

display rates and specs

AWCI'S

CONSTRUCTION DIMENSIONS

PUBLISHED FOR CONTRACTORS BY THE ASSOCIATION OF THE WALL AND CEILING INDUSTRY

Rates (Gross)

4-color	1X	3X	6X	12X
Full page	\$7,055	\$6,745	\$6,530	\$6,080
2/3 page	\$5,875	\$5,640	\$5,490	\$5,250
1/2 island	\$5,350	\$5,145	\$4,985	\$4,715
1/2 page	\$4,905	\$4,725	\$4,610	\$4,350
1/3 page	\$3,965	\$3,845	\$3,750	\$3,605
1/4 page	\$3,675	\$3,570	\$3,490	\$3,360

Covers	1X	3X	6X	12X
2 & 3	\$8,920	\$8,610	\$8,395	\$7,590
4	\$9,270	\$8,960	\$8,745	\$7,750

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.

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"
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"

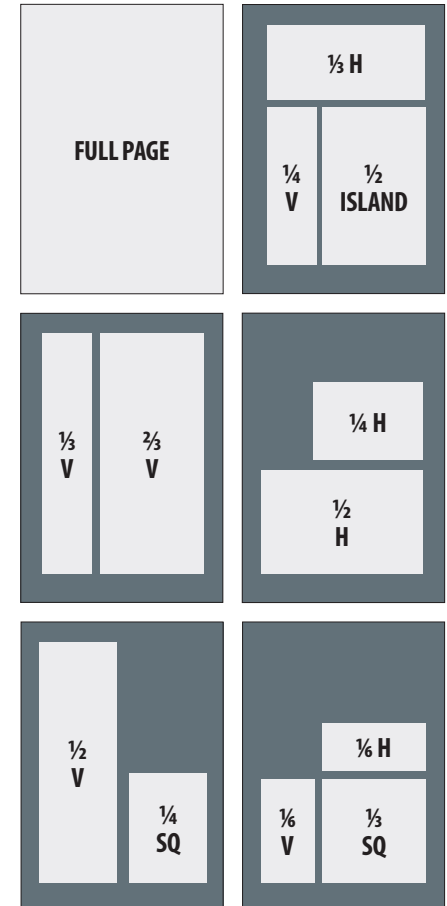
Print Media Submission Guidelines

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 preferred).
- Adobe Illustrator (AI) or EPS files. Placed images must be embedded within file and CMYK.



Marketplace (Net)

Advertising: Marketplace				
Display (text + graphic)				
	1x	3x	6x	12x
3.5" x 2.25"	\$475	\$470	\$445	\$400
2.25" x 3"	\$370	\$335	\$315	\$295

Listing (text only)				
	1x	3x	6x	12x
50 Words	\$145	\$135	\$120	\$110

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).