

Ceilings and Interior Systems Construction Association
MEDIA GUIDE



**CONNECT WITH DECISION MAKERS IN THE
CEILINGS AND INTERIOR FINISHES INDUSTRY!**

*Acoustical Interior Construction Magazine / CISCA eNewsletter
CISCA Website Advertising - CISCA.org / Constructor Newsflash*

FOR MORE INFORMATION, PLEASE CONTACT:





**ACOUSTICAL INTERIOR
CONSTRUCTION
MAGAZINE**

**CISCA ENEWSLETTER
WEEKLY NEWSLETTER**

**CISCA WEBSITE
WWW.CISCA.ORG**

**CONSTRUCTOR
NEWSFLASH
DIGITAL EDITION
SPONSORED EBLAST**

THE CISCA VALUE

- We represent over half of the professionals in the **multi-billion dollar** interior systems industry.
- Comprised of over 800 members, we are the **leading association** in the ceilings and wall systems industry.
- CISCA is the **only association** dedicated to enhancing and supporting the acoustical ceilings industry.

REACH YOUR TARGET

CISCA communications reach our members who are **key decision makers** in the industry. These members are contractors, distributors, manufacturers and service suppliers, including **specialty interior contractors, architects, construction specifiers and more.**

**ADVERTISE TO A MULTI-BILLION DOLLAR
INTERIOR SYSTEMS INDUSTRY TODAY!**

Acoustical Interior Construction quarterly magazine

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.
Members receive a 10% discount on print rates.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2-4x
Double Page Spread	\$3239.50	\$2919.50
Outside Back Cover	\$2409.50	\$2209.50
Inside Front or Inside Back Cover	\$2209.50	\$2009.50
Full Page	\$2009.50	\$1809.50
2/3 Page	\$1699.50	\$1529.50
1/2 Page	\$1289.50	\$1159.50
1/3 Page	\$979.50	\$879.50
1/4 Page	\$769.50	\$689.50
1/8 Page	\$449.50	\$399.50

Black-and-White Rates

	1x	2-4x
Full Page	\$1649.50	\$1479.50
2/3 Page	\$1439.50	\$1299.50
1/2 Page	\$1049.50	\$939.50
1/3 Page	\$819.50	\$739.50
1/4 Page	\$619.50	\$559.50
1/8 Page	\$369.50	\$329.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Belly Band | \$850

Sponsorship | \$550

Skyscraper | \$650

Toolbar | \$250

Sponsorship Max | \$600

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

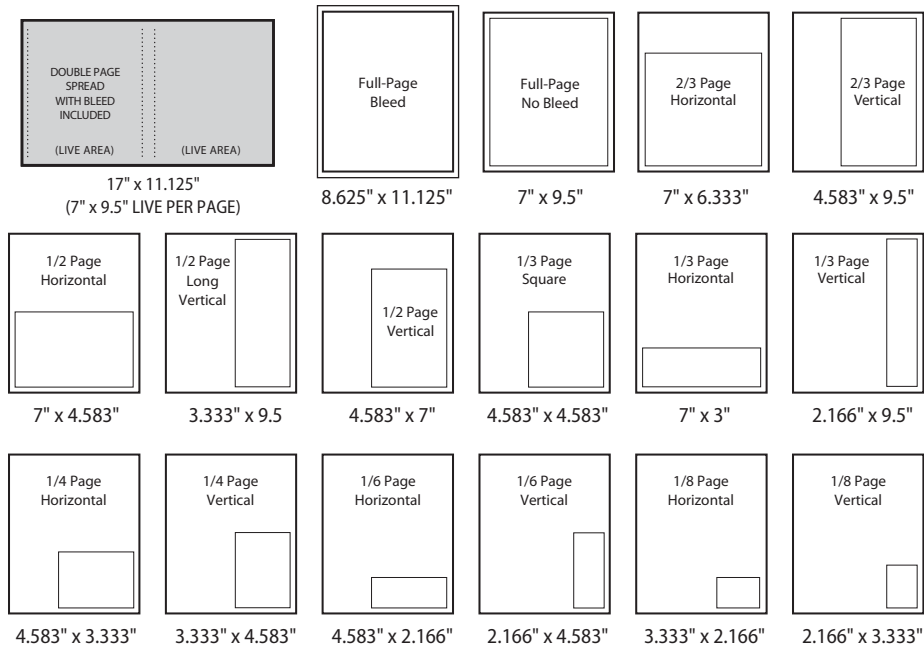
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of February 2018)

Acoustical Interior Construction quarterly magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"
1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"
Heavy Card Stock Insert 8.25" x 10.75"
Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

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Acoustical Interior Construction quarterly magazine

Digital Edition

In addition to print, *Acoustical Interior Construction* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the CISCA website. An archive of issues is available, securing your ad a lasting online presence.*

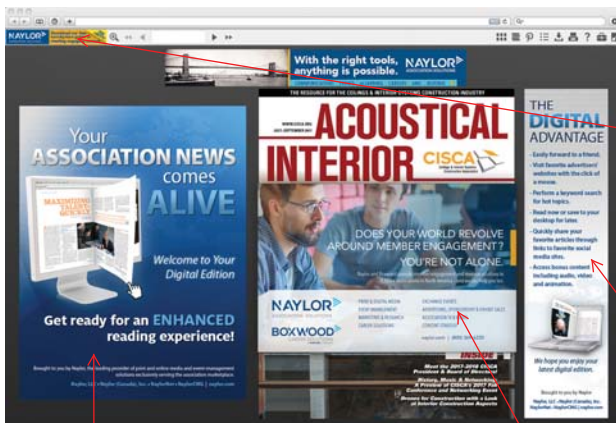
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Large Digital Toolbar | \$250

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$650

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Belly Band | \$850

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Digital Sponsorship | \$550

Digital Sponsorship Max | \$600

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit:
www.naylor.com/onlinepecs

Acoustical Interior Construction

quarterly magazine

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|--|--|
| <input type="checkbox"/> Access Floors | <input type="checkbox"/> Hardwood Flooring |
| <input type="checkbox"/> Air Delivery Ceilings | <input type="checkbox"/> Integrated Ceiling Systems |
| <input type="checkbox"/> Carpeting | <input type="checkbox"/> Landscape Screens |
| <input type="checkbox"/> Ceiling Hardware | <input type="checkbox"/> Lifts |
| <input type="checkbox"/> Ceiling Restoration | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Ceiling Systems | <input type="checkbox"/> Moveable/Demountable Partitions |
| <input type="checkbox"/> Drywall Construction | <input type="checkbox"/> Office Furnishings |
| <input type="checkbox"/> Exterior Curtain Wall Systems | <input type="checkbox"/> Plastering |
| <input type="checkbox"/> Exterior Insulation Systems | <input type="checkbox"/> Radiant Ceilings |
| <input type="checkbox"/> Folding Partition Doors | <input type="checkbox"/> Resilient Flooring |
| <input type="checkbox"/> General Requirements | <input type="checkbox"/> Retention Clips |
| <input type="checkbox"/> Glass Reinforced Gypsum | <input type="checkbox"/> Towel Applied Floors |
| | <input type="checkbox"/> Wall Sound Appliqués |
| | <input type="checkbox"/> Other _____ |
| | _____ |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Acoustical Interior Construction

quarterly magazine

Content Calendar

Issue	Features	Ships
January/March	Theme: Safety	2/15/2018
April/June	Theme: Technology	5/15/2018
July/September	Theme: The Next Generation	8/15/2018
October/December	Theme: Directory	11/15/2018

In Every Issue

- President's Message
- Award Winner Spotlight
- CISCA News
- HR Roundup
- Business Boost
- Industry Digest
- Tech Update
- Attorney Corner
- Index to Advertisers

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with CISCA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CISCA.

Acoustical Surfaces Inc.
Aktura LLC
Barrisol USA
Extrutech Plastics Inc.
Freudenberg Nonwovens
Globalnex, Inc.

Gripple, Inc.
Hunter Douglas Architectural Products
L.D. PETERS & SONS, INC.
Lindner USA, Inc.
Pac International
Plexxis Software Drywall ERP
Rulon Company