



# WALLS & CEILINGS

*Walls & Ceilings* has been the industry's leading publication for more than 70 years.

With a highly professional, dedicated editorial staff and expert columnists who are recognized industry leaders, we are proud of our commitment to being "The Voice of the Industry since 1938."

# Media Planner 2011

Only *Walls & Ceilings* offers full print and integrated media advertising opportunities. Reaching your audience in their preferred format, with their preferred publication.



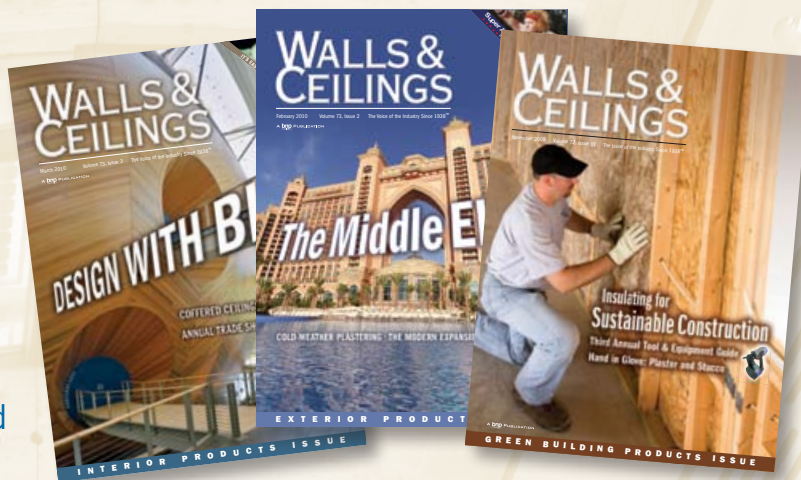
*"Walls and Ceilings* has been one of our most effective sources for reaching our target audience. This is through their superbly written editorial and reader friendly outlets such as the monthly magazine and various online media sources."

– Karyn Newman | Trim-Tex, Inc.

# ► Circulation

W&C has the largest distribution in the industry, offering the greatest coverage of your target audience.

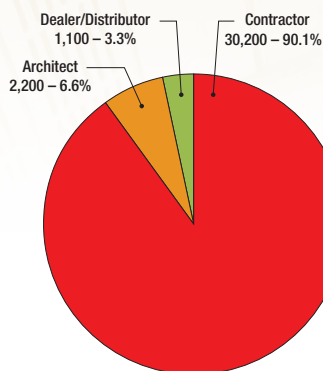
As “The Voice of the Industry since 1938,” *Walls & Ceilings* and [wconline.com](http://wconline.com) are the best-read, and most-preferred magazine, Web site and E-Newsletters serving the interior and exterior wall and ceiling industry.



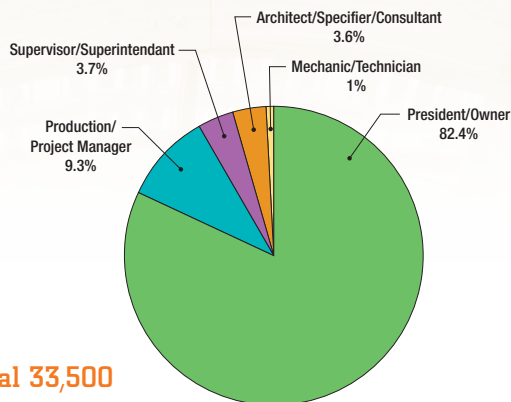
## Highest number of personal direct requests *Walls & Ceilings* – 80.0% (26,800)

\*Source: June 2011 BPA Circulation Statements. *Walls & Ceilings* total qualified: (29,242 Print + 4,258 Digital).

### W&C Subscribers by Business/Industry



### W&C Reaches Decision Makers

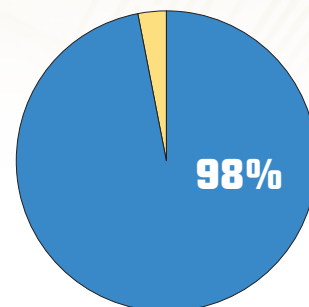


Total 33,500

June 2011 Walls & Ceilings BPAW Statement (29,242 Print + 4,258 Digital)

### Purchase Authority

98% of all respondents report involvement in specifying, recommending, authorizing, or purchasing wall and ceiling related materials, equipment, and/or supplies.



\* Adscore Readership Study, August 2009

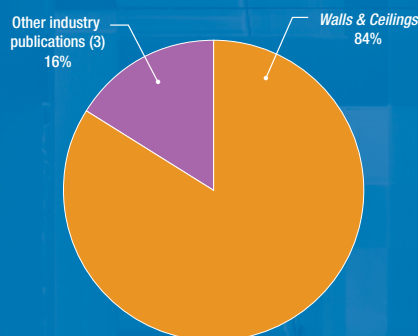
# ► Readership Dominance

Which of the following types of wall and ceiling related materials, equipment, and/or supplies do you specify, recommend, authorize, or purchase?\*

Drywall and Accessories.....	75%
Spray Textures/Paints .....	64%
Ceilings/Acoustics.....	59%
Tools, Supplies, and Equipment .....	59%
Insulation/Flashing/WRB's .....	55%
Trims/Moldings .....	54%
Metal Framing .....	53%
Windows/Doors.....	49%
EIFS/Stucco/Exterior Plaster.....	47%
Plaster .....	44%
Fireproofing/Firestop .....	39%
Other- Organizations/Associations .....	9%

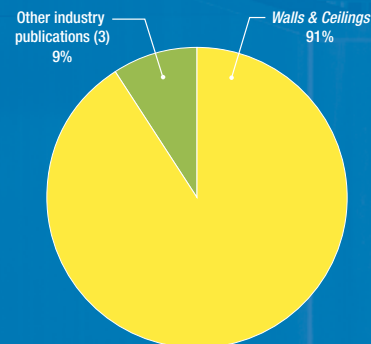
\* Adscore Readership Study, August 2009

Which one magazine would you suggest a company primarily run its ads, if they wanted to reach industry professionals like yourself?\*



\*\*Reader Preference Study, July 2008

Which trade magazine do you spend the most time reading?\*\*\*



# ▶ 2011 Integrated Media Packages

Integrated marketing boosts all aspects of your marketing campaign, creating synergy between your message and the medium you choose.

Whether your goal is lead generation, brand awareness or education, *Walls & Ceilings'* Integrated Media Packages can help you build a powerful marketing campaign aligned with your marketing objectives. Use the customized packages below for maximum exposure and effectiveness!

## Lead Generator:

- Custom Webinar
- E-Newsletter Tile Ads (2)
- Digital Edition Sponsorship Ad (2 issues)
- Product Buzz Guides - print/online/e-blast (4)
- Tile Ad on wonline.com (2 months)

\$15,600 net

With this package you will receive all lead data from your Webinar, Product Buzz Guides, Digital Edition and Online ads.

---

## New Product Launch:

- Full-page Print & Digital Ad with Index Tab
- Video Clip on wonline.com (2 months)
- E-Newsletter Product Highlight (2 months)
- Tile Ad on wonline.com (2 months)
- Exclusive Podcast of your Product

\$8,100 net

Announce your new product with this package!

---

## Online Recession Buster:

- E-Newsletter Tile Ad (4 months)
- Product Buzz Guides – print/online/e-blast (4)
- Tile Ad on wonline.com (4 months)

\$6,100 net

Reach 3 different audiences at one low price!

## Educate Our Audience:

- Custom Webinar
- Full-Page Print & Digital Ad within 3 Months of Webinar
- E-Blast Follow-Up Survey to All Webinar Registrants
- Video on wonline.com within 3 Months of Webinar
- Link to Your Webinar Archive in E-Newsletter

\$14,150 net

This package is designed not only to educate our readers on your products & services, but to stay in front of them after the live event so they don't forget who you are!

---

## New Web site Promotion:

- Tile Ad in E-Newsletter (1)
- Banner Ad on wonline.com (1 month)
- Web site Highlight in E-Newsletter (1)
- Product (Web) Buzz Guides – print/online/e-blast (2)

\$2,175 net

Drive traffic to your Web site!



# ▶ 2011 Editorial Calendar

2011	ISSUE THEMES	PRODUCT FOCUS	DIGITAL OPPORTUNITIES/DEADLINES
<b>JANUARY</b> Ad Close: Nov 23 Materials Due: Dec 3	Ceilings Metal Framing Energy-Efficient Wall Systems Spec Sheet Issue	Insulation	E-Newsletter – Jan 1 W&C Architect E-Magazine – Jan 7 W&C Digital Issue – Jan 10
<b>FEBRUARY</b> Ad Close: Jan 7 Materials due: Jan 14	Exterior Products (Stucco, EIFS, Coatings, Flashing, Trims, Sheathing) Ornamentation Spray Textures/Faux Finishes	Green Products	E-Newsletter – Feb 1 W&C Digital Issue – Feb 10 Product Buzz Guide – Jan 14
<b>MARCH</b> Ad Close: Feb 1 Materials Due: Feb 8	Interior Products Gypsum Sheathing Flashing/WRB's Commercial Update 2011 Trade Show Directory	Drywall Accessories	2011 Trade Show Directory E-Newsletter – March 1 eRock – Feb 25 W&C Digital Issue – March 10
<b>APRIL</b> Ad Close: Feb 18 Materials Due: Feb 28	<b>2011 CONVENTION COMPANION</b> Plaster Techniques Training Programs	Fasteners/Fastening Tools	E-Newsletter – April 1 W&C Digital Issue – April 10
<b>MAY</b> Ad Close: Mar 25 Materials Due: April 8	High Performance Building Envelope Stucco Decorative Stone	Trims & Moldings	E-Newsletter – May 1 W&C Architect E-Magazine – May 6 W&C Digital Issue – May 10 Product Buzz Guide – April 8
<b>JUNE</b> Ad Close: April 20 Materials Due: May 5	<b>MANUFACTURER'S SPOTLIGHT</b> Custom Drywall Techniques Moisture Management	Spray Machines	E-Newsletter – June 1 eRock – May 25 W&C Digital Issue – June 10
<b>JULY</b> Ad Close: May 31 Materials Due: June 9	<b>W&amp;C INDUSTRY BLUE BOOK</b> (2011-2012)	ICFs/SIPs	2011-2012 Blue Book Online E-Newsletter – July 1 W&C Digital Issue – July 10
<b>AUGUST</b> Ad Close: June 24 Materials Due: July 11	Acoustics Venetian Plaster Building Envelope Safety/Scaffolding	EIFS/Stucco	E-Newsletter – Aug 1 W&C Digital Issue – Aug 10 W&C Architect E-Magazine – Aug 9
<b>SEPTEMBER</b> Ad Close: July 22 Materials Due: Aug 8	Insulation Decorative Ceilings ICFs/SIPs	Software	E-Newsletter – Sept 1 eRock – August 25 W&C Digital Issue – Sept 10 Product Buzz Guide – Aug 8
<b>OCTOBER</b> Ad Close: Aug 26 Materials Due: Sept 9	Metal Framing Fireproofing/Firestopping Remodeling	Safety Products	E-Newsletter – Oct 1 W&C Digital Issue – Oct 10
<b>NOVEMBER</b> Ad Close: Sept 27 Materials Due: Oct 6	Green Building Products EIFS/Stucco 2010 Tool & Equipment Guide	Ceilings	Tool & Equipment Guide online E-Newsletter – Nov 1 W&C Digital Issue – Nov 10 W&C Architect E-Magazine – Nov 8
<b>DECEMBER</b> Ad Close: Oct 28 Materials Due: Nov 8	Drywall & Drywall Tools Fasteners/Fastening Tools Excellence Awards!	2011's Most Requested Products	E-Newsletter – Dec 1 eRock – Nov 25 W&C Digital Issue – Dec 10 Product Buzz Guide – Nov 8



# 2011 Advertising Opportunities

## ADVERTISER SERVICES/BONUS DISTRIBUTION

Spec Sheet Issue  
IBS, Jan. 12-15, Orlando, Fla.  
World of Concrete, Jan. 18-21, Las Vegas

Product Buzz Guide

EPS Expo, Mar. 9-11, Baltimore, Md.  
2011 Trade Show Directory

AWCI, April 3-7 Las Vegas  
CISCA, April 3-7 Las Vegas  
EIMA, April 4-5 Las Vegas  
INTEX EXPO, April 6-7 Las Vegas  
NWCB, April 14-16, Victoria, B.C.

Product Buzz Guide  
AIA, May 12-14, New Orleans

PCBC, June 22-24, San Francisco  
TLPCA, TBA

Free listing for all advertisers  
FWCCA, July 14-17, Orlando, Fla.

AdScore Readership Study (free for advertisers)

Product Buzz Guide  
CONSTRUCT/TFM, Sept. 13-16, Chicago  
ICAA, Sept. 21-24, Orlando, Fla.  
CLAPCA, TBA  
USGBC's Greenbuild, Toronto, Oct. 4-7

METALCON, Oct. 11-13, Atlanta  
Remodeling Show, Oct. 12-14, Chicago

STAFDA, Nov. 13-15, San Antonio

Product Buzz Guide



### Spec Sheet Issue - January

Advertise with a full page in January and receive a FREE full page Spec Sheet on the back side of your ad. Specifiers can tear out the Spec Sheets and save them for future reference. Two pages for the price of one! [CLICK HERE FOR A SAMPLE](#)



### Trade Show Directory - March

Our annual Trade Show Directory gives information on wall and ceiling industry shows throughout the year. The directory lists what industry shows our valuable readers can find you at in 2011. March or April issue advertisers receive their basic listing for FREE.



### Convention Companion - April

The W&C Convention Companion issue previews the key upcoming trade shows, and bonus copies are distributed at these shows throughout the year. Like getting several ads for the price of one, this annual issue is one you can't afford to miss. Distribution at 14 Industry Trade Shows!



### Manufacturer's Spotlight - June

Run a full page advertisement in the June issue and receive a FREE full page Spotlight to profile your products, services, and more. The FREE advertorial page is your company's chance to shine with a headline, 4-color photo and 500 words of copy. Two pages for the price of one! [CLICK HERE FOR A SAMPLE](#)



### Industry Blue Book - July

The W&C Industry Blue Book (our annual Sourcebook) is the single information resource. Wall and ceiling contractors turn to the book throughout the year. A corresponding Industry Blue Book is placed on the W&C Web site. Manufacturers, Products, Dealers/Distributors and Associations will be listed, with cross tabs for easy location of brands. Advertisers receive their basic listing FREE.



### Annual Adscore Readership Study - August

Curious about how your ad and your competitors' ads are received? Find out by advertising in the August issue. All August advertisers will receive this valuable marketing tool that measures recall and reader interest for FREE.



### Product Buzz Guides

The W&C Product Buzz Guide highlights your product, literature, or Web site in a 1/6-page, 4-color space. Includes print, online and digital (your product e-blasted to over 13,000). Only \$525 net advertiser rate or \$725 net non-advertiser. [CLICK HERE FOR A SAMPLE](#)



### W&C Excellence Awards - December

The December issue will feature contractors awarded the W&C Excellence Awards. These awards recognize outstanding craftsmanship on contractor projects. The six categories awarded are Drywall, Metal Framing, Ceilings, Ornamentation/Plastering, EIFS/Stucco and ICFs/SIPs. Make sure your project gets the recognition it deserves by entering our annual contest! All products and manufacturers used on each project are recognized in this issue.



## E-Newsletters

Over 12,500 opt-in e-subscribers\* receive our monthly E-Newsletter with the latest information on market conditions, technology developments and industry practices. An ad in our E-Newsletter is a great way for your company to reach your market, and create traffic for your Web site. Our E-Newsletter reaches **5X** more readers than any other industry E-Newsletter. \*Publishers own data

### E-Newsletter or eRock:

- Sponsorship (Top) Banner (468 x 60 pixels) – \$475/month net
- Additional Banner Positions (468 x 60 pixels) – \$375/month net
- Skyscraper Ad (120 x 600 pixels)– \$575/month net
- Tile Ad (125 x 125 pixels) – \$375/month net
- Product Highlight – \$325/month net (top product listing)
- Additional Product Highlight Listings – \$225/month net

### Targeted E-News

(Takeover of E-News or eRock) – \$2,350 net

### Custom E-News

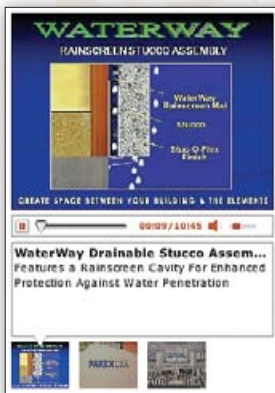
Your own editorial and images e-mailed direct under a special heading to our subscription list.  
**Starting at \$3,900 net.**  
 Premium Lead Package – available for an additional \$1,500 net.



## Web Ads

Drive traffic to your Web site.

- Banner Ad (468 x 60 pixels) – \$475/month net
- Skyscraper Ad (120 x 600 pixels) – \$975/month net
- Tile Ad (125 x 125 pixels) – \$675/month net
- Industry Link – \$495 net for 12 months
- Article Sponsorship (300 x 250 pixels) – \$375/month net per article
- Rich Media (Page Peel or Expandable Banner) – starting at \$2,550/month net
- Special Section Sponsorship – \$1,050/month net
- Manufacturer's Profile – \$375/month net
- Product of the Month – \$475/month net
- Microsite – \$4,795 net (6 month minimum)
- Floating Ad (300 x 250 pixels) – \$1,250/month net



## Video Clips

Bring your product to life with a video! Demonstrate how to use your product online.  
**\$650/month net**



## Podcasts

Podcasts are downloadable from our Web site and are MP3 audio files you can listen to via an MP3 player or computer. 5-10 minute informative sound bytes address issues involving the wall and ceiling industry.

Editorial Sponsorships- \$500 net. Three sponsors max.  
 Exclusive Podcast- \$1,200 net



## Web BPA-Audited Website Traffic

Traffic on the Walls & Ceilings Web site is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. Walls & Ceilings now provides a reliable online system to login to and get detailed and accurate web traffic reports.



## W&C Architect E-Magazine

Want to reach more architects with your product information or specifications? W&C Architect digital issue e-mailed 4-times a year, reaches over 14,000 architects and specifiers in the construction and environmental design industries. 2011 digital issues: January, May, August and November. Cost is only \$725 net per edition for print advertisers; \$2,450 net per edition for non-advertisers.



## Webinars

Educate Customers | Build Your Brand | Generate Leads

Since 2006, BNP Media has produced over 450 Webinars, generating an average of 500 lead opportunities. Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor you enjoy the following benefits:

- Registration list providing high quality sales prospects, includes names, companies, phone numbers and e-mail addresses
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls
- Sole sponsorship - you choose the content/speakers/date and W&C will market and execute your event

Contact your sales rep for current pricing and to schedule your customized Webinar program today.

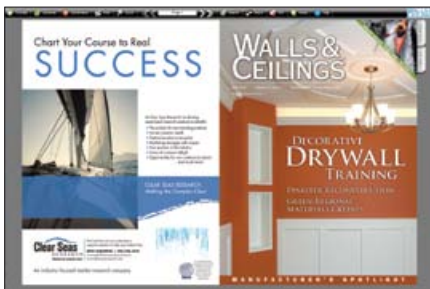
## White Papers/Case Studies

\$375/month net



## Social Media Sponsorship Opportunities

Twitter Sponsorship \$500/month net  
Facebook Sponsorship \$400/month net



## Digital Edition Sponsorship and Advertising Opportunities

Digital Magazine Sponsor  
Includes opposite cover position + link in navigation bar  
\$1,495/issue net

Rich Media Advertising Opportunities:  
Belly-bands, Blow-In Card, Call Back Cards, Audio, Video, and Animation.

See page 11 for pricing and other options.

# ▶ Webinar Sponsorship Benefits



**Educate Customers | Build Brands | Generate Sales Opportunities**  
**Webinars are Your All-in-One Solution**

Walls & Ceilings staff experts will take care of all the promotion, registration and Webinar management. As a sponsor, you will build brand awareness, become an educational leader and receive the lead database of all registrants.

Webinars are ranked as one of the top three strategies for lead generation by marketing professionals.\* Since 2006, BNP Media Events has produced over 450 Webinars that generate an average of 500 leads per event.+

## Webinar Sponsorship Package

Your logo will appear on all attendee promotions for free. Package includes:

- 1 full-page ad in *Walls & Ceilings*
- 1 tile ad in the *Walls & Ceilings* E-Newsletter for two months
- 2 e-mail blasts to *Walls & Ceilings* list
- 2 full months promotion on wconline.com
- Final program will be posted on wconline.com for an entire year
- Database of registrants and attendees
- Customized registration page including 3 pre-qualifying questions
- Execute up to 3 customized polling questions during live event
- 2 event e-mail reminders

## Webinar Sponsorship Benefits

Sponsor a Webinar and your company will receive all these great benefits:

- Registration list providing high quality sales prospects, includes names, companies, phone numbers and e-mail addresses
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls
- Sole sponsorship - you choose the content/speakers/date and W&C will market and execute your event

<http://www.bnpevents.com/Webinars.htm>

Schedule your customized Webinar program today! *Custom Webinars starting at \$8,500/net.*

\*Why 2008 is the Year of the Webinar, Citrix Online, 2009. +Publisher's Own Data, 2010.

# ▶ W&C Architect CEU Webinars

**LOOKING FOR ARCHITECTURAL LEADS?  
WANT TO REACH MORE ARCHITECTS WITH YOUR  
PRODUCT INFORMATION OR SPECIFICATIONS?**

**WALLS &  
CEILINGS**  
ARCHITECT

BNP Media CEU accredited webinars average 895 leads/webinar.

W&C Architect webinar series will offer 4 webinars in 2012 for architects and specifiers in the construction and environmental design industries.

## 2011 Webinar Series

January, May, August and November.

## Topics

- BIM (Business Information Modeling).
- Building Envelope.
- Continuous Insulation.
- Air/Moisture Barriers.

**Call your sales rep for sponsorship opportunities.**

The screenshot shows a webinar interface with a green header and a blue sidebar. The main content area features a large image of a modern building with the text 'GLOBAL GREEN EXPO' overlaid. Below the image, there is a 'Welcome' message from BASF and a notice that the event will begin shortly. The sidebar includes a 'Submit Question' form, a list of controls (Enlarge Slides, Certificate, Download Slides, Exam, Download AIA Chat Log), a 'HELP' section with options to 'Invite a Friend' and 'Email BNP Media', and an 'AUDIO PODCAST' button. At the bottom, there is an audio player showing 16.2 Kbps and a 00:00:00/00:00:00 duration.

**Advanced Building Envelope Solutions**

**John Wyatt**  
Editor  
Walls and Ceilings Magazine

**Jack Armstrong**  
Leader Construction Markets North America  
BASF

**GLOBAL GREEN EXPO**

Welcome

This event will begin shortly.

Music is now playing. If you are unable to hear the audio, please take a moment to test your system by clicking HELP in the resource box.

**BASF**  
The Chemical Company

Submit Question

Enlarge Slides    Certificate  
Download Slides    Exam  
Download AIA Chat Log

**HELP**

Invite a Friend  
Email BNP Media

**AUDIO PODCAST**

16.2 Kbps    00:00:00/00:00:00

**NEW!**

# W&C CASTS

[www.wconline.com/podcast](http://www.wconline.com/podcast)

*Walls & Ceilings Podcasts* are downloadable from our Web site and are MP3 audio files you can listen to via an MP3 player or computer, addressing issues involving the wall and ceiling industry.

### Sponsorships Include:

- A 25-word commercial/company message to be read by the moderator during the podcast. Timing to be determined by the moderator on a first-come-first-serve basis throughout the podcast. We'd be happy to help you develop your message!
- Logo and Web Link on Podcast Web Page archived for an additional 12 months.
- A link to your podcast to post on your site.
- Promotion in E-Newsletter and Social Media networks.

\$500 net. Multiple sponsors (max: 3).

### Exclusive Podcast

This exclusive, custom podcast option includes 5-10 minutes of audio with your company representative to discuss interior and exterior wall and ceiling trends, a case study, company initiatives and/or product related information. A W&C team member may conduct the interview, or you can supply a 2MB, MP3 file.

- Sponsorship includes all of the above with your own message!

Discuss your products & services!

\$1,200 net (single sponsorship)

### Upcoming Sponsorship Opportunities:

- Ceilings Project Award – February 2011
- Steel Framing Project Award – March 2011
- Drywall Project Award – April 2011
- Plaster Project Award – May 2011
- EIFS/Stucco Project Award – June 2011
- ICFs/SIPs Project Award – July 2011

### Upcoming Editorial Podcasts

(produced and developed by the W&C editorial team)

- W&C editor John Wyatt announces the winners of the 2010 Excellence Awards and discusses these exemplary projects with the contractor involved, including the products used, and how the contractor overcame jobsite challenges.
- Continuous Insulation with Mark Fowler, Vice President of the WWCCA and Editorial Director of W&C.
- New Green Technologies with Chris Dixon, registered Architect, Certified Construction Specifier, LEED AP, and W&C columnist.
- Sponsorships available (max: 3).

### Coming Soon Additional 2011 Podcast Sponsor Opportunities

**Contact Your Sales Representative For More Information**

Amy Tuttle | National Sales Manager | 800.533.5653 | [tuttlea@bnpmedia.com](mailto:tuttlea@bnpmedia.com)

# ▶ Digital Edition Advertising



*Walls & Ceilings* offers a CHOICE: print or digital. The W&C Digital Edition is e-mailed every month to BPA audited W&C subscribers, hosted on W&C Online and archived for 12 months. To generate leads, all advertisers receive a FREE live link in their digital issue ad.

All print ads are in that month's digital edition for free. But there's more power to reach customers, than a copy of your print ad. Use the digital edition rich media options to make your ad come alive and to generate leads.

## Digital Magazine Sponsorship

Includes opposite cover position + link in navigation bar

\$1,495/issue net

With video: \$1,695/issue

## Call Back Card

A form where the reader provides their name, e-mail, and phone number.

\$250 net

## Business Reply Card

Used to provide the reader a method to interact with the advertiser.

\$250 net

## Flash Animation

\$300 net additional (for print advertiser)

\$1,550 net (with FP ad for digital only)

## Full-Page Ad (digital only)

\$1,250 net

## Article Text View

Formats the text in your ad so it can be translated into other languages and makes it easier to read on mobile devices.

\$250 net

## Blow-In Card

Similar to an insert in a print publication

\$450 net

## Belly Band

Positioned between the top and bottom of any page, belly bands are inserted between two pages and can be static or animated. Animated versions include ad space on the front and back.

\$650 net

## Index Tab

Tabs stand outside of the magazine's edge, allowing readers to quickly locate your full-page ad.

\$150 net

## Tool Bar Button (top of all pages)

\$500 net

## Margin Ads:

\$250 net for Banner Ad

\$350 net for Skyscraper Ad

## Audio inserted into your ad

\$200 net

## Video inserted into your ad

\$300 net

## Gatefold/Barn Door Ads

\$1,250 net additional (for print advertiser)

\$2,500 net (for digital only advertiser)

[Click here for interactive examples of Digital Magazine advertising options.](#)

# ▶ Editorial Scope

As the voice of the industry, *Walls & Ceilings* has provided contractors and architects with informative editorial and practical application information for 73 years.

W&C's editorial staff, including veteran industry columnists, covers industry events more thoroughly than any other publication.

**"The article you wrote in *Walls & Ceilings* – June 4, 2010 – *Up Front: The Building Envelope Contractor* is another GREAT article!! Once again, you have totally captured in words what so many recognize." – John C. Gibson | J.C. Gibson Plastering Co.**



### All Things Gypsum

The Gypsum Association's Executive Director, Michael Gardner, provides readers with technical and informative articles about the evolving standards and practices in the drywall industry.



### All in Agreement

Commercial drywaller Pete Battisti's column focuses on effective subcontractor practices.



### The Finish Line

Author Robert Thomas, one of the industry's leading consultants and most respected experts on EIFS, offers invaluable editorial on

EIFS trends and issues.



### Smart Business

Award-winning business journalist Jim Olszynski gives business owners and contractors outstanding practical information for more effective – and

profitable – business techniques.



### Trowel Talk

Second-generation plasterer William Rogers discusses labor, the work force and life in the hand-trowel trades.



### Up Front

W&C Editorial Director Mark Fowler has been providing his unique view of the wall and ceiling industry for more than a decade.

### Cracking the Code

One of the most respected experts in the wall and ceiling industry, Mark Fowler answers submitted or topical questions on code issues that affect contractors, dealers and manufacturers.



### Straight Green

Chris Dixon, LEED AP, reports on green-related themes, products and innovations within the industry.



### Making the Complex Clear.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

For more information contact:

Beth Surowiec at 248-786-1619  
or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com)  
[www.clearseasresearch.com](http://www.clearseasresearch.com)

### Reprints

For reprints of past W&C's articles please call Jill Devries 248-244-1726.

### Subscriber List Rental

The most powerful, responsive list of wall & ceiling professionals is just a call away. Complement your advertising program, introduce new products or test markets by renting W&C's exclusive subscriber list. Contact Rob Liska at Edith Roman at 800-223-2194 x726 or e-mail him at [Robert.Liska@eraepd.com](mailto:Robert.Liska@eraepd.com).

For e-mail blasts please contact Shawn Kingston at 800-409-4443 x828 or e-mail her at [Shawn.Kingston@eraepd.com](mailto:Shawn.Kingston@eraepd.com).

You can see all our list rental datacards by visiting: <http://www.bnpmmedia.com/listrental>.

### Conferences & Events

BNP Media offers a variety of conferences and events to educate industry professionals. Some of the diverse industries we serve include manufacturing, security systems, architecture and construction, food and packaging, HVACR, industrial machinery and plumbing.

Visit <http://www.bnpmmedia.com/events.htm> for conference and event information.

### Publicity Tools

If you were featured in an editorial or advertised in *Walls & Ceilings* magazine, we offer the following Publicity Tools to enhance your marketing efforts:

- Custom Reprints and E-prints of your editorial feature or advertisement
- Cover blow-ups or editorial blow-ups for display
- Ad laminates for trade shows or your office

# ▶ Custom Media Division

## Personalized Media Solutions

BNP Media's Custom Media Division creates personalized media solutions. Is your organization thinking about starting its own magazine or Website? How about creating a video or coffee table book? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with W&C's readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Contact your sales representative for more information.

# ▶ Specs

## Programs Accepted:

Mac: Quark 6.1, Adobe Illustrator CS5, Photoshop CS5, InDesign CS5  
 \* Programs can also be a lower version of the above.

PLEASE NOTE: The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

## Formats For Graphics, Photos:

EPS, TIFF (4 color should be CMYK)

## Magazine Trim Size: 8" x 10.75"

### Ad sizes:

Full Page Trim: ..... 8" x 10.75" (7.5" x 10.25" Live Area)

Full Page Bleed: ..... 8.25" x 11"

Full Page Non-bleed: ..... 7.125" x 9.875"

Spread Trim: ..... 16" x 10.75" (15.5" x 10.25" Live Area)

Spread Bleed: ..... 16.25" x 11"

Spread Non-bleed: ..... 15.5" x 9.875"

2/3 Page Horizontal: ..... 7.125" x 6.5"

1/3 Page Horizontal: ..... 7.125" x 3.25"

1/2 Page Horizontal: ..... 7.125" x 4.875"

1/2 Page Island: ..... 4.625" x 7.125"

1/3 Page Square: ..... 4.375" x 4.875"

1/3 Page Vertical: ..... 2.125" x 9.875"

1/6 Page Vertical: ..... 2.125" x 4.875"

1/2 Page Vertical: ..... 3.375" x 9.875"

1/4 Page Square: ..... 3.375" x 4.875"

2/3 Page Vertical: ..... 4.625" x 9.875"

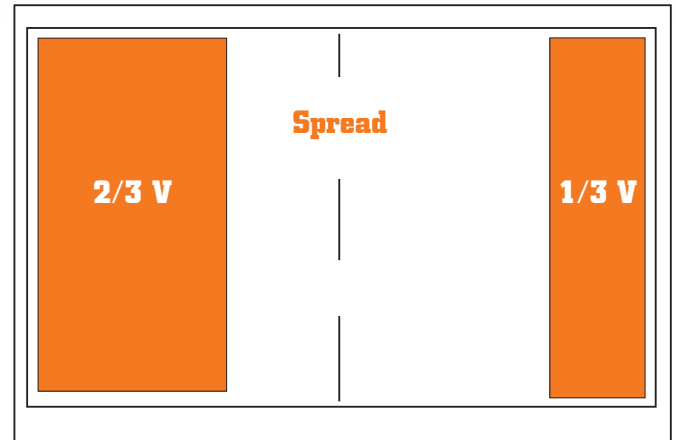
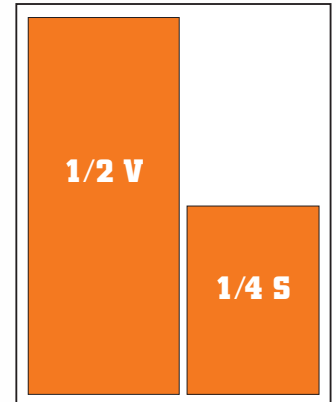
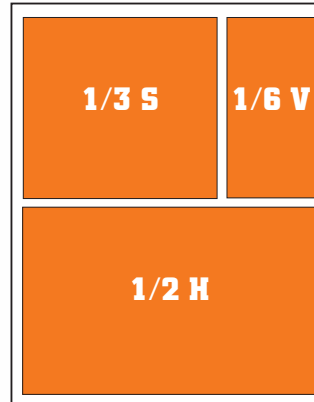
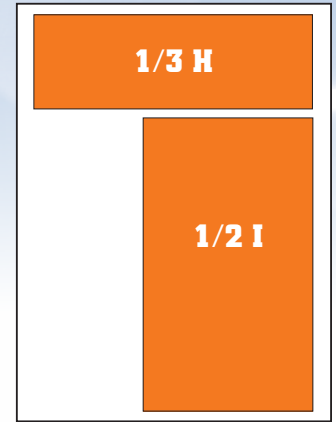
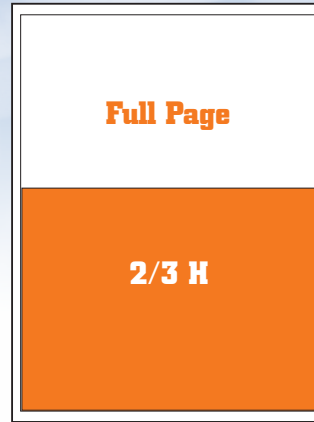
1/2 Page Triangle: ..... 13.25"d x 8.125"w x 10.75"h

Cover Corner Cut: ..... 3.5"d x 2.5"w x 2.5"h (3.5"d x 2.625"w x 2.625"h Bleed)

## Shipping Instructions

W&C, BNP Media  
 Attention: Jennifer Nagel  
 phone: 248-244-1729  
 fax: 248-244-2040  
 E-mail: NagelJ@bnpmedia.com

Please call with shipping questions or for FTP site instructions.  
 Very important: Proof of ad must be included to guarantee color.



[Click here for  
W&C Online Specs and Requirements](#)

[Click here for  
W&C Digital Edition Specs](#)

# ▶▶ Display Advertising Rates

Black & White	1x	3x	6x	12x	18x	24x
SPREAD	\$8570	\$7895	\$7455	\$6760	\$6415	\$6090
FULL PAGE	4285	3950	3730	3380	3210	3045
2/3 PAGE	3075	2825	2575	2440	2300	2170
1/2 ISLAND	2640	2480	2255	2115	2000	1860
1/2 PAGE	2215	2060	1860	1760	1660	1570
1/3 PAGE	1490	1385	1260	1195	1115	1060
1/4 PAGE	1250	1160	1055	980	945	910
1/6 PAGE	790	760	710	690	655	640

4-Color	1x	3x	6x	12x	18x	24x
SPREAD	\$11,595	\$10,915	\$10,485	\$9785	\$9430	\$9110
FULL PAGE	6120	5775	5555	5215	5045	4875
COVER CORNER	6120	5775	5555	5215	5045	4875
2/3 PAGE	4905	4660	4415	4285	4140	4000
1/2 TRIANGLE	4905	4660	4415	4285	4140	4000
1/2 ISLAND	4470	4310	4085	3950	3840	3685
1/2 PAGE	4005	3850	3660	3560	3450	3370
1/3 PAGE	3290	3185	3060	2995	2915	2860
1/4 PAGE	3050	2900	2855	2775	2745	2710
1/6 PAGE	2565	2530	2485	2465	2435	2410

Additional Color Rates:	Page or less	Spread
Standard Color	\$ 710	\$1,280
Black w/2 standard colors	1,360	2,405
Matched color (PMS)	950	1,670
Metallic color	1,255	2,200

Color discounts are available to fractional advertisers. Please contact your sales representative for additional information on these programs.

## Payment terms

Invoices are payable in U.S. Funds only, Net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## Shipping Instructions

Attention: Jennifer Nagel  
phone: 248-244-1282 • fax: 248-244-2040 • E-mail: nagelj@bnpmedia.com  
Please call with shipping questions or for FTP site instructions.  
Very important: Proof of ad needed to guarantee color.

## Formats For Graphics, Photos

EPS, TIFF (4 color should be CMYK)

## Programs Accepted

Mac: Quark 6.1, Adobe Illustrator CS5, Photoshop CS5, InDesign CS5  
Programs can also be a lower version of the above.  
PLEASE NOTE: The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

## Magazine Trim Size: 8" x 10.75"

## Contacts

Jill Bloom, *Group Publisher*  
(313) 570-7157  
BloomJ@bnpmedia.com

## Editorial

Mark Fowler, *Editorial Director*  
Mark@wwcca.org

John Wyatt, *Editor*  
248.244.6404 | WyattJ@bnpmedia.com

Alex Lundberg, *Associate and Web Editor*  
248.244.6471 | LundbergA@bnpmedia.com

## Advertising Sales

Amy Tuttle, *National Sales Manager*  
800.533.5653 | TuttleA@bnpmedia.com

Elizabeth Obloy, *Northeast Sales Manager*  
248.244.6423 | ObloyE@bnpmedia.com

Marcia Wright, *West Coast Sales Manager*  
925.600-8571 | WrightM@bnpmedia.com

## Production

Jennifer Nagel, *Production Manager*  
248.244.1282 | 248.244.2040 (fax)  
NagelJ@bnpmedia.com



BNP Media Helps People  
Succeed in Business with  
Superior Information

## Corporate Office

BNP Media  
2401 W. Big Beaver, Suite 700,  
Troy, MI 48084  
248-362-3700  
www.bnpmedia.com

# ▶▶ Classifieds

## Classified Marketplace

2 1/8" x 3" (vertical or horizontal) Marketplace  
Display ad: \$285 per month (must run 12 consecutive months).

## Annual Listing

Name, Address, Phone, Fax, Web site,  
E-mail under listing of Choice: \$1,050/year.  
Logo additional \$315/year.

Call Kristina Lorio at (248) 786-1579 for more information on Classified Advertising.

## Regular Classified (per 50-word insertion)

1-TIME	3-TIME	6-TIME	12-TIME
\$145	\$140	\$130	\$115

Each additional word over 50: \$1.35

## Classified Online

Run your classified online –  
Only \$45/month additional.  
Color rates available upon request.

