

# WALLS & CEILINGS

# WALLS & CEILINGS

---

ARCHITECT

THE INDUSTRY'S LEADING PUBLICATION FOR MORE THAN 70 YEARS



# MEDIA PLANNER 2012

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

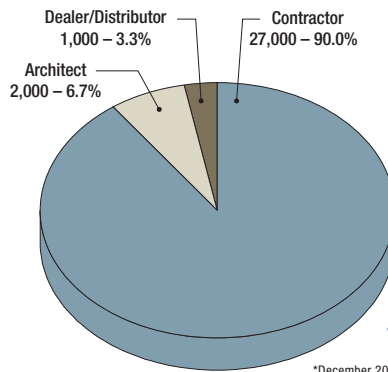


# CIRCULATION

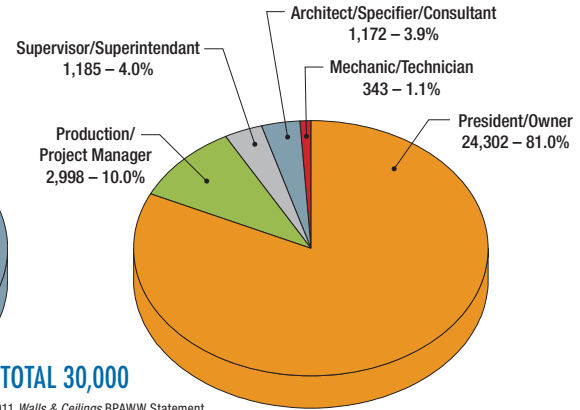
W&C has the largest distribution in the industry, offering the greatest coverage of your target audience.

As "The Voice of the Industry since 1938," *Walls & Ceilings* and *wconline.com* are the best-read, and most-preferred magazine, Web site and E-Newsletters serving the interior and exterior wall and ceiling industry.

W&C SUBSCRIBERS BY BUSINESS/INDUSTRY\*



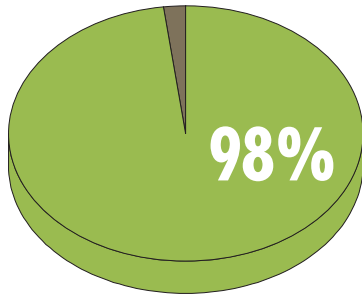
W&C SUBSCRIBERS BY TITLE\*



TOTAL 30,000

\*December 2011 *Walls & Ceilings* BPAW Statement (25,330 Print + 4,670 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 2010

HIGHEST NUMBER OF  
PERSONAL DIRECT REQUESTS  
**WALLS & CEILINGS**  
**80.0% (24,000)\***

\*December 2011 *Walls & Ceilings* BPAW Statement (25,330 Print + 4,670 Digital) *Walls & Ceilings* total qualified: 30,000.

# READERSHIP DOMINANCE

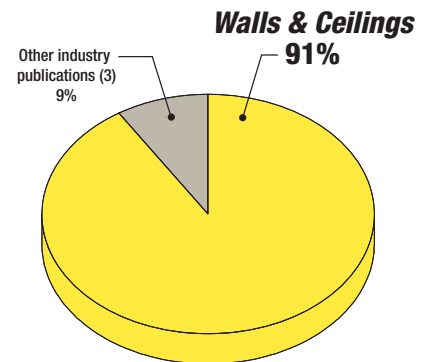
**85%**

OF READERS  
AGREE THAT  
ADVERTISING IN  
WALLS & CEILINGS  
ENHANCES A  
COMPANY'S  
IMAGE.

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.....	79%
Tools, Supplies and Equipment .....	61%
Ceilings/Acoustics.....	59%
Spray Textures/Paints .....	57%
Insulation/Flashing/WRBs.....	56%
Metal Framing .....	55%
Trims/Moldings .....	54%
Windows/Doors.....	47%
Plaster .....	46%
EIFS/Stucco/Exterior Plaster.....	46%
Fireproofing/Firestop .....	42%

WHICH TRADE MAGAZINE IS MOST USEFUL TO YOU IN YOUR WALL AND CEILING INDUSTRY WORK?\*



\*\*Reader Preference Study- August 2010

# THE INTEGRATED MEDIA APPROACH



\*December 2011 *Walls & Ceilings* BPAWW Statement  
^BPAWW Interactive (July-Dec 2011 Monthly Averages)  
#Publisher's own data.

LET'S GET STARTED! CONTACT YOUR SALES REP TO CREATE A  
CUSTOM INTEGRATED MEDIA PROGRAM. OUR INFO IS ON PAGE 15

# 2012 WALLS & CEILINGS EDITORIAL CALENDAR

MONTH	ISSUE THEMES	PRODUCT FOCUS	DIGITAL OPPORTUNITIES	ADVERTISER SERVICES/ BONUS DISTRIBUTION
<b>JANUARY</b> Ad close 11/12/2011 Material close 12/8/11	Exterior Products (Stucco, EIFS, Coatings, Flashing, Sheathing) ICFs/SIPs Spray Textures/Faux Finishing	Adhesives & Sealants	E-Newsletter W&C Architect Webinar Digital Issue	Spec Sheet Issue World of Concrete, Jan. 23-27, Las Vegas
<b>FEBRUARY</b> Ad close 1/6/2012 Material close 1/11/12	Ceilings Metal Framing Ornamentation	Insulation	E-Newsletter Digital Issue Product Product Buzz Guide	Product Buzz Guide IBS, Feb. 8-11, Orlando, Fla.
<b>MARCH</b> Ad close 2/1/2012 Material close 2/8/12	Interior Products Gypsum Sheathing Flashing/WRBs 2012 Trade Show Directory	Fasteners/ Fastening Tools	2012 Trade Show Directory E-Newsletter eRock Digital Issue	2012 Trade Show Directory
<b>APRIL</b> Ad close 3/1/2012 Material close 3/9/12	2012 Convention Companion Plaster Techniques Construction Software Round-up: Lasers	Drywall & Accessories	E-Newsletter Digital Issue	AWCI, April 15-19, Charlotte, N.C. CISCA, April 16-19, Charlotte, N.C. EIMA, April 17-18, Charlotte, N.C. INTEX, April 18-19, Charlotte, N.C.
<b>MAY</b> Ad close 3/26/2012 Material close 4/9/12	High Performance Building Envelope Continuous Insulation Soundproofing	Trims & Moldings	E-Newsletter W&C Architect Webinar Digital Issue Product Buzz Guide	New Product Buzz Guide NWCB, May 10-12, Scottsdale, Ariz. AIA, May 17-19, Washington, D.C.
<b>JUNE</b> Ad close 4/26/2012 Material close 5/10/12	Manufacturer's Spotlight Drywall Innovations Waterproofing/Rainscreen Decorative Stone	Safety Products	E-Newsletter eRock Digital Issue	SCWCPA, June 20-22, San Antonio
<b>JULY</b> Ad close 5/31/2012 Material close 6/11/12	W&C Industry Blue Book (2012-2013)	ICFs/SIPs	2012-2013 Blue Book E-Newsletter Digital Issue	Free listing for all advertisers. FWCCA, July 18-22, St. Augustine, Fla.
<b>AUGUST</b> Ad close 6/25/2012 Material close 7/11/12	Venetian Plaster Acoustics Building Envelope Round-up: ICFs/SIPs	EIFS/Stucco	E-Newsletter Digital Issue W&C Architect Webinar	AdScore Readership Study (free for advertisers)
<b>SEPTEMBER</b> Ad close 7/23/2012 Material close 8/9/12	Insulation Decorative Ceilings Remodeling	Waterproofing/WRBs Rainscreen	E-Newsletter eRock Digital Issue Product Buzz Guide	Product Buzz Guide Construct/TFM, Sept.11-14, Phoenix ICAA, Oct. 3-6, Dallas
<b>OCTOBER</b> Ad close 8/20/2012 Material close 9/1/12	Metal Framing 2012 Tool & Equipment Guide Fireproofing/Firestopping	Ceilings	E-Newsletter Digital Issue	METALCON, Oct. 9-11, Rosemont, Ill. STAFDA, Nov. 4-6, Orlando, Fla.
<b>NOVEMBER</b> Ad close 9/27/2012 Material close 10/5/12	Green Building Products EIFS/Stucco BIM	Green Products	Tool & Equipment Guide online E-Newsletter Digital Issue W&C Architect Digital Issue	USGBC's Greenbuild, Nov. 14-16, San Francisco
<b>DECEMBER</b> Ad close 10/29/2012 Material close 11/8/12	Drywall & Drywall Tools Fasteners/Fastening Tools Excellence Awards	2012's Most Requested Products	E-Newsletter eRock Digital Issue Product Buzz Guide	Product Buzz Guide



# EDITORIAL SCOPE

Since 1938, *Walls & Ceilings* has been the “Voice of the Industry,” supplying readers with content that addresses up-to-date, current information within the industry. Contractors and others in the building community know that they can find the most current information on ceilings, drywall, EIFS, fireproofing, insulation, metal framing, stucco, tools and more.

The magazine's editorial staff, which includes its many columnists, covers industry events more thoroughly than any other publication serving the wall and ceiling trade.

## EDITORIAL STAFF



John Wyatt joined *W&C* in 2000 and writes features, contributes to the magazine's departments and helps manage the editorial content.  
(p): 248-244-6404  
wyattj@bnpmedia.com



Casey Nesterowich  
Associate Editor  
Casey just joined our staff in February 2012.  
(p): 248.244.6471  
nesterowichc@bnpmedia.com



Mark Fowler  
Mark has been the Editorial Director for *W&C* since 2006.

## COLUMNISTS



**ALL THINGS GYPSUM**  
The Gypsum Association's Executive Director, Michael Gardner, provides readers with technical and current information about the evolving standards and practices in the drywall industry.



**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.



**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 comments on contracts, codes and labor issues.



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



**ADVENTURES IN DRYWALL**  
Kevin Bush reports on the varied and newest products available to drywallers across North America in this informative yet humorous column.



**ON THE SAFE SIDE**  
Safety consultant Michael Rich reports on equipment, and the creation of programs and practices all companies should have for a safe working environment.

### INDUSTRY VOICES

This floating column from contractors, distributors, manufacturers and other builders discusses important industry concerns and trends.



### 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 and 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 Michael Costantino  
Sr. Account Manager  
Phone: 845-731-2748  
Toll Free: 800-223-2194, ext. 748  
Email: [michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com)

You can see all our list rental datacards by visiting: <http://www.bnpmedia.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.bnpmedia.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

# 2012 ADVERTISING OPPORTUNITIES



## 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 valued readers can find you at in 2012. March or April issue advertisers receive their basic listing for FREE.

[CLICK HERE FOR THE ONLINE VERSION](#)



## CONVENTION COMPANION - APRIL

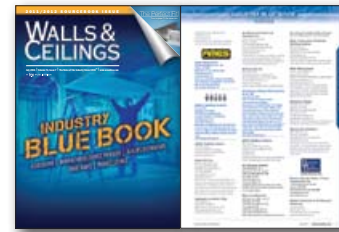
The W&C Convention Companion issue previews the key upcoming trade shows, and bonus copies are distributed at these shows throughout the year. Like getting several ads for the price of one, this annual issue is one you can't afford to miss. Distribution at 12 Industry Trade Shows!



## 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 [CLICK HERE FOR THE ONLINE VERSION](#)

The W&C Industry Blue Book (our annual Sourcebook) is the single information resource, wall and ceiling contractors turn to 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 - FEBRUARY, MARCH, SEPTEMBER AND DECEMBER

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 for non-advertiser. Add a Mobile Tag for only \$50 additional.

[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.



Drive traffic to your Web site and build your Brand.

**BANNER AD** (468 x 60 pixels) High-visibility with premier positioning helps increase awareness of your company. Displayed at the top and bottom of the W&C site in the rotation schedule. \$575/month net

**SKYSCRAPER AD** (120 x 600 pixels) Grab extra attention for your products and services. Super-sized ads feature exclusive positioning. \$975/month

**TILE AD** (125 x 125 pixels) Simple, cost-effective solution to get exposure and keep your company's name and products in front of potential buyers. Square-shaped ads appear throughout site without rotation. Constant exposure. \$675/month net

**INDUSTRY LINK** Web link and logo on the Industry Links page. \$550 net for 12 months

**RICH MEDIA** Page Peel, Expandable Banner and Expandable Skyscraper Ad. starting at \$2,750/month net

**SPECIAL SECTION SPONSORSHIP** A section sponsorship (88 x 31 pixels) is on the home page, next to the section title. \$1,200/month net

**MANUFACTURER'S PROFILE** Your profile includes a 100 word profile, one photo, product description, logo, and hyperlink to your site. \$525/month net

**PRODUCT OF THE MONTH** Includes profile, 3 color photos and a hyperlink directly to your site. \$525/month net

**MICROSITE** (6 month minimum) Run a contest or promotion, present videos, show training materials or develop your brand with a small specialized microsite, which resides within the Walls & Ceilings Web site. \$5,275 net (6 month minimum)

**FLOATING AD** (300 x 250 pixels) This animated ad floats over the rest of the content on the home page. Eye-catching and highly visible, your message will have great impact. \$2,350/month net

### WEBSITE STATS\*

16,482 Avg. Impressions/Month  
9,033 Avg. User Sessions/Month  
7,826 Avg. Unique Browsers/Month

\*BPAWW Interactive (July-Dec 2011 Monthly Averages)



### ARTICLE SPONSORSHIP (300 x 250 pixels)

If your company is featured in an article, sponsor it online and in the digital edition for more exposure. This 300 pixels x 250 pixels medium rectangle runs throughout the copy. \$375/month net per article

### INTEGRATED MEDIA PACKAGES: REACH YOUR CUSTOMERS ON MULTIPLE PLATFORMS

IM Packages are available for lead generation, new product or website launches, or to educate your customers. We can also design Custom IM Packages to meet your specific needs and budget. Please contact your sales rep to discuss.



### MOBILE TAGS

Connect subscribers directly from print to the web with a mobile tag. Smartphone users simply download the app at <http://gettag.mobi> and hold the phone over the mobile tag to instantly connect.

A great tool for:

- Your display ad
- Product Buzz Guide
- Blue Book Directory entry
- Company Mention

### WHITE PAPERS/CASE STUDIES

Post extensive information about your company or products. Archived for 12 months. \$375/month net



### SOCIAL MEDIA

Sponsorship opportunities for our Facebook and Twitter pages

[CLICK HERE TO LEARN MORE](#)



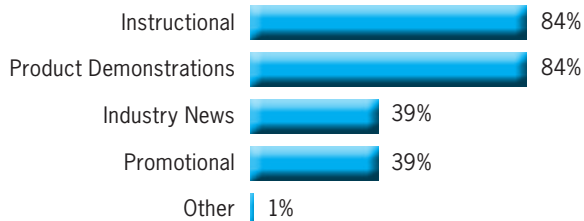
### WEB BPA-AUDITED WEBSITE TRAFFIC

Traffic on the Walls & Ceilings Web site is independently filtered, audited and reported by BPA Worldwide. Walls & Ceilings now provides a reliable online system to login to and get detailed and accurate web traffic reports.



## Our Readers like Video for Product Demos and Educational Purposes

### WHAT TYPE(S) OF ONLINE VIDEOS DO YOU USE/VIEW FOR BUSINESS PURPOSES? (MULTIPLE RESPONSES ALLOWED)



### EDUCATE OUR AUDIENCE ON YOUR PRODUCT WITH A VIDEO!

The Video Spotlight player showcases your product in a 320 x 240 Pixels, prime-location area on our homepage, and it includes a caption for 4 weeks. Your supplied video is archived on our website for 12 months.



## WE'LL SHOOT THE VIDEO. YOU GET THE FINAL PRODUCT.

Great for press conferences, plant tours, trade show product demonstrations and booth tours.

### VIDEO BOOTH TOUR

This year, W&C is offering a Video Booth Tour to showcase your products to thousands of contractors and architects who can't attend industry tradeshows. Use this unique marketing opportunity to boost your trade show investment with W&C.

### VIDEO PROVIDER

- Professionally shot video on the show floor
  - Feature your products, services, initiatives
  - Showcased on our home page for 3 months
  - You own the video
  - E-blasted to over 19,000 subscribers
- \$3,500 net

### JUST WALKING THE FLOOR? YOU CAN STILL GET A VIDEO!

- 5 questions
  - 1 to 2 minute finished product
  - 10 to 15 minutes of filming time
- \$2,500 net

**CONTACT YOUR SALES REP FOR PRICING.**

## Content Development · Custom Publishing · Market-Specific Delivery

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

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.

### CUSTOM MEDIA PRODUCTS

- Advertorials
- Books
- Case Studies
- Company Anniversary Supplements
- Directories
- E-Newsletters
- Events
- Magazines
- Media Kits
- Newsletters
- Webinars
- Websites
- White Papers

### CUSTOM E-NEWSLETTERS

#### Great Content=Great Customers

- Educate the Industry with Valuable and Compelling Content that is Delivered on a Consistent Basis
- Show Your Products and/or Services as Solutions to Industry Problems

2012 Custom e-Newsletter Rates with Premium Lead Package:

11-15k names = \$6764 gross

6-10k names = \$5882 gross

1-5k names = \$4705 gross

#### By Working with Walls & Ceilings

##### You Tap Into:

- Expert and experienced creative and editorial teams with more than 75 years of publishing experience.
- Subscribers that recognize and trust the W&C brand and have most likely added us to their safe sender list, leading to improved deliverability and open rates.

#### Quality Leads

Enhance your custom eNewsletter with our leads package to receive a lead list of those that clicked within your eNewsletter links!

#### Content requirements:

- 4-6 links to informational, educational, non-ad copy:

CUSTOM E-NEWS SAMPLE



USG using these head-of-wall designs.

As the publisher of *Walls & Ceilings*, I hope you are enjoying your subscription. Visit us online at [www.wconline.com](http://www.wconline.com) for daily news updates, product information and web exclusive features. The following special bulletin is brought to you on behalf of USG, a *Walls & Ceilings* marketing partner. This video is the third in a special series providing you with tips and insight for building your business. Visit [www.usg.com/shaftwall](http://www.usg.com/shaftwall) to view the video and get more information.

Amy Tuttle, Publisher  
*Walls & Ceilings Magazine*

#### A Complete Shaft Wall Solution From USG

USG's proprietary shaft wall system offers drywall installers a complete solution that meets building code requirements for fire, sound and smoke in a cost-effective way. This video from USG shows three different methods for maintaining a 2-hour rated assembly using various head-of-wall designs—direct-to-beam, using a plate extension and using z-clips—in conjunction with UL design U415 System B. This not only adds to the services drywall contractors can offer, it also streamlines sequencing by allowing them to deliver a finished system. Because every great finish can lead to more great starts. Watch the video at [usg.com/shaftwall](http://usg.com/shaftwall)



#### Walls & Ceilings News

##### Gypsum and Plaster Extended Forecast

Global demand for drywall is forecast to advance 8.4 percent per year through 2014 to 10.7 billion square meters, a significant improvement over the 2004-2009 rate of growth. More than four-fifths of all new product demand generated during the 2009-2014 period will be attributable to the U.S. and the Asia/Pacific region.

[Click here for more.](#)

##### Up Front: The Boom and the Bust

While we are all doing what we can to survive this economy, we should remember that the first decade of this century was booming in construction like most of us had never seen. Comparing to this very high level watermark is unrealistic.

[Click here for more.](#)

- White papers, case studies, how-to or product-in-action videos, on-the-job tips, Q & A, Industry reports/facts and figures, or anything that shows how your product/service has helped someone solve a problem or save time and money.

LEARN MORE ABOUT CUSTOM PUBLISHING AND CONTENT MARKETING  
AT [CUSTOMMEDIA.BNPMEDIA.COM](http://CUSTOMMEDIA.BNPMEDIA.COM) OR CONTACT US DIRECTLY:  
CHRIS WILSON | (248) 244-8264 | [WILSONC@BNPMEDIA.COM](mailto:WILSONC@BNPMEDIA.COM)

# E-NEWSLETTERS

Over 16,400 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 reaches the W&C industry and creates traffic for your Web site.

## E-NEWSLETTER OR eRock:

- Sponsorship (Top) Banner (468 x 60 pixels) \$525/month net
- Additional Banner Positions (468 x 60 pixels) \$425/month net
- Skyscraper Ad (120 x 600 pixels) \$650/month net
- Tile Ad (125 x 125 pixels) \$375/month net
- Product Highlight (top product listing) \$325/month net
- Additional Product Highlight Listings \$225/month net

## eRock

eRock was developed specifically for the drywall contractor. Published quarterly, eRock features news, products, short features and a Q&A by the Gypsum Association. (March, June, September, and December)

## TARGETED E-NEWS

(Takeover of E-News or eRock). \$2,550 net

## CUSTOM E-NEWS

Your own editorial and images e-mailed direct under a special heading to our subscription list.

Premium Lead Package – available for additional cost.

## E-NEWSLETTER EDITORIAL CALENDAR

Month	Topic	Ad Close	Deploys
January	Trims & Moldings	Jan 2nd	Jan 12th
February	Software	Feb 1st	Feb 16th
March	Ceilings	Mar 1st	Mar 15th
April	ICFs/SIPS	Apr 2nd	Apr 12th
May	Fasteners and Screwguns	May 1st	May 10th
June	Drywall & Accessories	June 1st	Jun 14th
July	Green Products	July 2nd	Jul 12th
August	Insulation	Aug 1st	Aug 16th
September	EIFS/Stucco	Sept 3rd	Sept 13th
October	Waterproofing/WRBs	Oct 1st	Oct 11th
November	Scaffolding & Safety Equipment	Nov 1st	Nov 15th
December	Metal Framing	Dec 3rd	Dec 13th

## eRock EDITORIAL CALENDAR

Month	Topic	Ad Close	Deploys
March	Gypsum board	Mar 15th	March
June	Cornerbead and tape	June 21st	June
September	Joint compound	Sept 20th	September
December	Hand and power tools	Dec 20th	December

# DIGITAL EDITION ADVERTISING OPPORTUNITIES

The Walls & Ceilings Digital Edition is e-mailed every month to BPA-audited W&C subscribers, and hosted on W&C Online and archived for 12 months. All print ads are in that month's Digital Edition for free, with opportunities to enhance your ad with interactive ad options.

## DIGITAL MAGAZINE SPONSORSHIP

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



[CLICK HERE FOR INTERACTIVE EXAMPLES OF DIGITAL MAGAZINE ADVERTISING OPTIONS.](#)

# 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.

### 2012 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.

## Advanced Building Envelope Solutions



**John Wyatt**  
Editor  
Walls and Ceilings  
Magazine



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

Submit Question

Enlarge Slides    Certificate  
Download Slides    Exam  
Download AIA Chat Log

### HELP

- ✉ Invite a Friend
- ✉ Email BNP Media

The main content area of the webinar interface features a large blue banner with the text "GLOBAL GREEN EXPO" in white and yellow. Below the banner is a 3D architectural rendering of a modern building. A semi-transparent white box in the center of the rendering contains the text: "Welcome", "This event will begin shortly.", and "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." In the bottom left corner of the main area, the BASF logo and "The Chemical Company" are displayed.

AUDIO PODCAST

Audio player controls including play/pause, stop, previous, next, and volume buttons. The status bar shows "16.2 Kbps" and a timer at "00:00 / 00:00:00".

A bnp EVENT POWERED BY CN24

# CUSTOM WEBINARS

Walls & Ceilings staff experts will take care of all the promotion, registration and Webinar management. As a sole 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. BNP Media Events has produced over 450 Webinars that generate an average of 500 leads per event.

EDUCATE CUSTOMERS | BUILD BRANDS | GENERATE SALES OPPORTUNITIES  
WEBINARS ARE YOUR ALL-IN-ONE SOLUTION

**Continuous Insulation:  
Plaster & the Energy Code**

**Commercial Status of Energy Codes**

**John Wyatt**  
Editor  
Walls & Ceilings

**Bryan Stanley, CSI**  
Technical Advisor  
Technical Services  
Information Bureau

**Frank Nunes**  
Executive Director  
Int'l Institute of Lath &  
Plaster

Enlarge PDF Download  
AIA Quiz Certificate  
Help  
Invite a Friend  
Email BNP Media

08:03

**NEED LEADS?**  
CONTINUOUS INSULATION  
BROUGHT IN OVER  
1,400 LEADS.

Title: Continuous Insulation:  
Plaster & the Energy Code

Date: January 26, 2011

Registrants/Leads: 1413

Attended: 755

## WEBINAR SPONSORSHIP PACKAGE \$8,500 net

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](http://wconline.com)
- Final program will be posted on [wconline.com](http://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](http://www.bnpevents.com/webinars.htm)

Schedule your customized Webinar program today!

# W&C PODCASTS



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.



### 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.

Discuss your products & services!

\$1,200 net

### 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. Three sponsors max.

### UPCOMING SPONSORSHIP OPPORTUNITIES:

- Ceilings Project Award – February 2012
- Steel Framing Project Award – March 2012
- Drywall Project Award – April 2012
- Plaster Project Award – May 2012
- EIFS/Stucco Project Award – June 2012
- ICFs/SIPs Project Award– July 2012

### UPCOMING EDITORIAL PODCASTS

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

- W&C editor John Wyatt announces the winners of the 2011 Excellence Awards and discusses these exemplary projects with the contractor involved, including the products used, and how the contractor overcame jobsite challenges.
- Please contact your sales rep for additional podcast opportunities.
- Sponsorships available (max: 3).

# 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

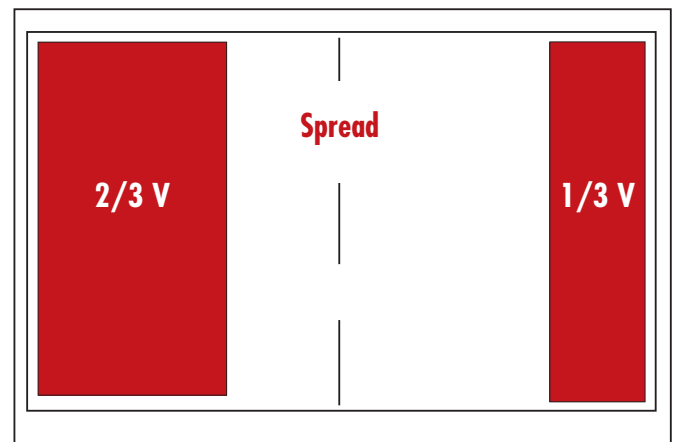
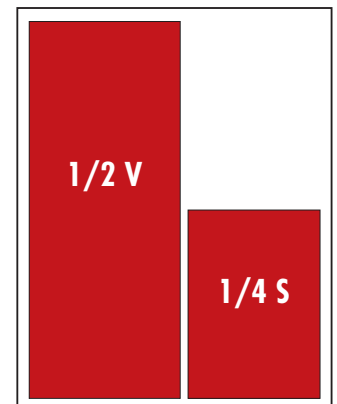
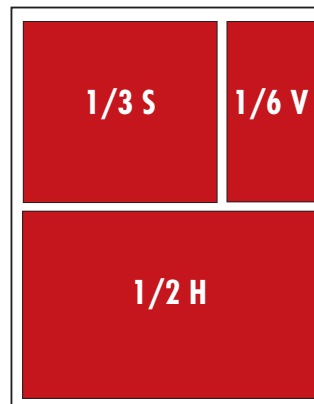
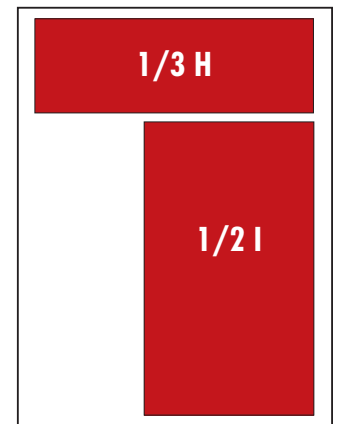
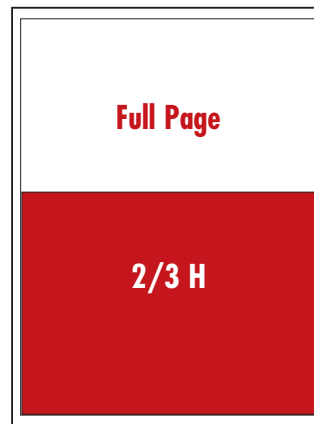
Attention: Jennifer Nagel

phone: 248-619-6471

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	\$8830	\$8130	\$7680	\$6965	\$6610	\$6270
FULL PAGE	4415	4065	3840	3480	3305	3135
2/3 PAGE	3165	2965	2650	2515	2370	2235
1/2 ISLAND	2720	2555	2320	2180	2060	1915
1/2 PAGE	2280	2120	1915	1810	1710	1615
1/3 PAGE	1535	1425	1300	1230	1150	1090
1/4 PAGE	1290	1195	1085	1010	975	935
1/6 PAGE	815	785	730	710	675	660
4-COLOR	1X	3X	6X	12X	18X	24X
SPREAD	\$11,945	\$11,245	\$10,800	\$10,075	\$9715	\$9385
FULL PAGE	6305	5950	5720	5370	5200	5020
COVER CORNER	6305	5950	5720	5370	5200	5020
2/3 PAGE	5050	4800	4545	4415	4265	4120
1/2 TRIANGLE	5050	4800	4545	4415	4265	4120
1/2 ISLAND	4605	4440	4210	4070	3955	3795
1/2 PAGE	4125	3965	3770	3665	3555	3470
1/3 PAGE	3390	3280	3150	3085	3000	2945
1/4 PAGE	3150	2985	2940	2860	2825	2790
1/6 PAGE	2640	2605	2560	2540	2510	2480

ADDITIONAL COLOR RATES:	PAGE OR LESS	SPREAD
Standard Color	\$ 730	\$1,320
Black w/2 standard colors	1,400	2,475
Matched color (PMS)	980	1,720
Metallic color	1,295	2,265

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: 248-619-6471 • 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 CSS, 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  
248.244.6253 | BloomJ@bnpmedia.com

## EDITORIAL

Mark Fowler, Editorial Director  
Mark@wwcca.org

John Wyatt, Editor  
248.244.6404 | WyattJ@bnpmedia.com

Casey Nesterowich, Associate Editor  
248.244.6471 | NesterowichC@bnpmedia.com

## ADVERTISING SALES

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



Cecilia Osmolski,  
Western Regional Sales Manager  
424.241.8271  
OsmolskiC@bnpmedia.com



## PRODUCTION

Jennifer Nagel,  
Production Manager  
248.619.6471 | 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

1-TIME	3-TIME	6-TIME	12-TIME
\$365	\$340	\$315	\$285

## REGULAR CLASSIFIED (PER 50-WORD INSERTION)

1-TIME	3-TIME	6-TIME	12-TIME
\$150	\$145	\$135	\$120

Each additional word over 50: \$1.40

## CLASSIFIED ONLINE

Run your classified online – Only \$47/month additional. Color rates available upon request.

CONTACT KAREN MCCONNELL AT (248) 244-1738 OR  
MCCONNELLK@BNPMEDIA.COM  
FOR MORE INFORMATION ON CLASSIFIED ADVERTISING.