

CISCA.ORG

CEILINGS AND INTERIOR SYSTEMS CONSTRUCTION ASSOCIATION

MEDIA GUIDE



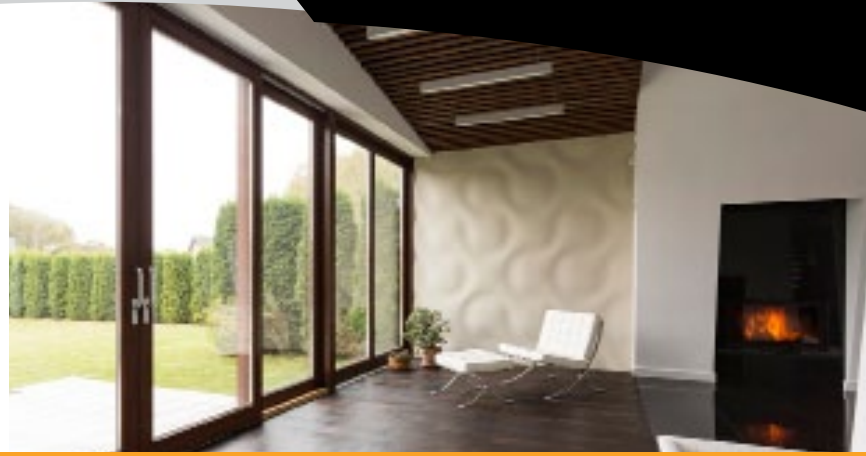
**CONNECT WITH DECISION MAKERS IN THE
CEILINGS AND INTERIOR FINISHES INDUSTRY!**

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

FOR MORE INFORMATION, PLEASE CONTACT:

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Naylor Association Solutions
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Fax: 352-331-3525
kkepler@naylor.com





**ACOUSTICAL INTERIOR
CONSTRUCTION
MAGAZINE**

**CISCA NEWSLETTER
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 830 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!**



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 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)

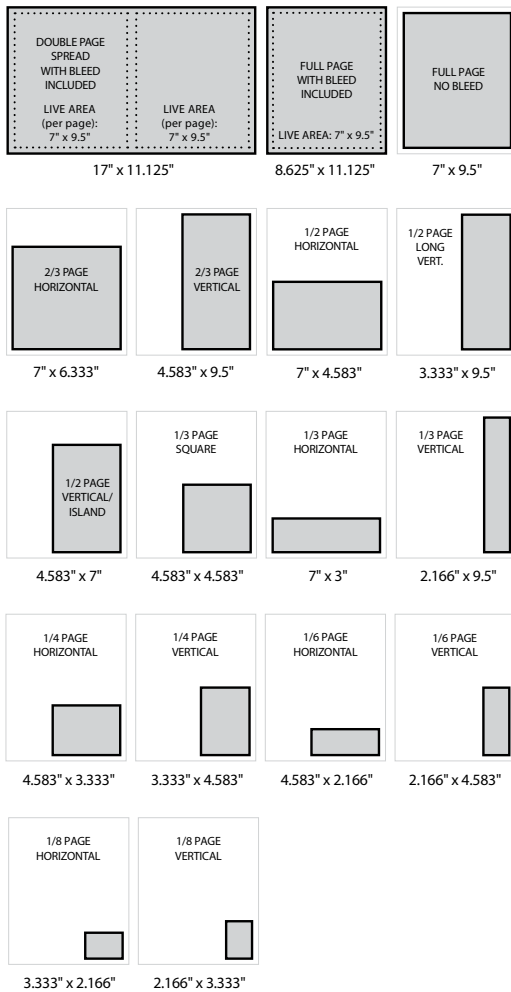


CISCA

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

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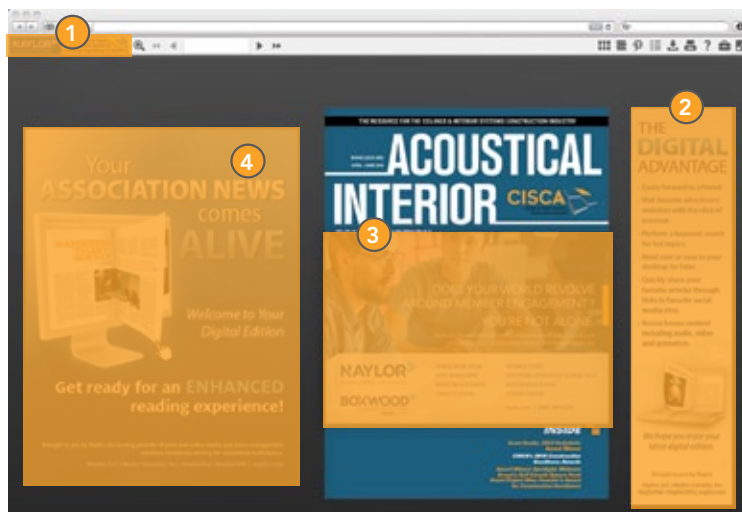
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CISCA's website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, *Acoustical Interior Construction* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

ACOUSTICAL INTERIOR CONSTRUCTION DIGITAL AD POSITIONS



1 Large Digital Toolbar | \$250

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

2 Digital Skyscraper | \$650

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Digital Belly Band | \$750

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

4 Digital Sponsorship Max* | \$600 Digital Sponsorship | \$550

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs>

ACOUSTICAL INTERIOR CONSTRUCTION

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

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

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which *Acoustical Interior Construction* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *Acoustical Interior Construction* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	\$3,089.50	\$750	\$3,589.50
1-Page (2 surfaces.)	\$1,339.50	\$400	\$1,489.50
2-Page (4 surfaces)**	\$1,539.50	\$600	\$1,739.50
Postcard	\$1,339.50	\$400	\$1,489.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

Ken Kepler
 Naylor Association Solutions
 Phone: 800-369-6220 x6022
 Fax: 352-331-3525
 kkepler@naylor.com

