

ACOUSTICAL INTERIOR CONSTRUCTION

2023 MEDIA KIT

Targeted advertising in the *Acoustical Interior Construction Magazine* connects you with key interior systems industry decision-makers, opening the door to thousands of new prospects and potentially increasing your revenue.

FOR MORE INFORMATION

p. 217.279.0514 | tf. 800.572.0011 x8005

[CLICK HERE TO SIGN UP TODAY!](#)





LOOKING TO GET YOUR BUSINESS IN FRONT OF THE CEILING & INTERIOR SYSTEM CONSTRUCTION INDUSTRY?

BACKGROUND

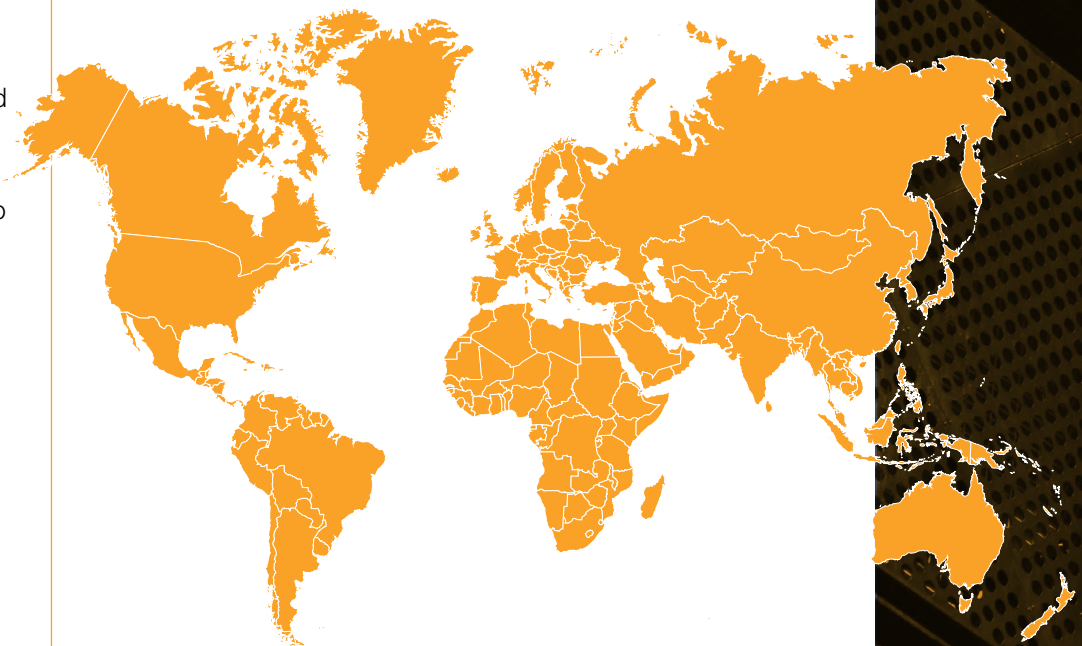
Ceilings & Interior Systems Construction Association differentiates itself through its focus on the acoustical ceilings and interior systems industry. Founded in 1950 by a group of regional contractors, the association now serves thousands of members across the world. Their members contribute their expertise from all parts of the industry: Contractors, Manufacturers, Distributors, Independent Manufacturer Representatives, Service Associates, Educators and Architects. They are here to advance the understanding of the need for intentionally designed acoustics in the interior construction industry, and to ensure that their members receive the information and training they need to grow their businesses. CISCA memberships opens the door for you and your company to take advantage of unrivaled networking and collaboration opportunities. Your membership unlocks access to industry connections, educational opportunities, online and printed expert resources, and a network of professionals, all focused on acoustical ceilings and interior systems.



7,000+ ANNUAL READERSHIP

CISCA is comprised of:
Contractors, Manufacturers, Distributors, Independent Manufacturer Representatives, Service Associates, Educators, Architects and more!

DISTRIBUTION

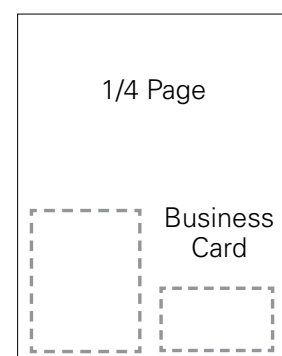
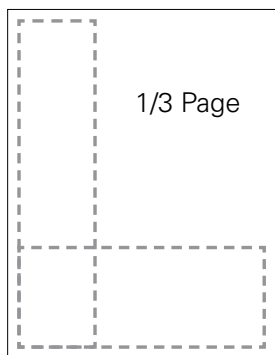
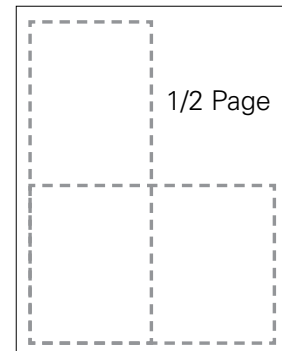
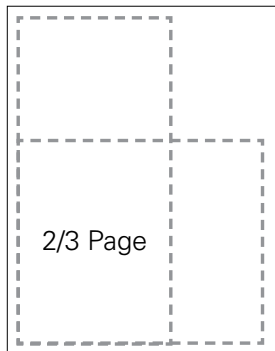
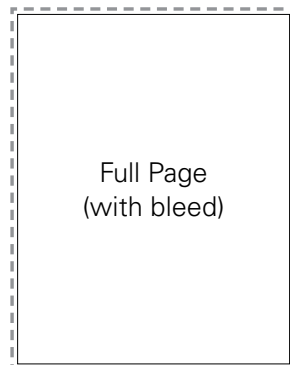
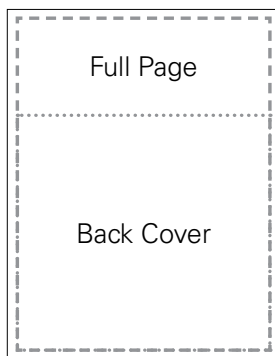


CISCA SERVES THOUSANDS OF MEMBERS ACROSS THE WORLD.

AD SPECIFICATIONS

Ad Specs (width by height)

Two-Page Spread (with bleed).....	17.25" x 11.125"
Back Cover.....	8.625" x 8.375"
Full Page.....	8" x 10.5"
Full Page (with bleed).....	8.625" x 11.125"
2/3 Page.....	4.75" x 10"
1/2 Page Horizontal.....	7.5" x 5"
1/2 Page Vertical.....	3.75" x 10"
1/3 Page Horizontal.....	7.5" x 3.125"
1/3 Page Vertical.....	2.5" x 10"
1/4 Page.....	3.75" x 5"
Business Card.....	3.5" x 2"



ADVERTISING RATES

All rates listed are per issue.

SPECIFICATIONS

Color Space: Full Color | **Frequency:** Quarterly

Binding: Saddle-Stitch | **Trim Size:** 8.375" x 10.875"

Full Color Rates	1 Issue	4 Issues
Back Cover	\$2,379	\$2,279
Inside Front Cover	\$2,179	\$2,079
Inside Back Cover	\$2,179	\$2,079
Full Page	\$2,079	\$1,979
2/3 Page	\$1,779	\$1,670
Half Page	\$1,379	\$1,279
Third Page	\$1,049	\$949
Quarter Page	\$849	\$749
Business Card	\$549	\$449

Additional Advertising Options *(only available in Fall issue)*

Logo Listing <i>Enhance your free listing with a logo</i>	\$169
Logo Listing w/ Bio <i>Enhance your free listing with a logo & 50 word company bio</i>	\$199



CLICK HERE TO SIGN UP ONLINE

www.reserveyourad.com/CISCA

AD MATERIAL CALENDAR

WINTER

Artwork Deadline: January 12
Estimated Delivery: Late February
Pre-Conference Issue

SUMMER

Artwork Deadline: July 27
Estimated Delivery: Late August
Incoming Board of Directors Issue

SPRING

Artwork Deadline: March 17
Estimated Delivery: Late April
Annual Construction Excellence Award Winners Issue

FALL

Artwork Deadline: October 27
Estimated Delivery: Late November
Membership Directory Issue

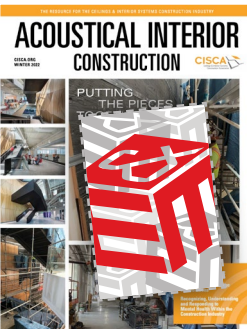
TO SUBMIT ARTWORK

magazine@eandmsales.com

DIRECT MAIL

Direct mail is interactive, it's memorable, and it can have a big reach. All that your direct mailers need to have is something identifying you or your business, a call to action (CTA), and a way for your customers to contact you.

The rest is up to you! The direct mailer is a double-sided postcard, so please submit two artwork files at the specs provided below. The direct mailer will be polybagged with the magazine.



VERTICAL OPTION

Two-sided: Front & Back
Bleed Specs: 4.25" width x 6.25" height
Trim Size: 4" width x 6" height



HORIZONTAL OPTION

Two-sided: Front & Back
Bleed Specs: 6.25" width x 4.25" height
Trim Size: 6" width x 4" height

1 Issue Rate	Annual Rate	Frequency Available
\$1,200	\$4,800	4

The pricing for Annual Rate above will cover all of the issues produced for the magazine. The cost listed covers the copies of the magazine mailed to the membership, but additional copies of the postcard are available upon request. Any extra copies will result in an additional charge.

FILE SETUP

Files should be 300 DPI for better resolution. As a general rule, higher resolution files provide a nicer output. Please include a (0.25") bleed around your postcard document. Please submit in PDF or TIF format.

FOR MORE INFORMATION

Caleb Tindal, Magazine Manager, E&M Consulting, Inc.
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caleb@emconsultinginc.com



E&M ADDRESS

1107 Hazeltine Boulevard, Suite #350, Chaska, MN 55318
p. 800.572.0011 | fx. 952.448.9928



830+

Comprised of over 830 members, CISCA is the leading association in the ceilings and wall systems' industry.



TARGETED

Acoustical Interior Construction is a recognized industry publication with trusted content and an established readership.



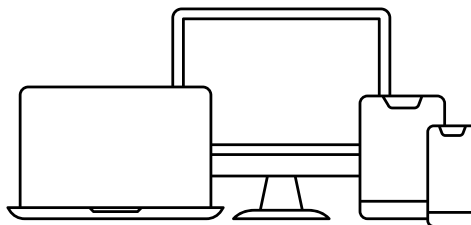
REACH

Reach CEOs, Presidents, Directors, Purchasing Agents, and Senior Management from over half of the professionals in the multi-billion dollar interior systems industry.

VIEW PAST ISSUES



Click here to see past issues that reached thousands of viewers!



DIGITAL EDITION

In addition to print, the *Acoustical Interior Construction Magazine* 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 company's website.

Digital Mag Banner	1 Issue	4 Issues	Ad Specs
Digital Link	\$199	\$199	See Below*
Single Box	\$299	\$249	833 x 1146px
Double Box	\$399	\$299	833 x 2363px
Full Side Banner	\$579	\$499	833 x 3583px
Double Side Banners	\$999	\$899	Two @ 833 x 3583px

(Width by Height)

* Link your magazine advertisement to your website. The advertising link is clickable from the online copy and connects viewers to your company's website. (Only available if a display ad was purchased in the printed version of the magazine.)

GIF ANIMATION UPGRADE

LENGTH



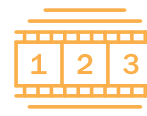
10 Seconds or less to maintain maximum exposure

LOOP



Set Loop as **Forever** to ensure the GIF continues to cycle

FRAMES



Maximum **3 Frames** for the most exposure

TYPE



Larger Text & Fewer Words to increase legibility

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the **Digital Edition** of the magazine.

SUBMITTING FILES

You can either submit:

1. An upload-ready GIF
2. 3 Designed Images to be converted into the frames of the GIF
3. Or we can create the 3 images to be converted into a GIF

ADDITIONAL FEE PER ISSUE: \$400

NOTE FOR PRINT AD ANIMATION UPGRADE:

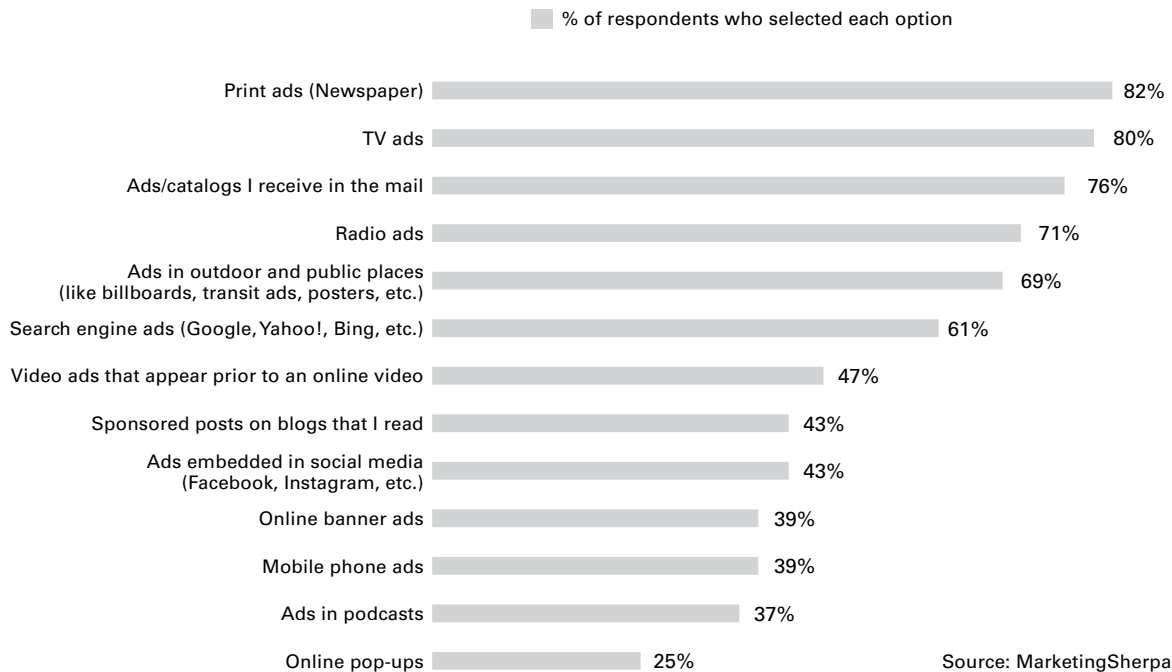
We can use the same artwork placed in the printed edition as one of your 3 frames, or if you want, feel free to send something different. However your GIF must be the same ad specs as your original print ad.

WHY ADVERTISING IN PRINTED PUBLICATIONS MATTER

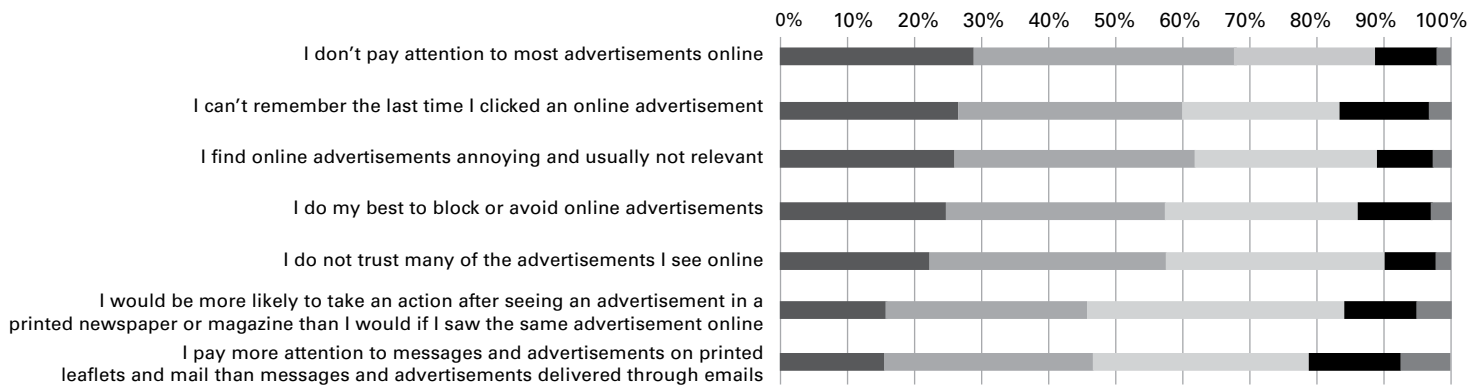
We are surrounded by digital media, and while online content is widely accessible today, too much can lead to “information overload” and general reader disengagement. Advertising in a printed publication is a strategic investment, and if you are looking to get your products and services in front of the right readers, trust the facts. Placing an ad in a printed publication is the way to go.

Consumers find print ads to be more trustworthy, and in a study conducted by MarketingSherpa, 82% of respondents said they trust print ads when making important purchasing decisions. Print ads drive consumer action.

Q. IN GENERAL, WHICH TYPE OF ADVERTISING CHANNELS DO YOU TRUST MORE WHEN YOU WANT TO MAKE A PURCHASE DECISION?



Association members view their printed publications as valued resources—and printed advertisements as credible. In a global research study conducted by Two Sides, 58% of participants said they don’t trust the majority of the ads they view online, and many reported they try to avoid online advertisements entirely.



Source: Two Sides

Strongly Agree Agree Neither Agree or Disagree Disagree Strongly Disagree

75%
prefer to read printed magazines
over digital options.

65%
believe they gain a deeper
understanding of the story when
they read from print media.

52%
agreed that they spend too much
time on electronic devices.

46%
indicated that they would be more
likely to take action after seeing
an advertisement in a printed
magazine than they would if
they saw the same ad online.

80%
of all respondents read a printed
magazine at least once a month.

There's also a psychological aspect to printed ads. In research commissioned by the Postal Service Office of Inspector General, consumers were found to process digital ads more quickly, but they were more engaged with print ads. And, over time, research participants showed a greater recall rate for printed ads. Readers of printed publications tend to be more engaged, and increased engagement leads to sales!

OUTCOMES BY MEDIA TYPE SUMMARY

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	the amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.

With printed ads, you have more flexibility. Choosing to place an ad in your association's magazine or directory connects you with thousands of like-minded industry professionals, and provides you with targeted exposure to the right individuals every time.

**PROMOTE
YOUR BRAND
AND BE SEEN**

50%+

**MEMBERS COMPRISE MORE THAN HALF
FOR THE MULTI-BILLION-DOLLAR INTERIOR
SYSTEMS INDUSTRY.**



Published quarterly, *Acoustical Interior Construction* magazine is a one-stop-shop for all acoustical ceiling and interior systems industry news written for professionals in the field. As a recognized industry publication with established readership and trusted content, it makes a targeted impact. Advertise directly to your peers and get noticed.



7,000+

Acoustical Interior Construction magazine reaches more than 7,000 contractors, manufacturers, and distributors.



830+

CISCA represents more than 830 members and is the only association dedicated to supporting the acoustical ceiling industry.



For more information,
contact E&M at p. 800.572.0011
advertising@eandmsales.com