

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:

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**ACOUSTICAL INTERIOR
CONSTRUCTION
MAGAZINE**

**CISCA NEWSLETTER
WEEKLY NEWSLETTER**

**CISCA WEBSITE
WWW.CISCA.ORG**

**CONSTRUCTOR
NEWSFLASH
DIGITAL EDITION
SPONSORED EBLAST**

THE CISCA VALUE

- Comprised of over 830 members, CISCA is the **leading association** in the ceilings and wall systems industry.
- CISCA is the **only association** dedicated to enhancing and supporting the acoustical ceilings industry.
- CISCA is the **premier authority** for acoustical ceilings and wall systems committed to providing solutions to contractors through education, leadership and networking.

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!**



NAYLOR 
ASSOCIATION SOLUTIONS

ACOUSTICAL INTERIOR CONSTRUCTION

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

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

Full-Color Rates	1x	2-4x
Double Page Spread	\$3,339.50	\$3,009.50
Outside Back Cover	\$2,469.50	\$2,259.50
Inside Front or Inside Back Cover	\$2,269.50	\$2,059.50
Full Page	\$2,069.50	\$1,859.50
2/3 Page	\$1,749.50	\$1,569.50
1/2 Page	\$1,329.50	\$1,199.50
1/3 Page	\$1,009.50	\$909.50
1/4 Page	\$789.50	\$709.50
1/8 Page	\$459.50	\$409.50

Black-and-White Rates	1x	2-4x
Full Page	\$1,699.50	\$1,529.50
2/3 Page	\$1,479.50	\$1,329.50
1/2 Page	\$1,079.50	\$969.50
1/3 Page	\$839.50	\$759.50
1/4 Page	\$639.50	\$579.50
1/8 Page	\$379.50	\$339.50

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 | \$750

Sponsorship | \$550

Toolbar | \$250

Sponsorship Max | \$600

Skyscraper | \$650

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of January 2019)

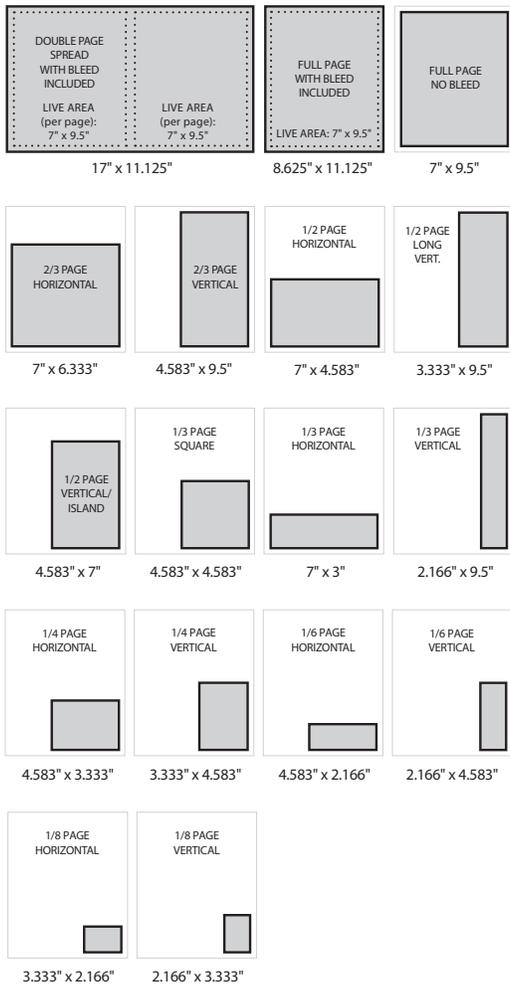


CISCA

PRINT ADVERTISING SPECIFICATIONS

ACOUSTICAL INTERIOR CONSTRUCTION

Magazine/Directory Trim Size: 8.375" x 10.875"



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.

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

Production Services, Proofs and Revisions

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.

Specs for Outsert/Inserts

Acoustical Interior Construction/

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 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"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

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ACOUSTICAL INTERIOR CONSTRUCTION DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Acoustical Interior Construction is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views) | \$900

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$900

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$525

4 2nd TOC Mobile Banner | \$450

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$900

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$340

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$575

• Medium Insert | \$440

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.

For the latest online specs, please visit www.naylor.com/onlinespecs

CISCA ENEWSLETTER

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our Monday eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of nearly 3,000 decision-makers on a regular basis
- In addition to CISCA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CISCA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



www.naylornetwork.com/cisca-newsletter/



1 Rectangle

12 Months | \$3,400

- Only four spots available - NO ROTATION
- Located between popular sections of the eNewsletter

2 Sponsored Content

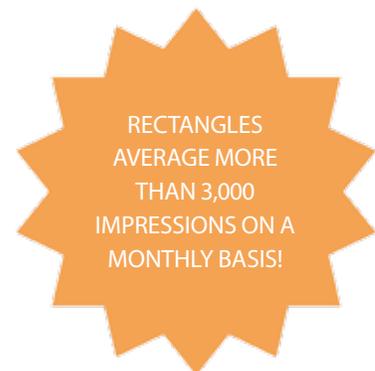
12 Months | \$2,885

- Only two spots available
- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG only

Distributed Weekly!

Sections include

- CISCA Happenings
- Member/Industry News
- Professional Development Opportunities



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WWW.CISCA.ORG

ADVERTISING ON THE CISCA WEBSITE

Advertising on the CISCA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to cisca.org to learn about upcoming association events, discover ways to maximize their CISCA membership, view the latest issues of Acoustical Interior Construction digital edition, etc. Advertising on cisca.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals.

Features of CISCA website advertising:

- Cross-promoted in other CISCA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, CISCA.org receives:

- Roughly 640 visitors per month
- 1,640 sessions per month
- Over 4,300 page views per month

*Traffic numbers from January 2019 to May 2019



Home Page



1 Skyscraper Package | \$2,750

- Only two skyscrapers available with two rotations each.
- Located on the Home Page and Membership Directory pages.

2 Rectangle | \$2,265

- Only one rectangle available with three rotations
- Located on all sub-pages

3 Leaderboard | \$1,945

- Only one leaderboard available with three rotations
- Located on all sub-pages

Sub-Page



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

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CISCA

ACOUSTICAL INTERIOR CONSTRUCTION DIGITAL EDITION SPONSORED EBLAST

CONSTRUCTION NEWSFLASH DIGITAL EDITION SPONSORED EBLAST

When each print edition of *Acoustical Interior Construction* magazine is distributed, an email titled Acoustical Interior Construction is sent to all CISCA members and subscribers making them aware that the digital edition is available for viewing.



Enjoy the benefits of a targeted email blast:

- Delivers your message directly to the inbox of more than 1,225 decision-makers in the multi-billion dollar interior systems industry.
- Frequently forwarded to others for additional exposure.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- **EXCLUSIVE AD SPACE**



1 eBlast Sponsor | \$1,260 per issue

- Only one spot available- NO ROTATION
- Located at the top of the email blast
- Distributed with each edition of the magazine
- 624 x 100 pixels
- Max file size 100kb
- JPG only



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