25	10/8/25	Risk Management, Budgeting, and Estimating	Corporate Profile Materials Due 10/1	STAFDA November 9-11 Phoenix, AZ	ILC November 10-14 Louisville, KY

e-, custom and blast media planning calendar

All Media Advertising

Joe Fernandez • 703.538.1606 • fernandez@awci.org

Specs, Deadlines and Classifieds

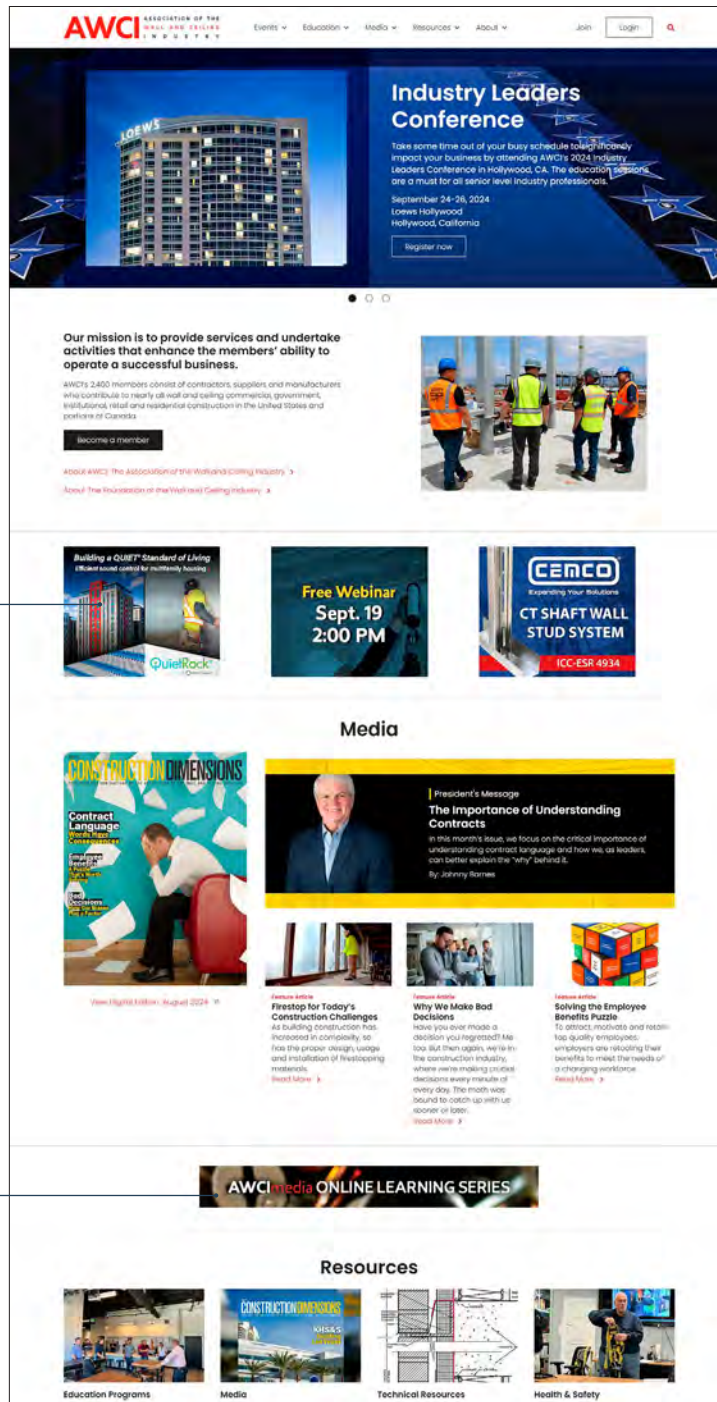
Brianna Bernstein • 703.538.1607 • bernstein@awci.org

Editorial

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

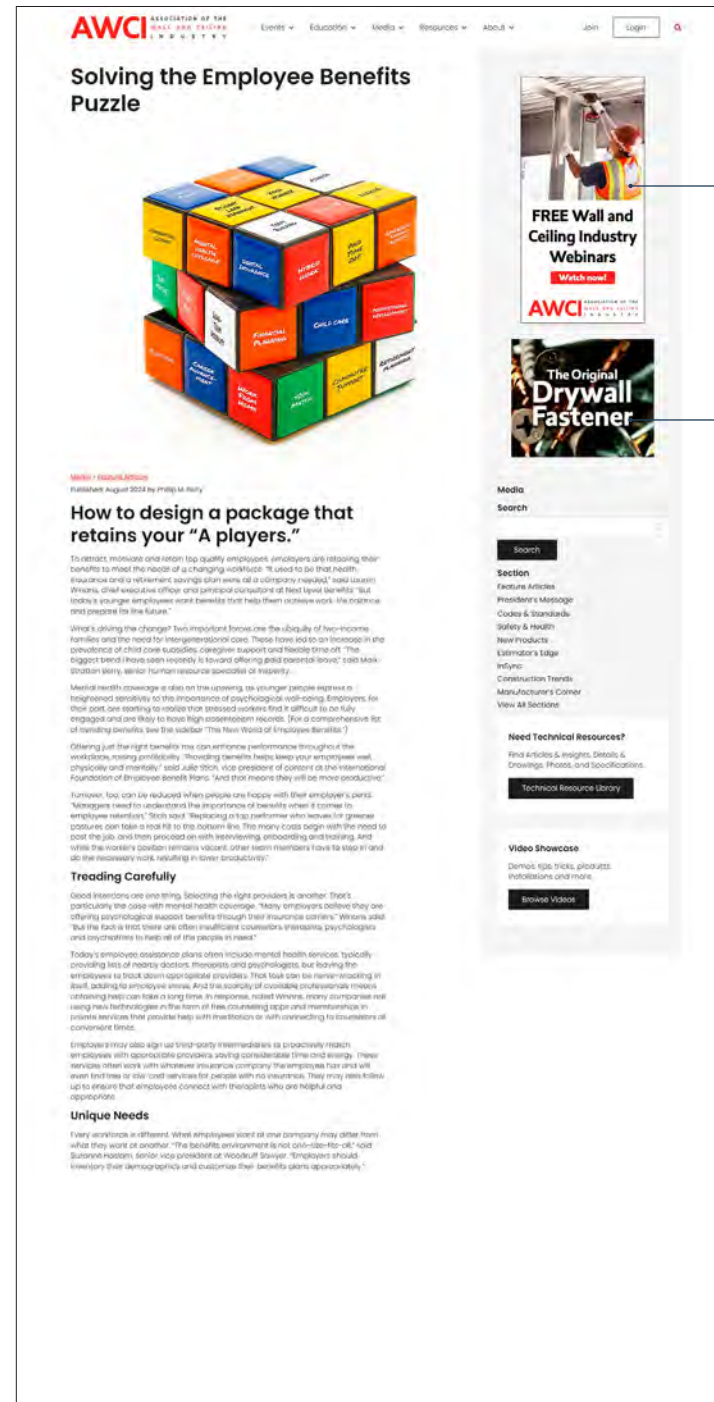
Month	Website Materials Due	Custom Advertising			Newsletter Materials Due	
	Website Large and Inline Rectangle, Leaderboard and Skyscraper	Manufacturer's Corner, AWCI-Sponsored Webinar		Featured Video Materials Due	The Finish Line	Product Spotlight (Deploys 4x Monthly)
		Closing	Materials Due			
JAN	12/20/24	11/13/24	11/20/24	12/2/24	12/20/24	12/20/24
FEB	1/20/25	12/13/24	12/20/24	1/2/25	1/20/25	1/20/25
MAR	2/20/25	1/13/25	1/20/25	2/3/25	2/20/25	2/20/25
APR	3/20/25	2/13/25	2/20/25	3/3/25	3/20/25	3/20/25
MAY	4/21/25	3/13/25	3/20/25	4/1/25	4/21/25	4/21/25
JUN	5/20/25	4/14/25	4/21/25	5/1/25	5/20/25	5/20/25
JUL	6/20/25	5/13/25	5/20/25	6/2/25	6/20/25	6/20/25
AUG	7/21/25	6/13/25	6/20/25	7/1/25	7/21/25	7/21/25
SEP	8/20/25	7/14/25	7/21/25	8/1/25	8/20/25	8/20/25
OCT	9/22/25	8/13/25	8/20/25	9/1/25	9/22/25	9/22/25
NOV	10/20/25	9/15/25	9/22/25	10/1/25	10/20/25	10/20/25
DEC	11/20/25	10/13/25	10/20/25	11/3/25	11/20/25	11/20/25

hub for the industry awci's enhanced website



Inline Rectangle: \$2,200

Leaderboard: \$2,400



Wide Skyscraper: \$4,600

Large Rectangle: \$2,350

awci blast media impact your industry



awci.org/productspotlight

Product Spotlight: Dedicated Email

This exclusive e-blast brings your message directly to nearly 19,000 industry professionals.³ With weekly deployments, these blasts are both timely and tie in with AWC 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

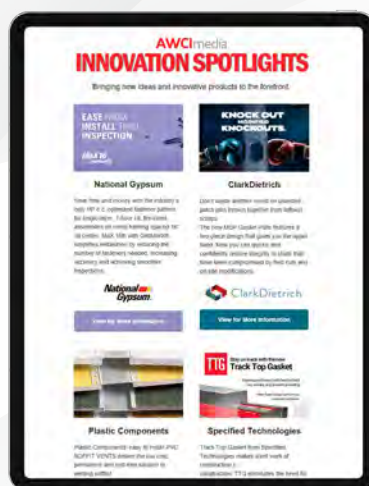
\$5,900

Pre-BUILD Expo Blast

\$4,400

Post-BUILD Expo Blast

\$4,200



Innovation Spotlights

This new monthly e-blast will highlight four innovative products or companies to nearly 19,000 experts across the industry. Join other cutting-edge companies to get your message out.

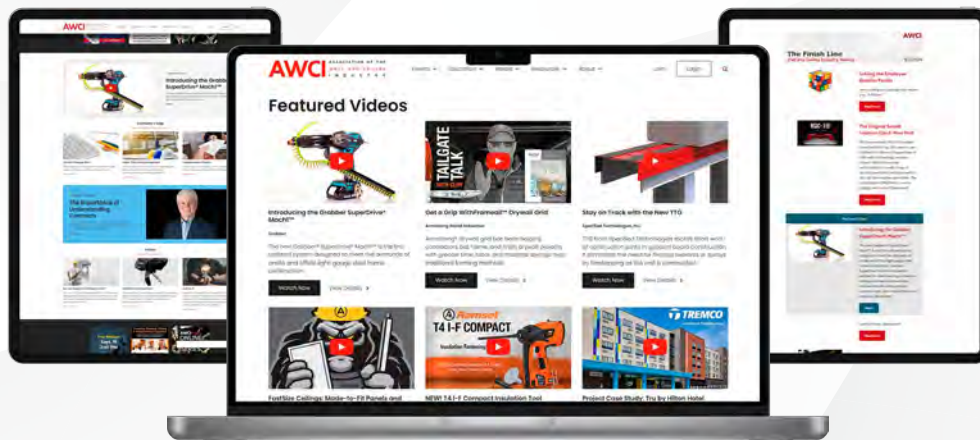
Net rate per participant

\$1,740

¹ Computer Fulfillment Inc., June 2023 AWC TQ = 28,200; 25,000 (Print) + 3,200 (Digital) ³ Publisher's own information

² Readex, August 2022 Study

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.

\$5,400 per deployment



Manufacturer's Corner: Sponsored Content

Share insights through this four-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.

- Up to a 2,000-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 12 months.

One Manufacturer Corner is available per month.


Net rate: \$5,400*

(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

THE ASSOCIATION OF THE WALL AND CEILING INDUSTRY

Share

Tweet

My Email

Printout

As part of AWCImedia's commitment to bring knowledge on new products, services and programs, we provide this information from one of our media partners.

[Webinars](#) | [Ebooks](#)



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 Hickley, Director of HP Construction Services, America, 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 presenter: Chris McKim, S.E., Reality Capture Manager, Turner Construction, will join us to share his experience using robots construction layout. Turner is a self-performing contractor that performs their own interior layout in select markets.

[Register for free!](#)

Presented by





The Finish Line

Wall and Ceiling Industry Weekly

9/1/2024

Features | News | Codes & Standards | Calendar/Events

AWCImedia ONLINE LEARNING SERIES



Meet Johnny Barnes, AWCI's New Leader

AWCI's new president is passionate about the next generation, prelab and family.

[Read more](#)



Get More Done With Senco Screwdrivers

Senco's cordless auto-feed screwdrivers are built to meet the demands of professional users and the toughest jobsites. Three available models that drive 1/2", 3/8" and 1/4" screws are ideal for drywall metal framing, sheathing, and cement board applications. [Sponsored](#)

[Read more](#)



Register for the July 25 "Mastering Construction Robotic Layout" Webinar

With increasing project complexity and a shrinking skilled labor pool, automation is becoming a challenge. This

The screenshot shows the AWSI (Advanced Welding Systems Institute) website. The header features the AWSI logo and navigation links: Home, About, Services, Products, and Contact. A search bar is located in the top right corner. The main content area is titled "Articles & Insights" and lists several articles with their titles and authors. Below this, there is a "Featured Video" section with a video player and a "Video Showcase" section with a list of videos. The sidebar on the left contains a navigation menu with links: Home, About, Services, Products, Contact, and a "Featured Video" section. The bottom of the page has a footer with the AWSI logo and contact information.

Learn how robotics is accelerating construction layout speeds

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

hp

Learn How Robotics is Accelerating Construction Layout Speeds

Automation of the Wall and Ceiling Industry

10:45


High Performance Line Robot
Automation of the Wall and Ceiling
Understanding the Role of the
Search Data Service Products
Automation of the Wall and Ceiling
Interior Wall Framing
Automation of the Wall and Ceiling
Spring using Ceiling Hooks only
Automation of the Wall and Ceiling
Automation of the Wall and Ceiling
Compliant Solutions
Automation of the Wall and Ceiling
Track, an interesting condition
Automation of the Wall and Ceiling
Benefits of Fully Customized for
project completion
Automation of the Wall and Ceiling
Laser Line Problems in
Automation of the Wall and Ceiling
Automation of the Wall and Ceiling


Report Integration in Under
Construction in 2024


2024-2025: Possible Road
Ahead - John Brown


How Millimeter Earthwork
Accuracy can be a Game Changer
Automation of the Wall and Ceiling


[illegible]



Manage Page



AWC - Association of the Wall and Ceiling Industry


 Professional dashboard


 Insights

 Ad Center


 Create edit


 Boost Instagram post


 Settings


 More tools


Manage your content, connect third-party


 Meta Verified


 Link in bio

 Meta Business Suite

 Recognize Manager


AWC - Association of the Wall and Ceiling Industry


 Registered Professional



 July 12


Join AWC's Trade and Off for the innovative, innovative 2024 Annual Learn Now Event: **Accelerating Construction Layout Speeds** (can go July 12 at 12 p.m. ET)


Ragier today! <https://on.ly/3wJf8d3>


Construction layout is a challenging task, requiring project connectivity and a shrinking skilled labor pool. The industry is collectively seeking solutions to this problem, and efforts are being made to do just that, elevating new types of professionals and leveraging the capabilities of various professional equipment to enhance layout work. This seminar will focus on various construction layout solutions that can accelerate the layout process and reduce labor time. It will also cover essential details for reducing off-late layout errors and other critical labor-related issues. Discover how automation, the layout brings new levels of efficiency and accuracy to construction.

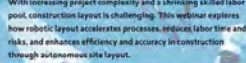
[Webinar: Construction Layout Automation](#) | [Construction Layout Speeds](#) | [AWC](#)













Details:
 July 25 • 2 p.m. ET




Register for free at:
www.awcmedia.com/construction



ONLINE LEARNING SERIES

AWC - Association of the Wall and Ceiling Industry

Twitter: @AWC_111 | LinkedIn: AWC is located at 30 general executive drive, camden, nj 08005



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.

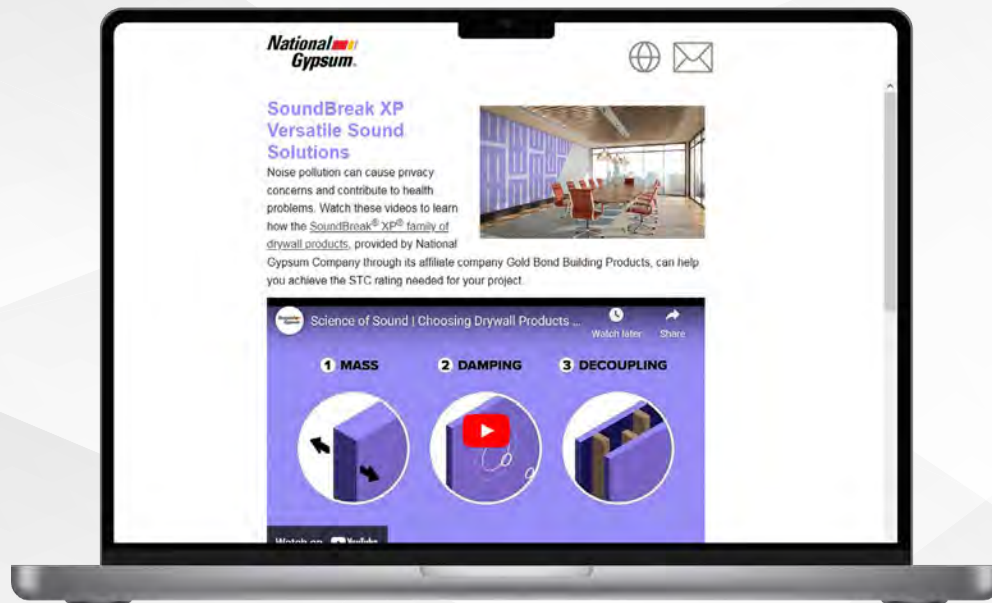
Online Learning Series Webinars
are twice per month.

Net rate: \$10,950*

(Contact AWCi for full details.)

video showcase

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



AWCI's newest offering provides both print and e-blast impact.
Your showcase will have traffic driven to it ...



... by appearing in the September/October 2025 issue of AWCI'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).

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 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

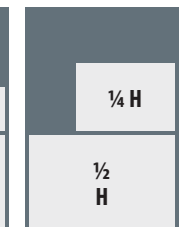
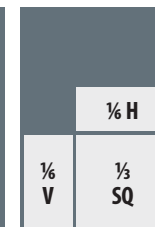
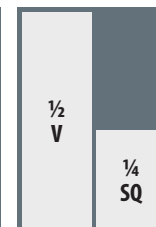
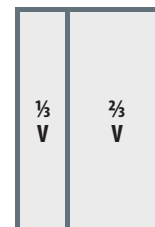
Bleed Area



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	
Wide Skyscraper	\$4,600
Leaderboard	\$2,400
Large Rectangle	\$2,350
Inline Rectangle	\$2,200

Product Spotlight E-Blast	
Full Distribution Blast	\$5,900
Pre-BUILD Blast	\$4,400
Post-BUILD Blast	\$4,200

Innovation Spotlights	
Spotlight Participant	\$1,740

NEW Newsletter Advertising (Net)

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

Custom Advertising (Net)

Thought Leadership Defined	
Featured Video	\$5,400
Manufacturer's Corner - Sponsored Content	\$5,200
AWCI Sponsored Webinars	\$10,950

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 Rectangle. 300px x 250px
Large Rectangle. 336px x 280px
Mobile Banner. 320px x 100px
Leaderboard. 728px x 90px
Wide Skyscraper. 300px x 600px

Custom 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. 1,100 to 2,000 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.

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.
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

PRODUCT SPOTLIGHT

Image. 650 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.
**Text appearing in most inboxes.*

INNOVATION SPOTLIGHT

Feature

Headline. AWCI will use your company name as your product's headline.
Copy. Up to 50 words.
Image. 260px x 160px, JPG or PNG, 72 dpi, RGB
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.

THE FINISH LINE

Top Banner

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

Square ad

Image. 300px x 300px
Format. JPEG or PNG, RGB, 72 dpi
Hyperlink. One URL for linking

Feature

Headline. 40 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 E:Dimensions Code of Conduct. Impression and click-through reports are 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 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 Media's Code of Conduct.

Visit awci.org/copyandcontractregulations and awci.org/codeofconduct for details.

**Director of Business Development and
Advertising Sales**
Joe Fernandez
703.538.1606 • fernandez@awci.org

Advertising and Media Manager
Brianna Bernstein
703.538.1607 • bernstein@awci.org

**Director of Communications and Marketing
Editor of *Construction Dimensions* Magazine**
Amelia Miedema, CAE
703.538.1604 • miedema@awci.org

Manager, Graphics & Art
Craig Wood
703.538.1605 • wood@awci.org

AWCI
ASSOCIATION OF THE
WALL AND CEILING
I N D U S T R Y

www.awci.org