

THE QUARTERLY



A Publication of the Wall And Ceiling Alliance

WHO ARE WE?

Our association represents decision-makers in charge of contracting your products and services in the construction industry. WACA's membership consists of **wall and ceiling contractors throughout Northern California**, including:

- ◆ East Bay
- ◆ San Francisco
- ◆ Fresno
- ◆ South Bay
- ◆ Sacramento
- ◆ Reno

WHY WACA?

- ◆ WACA represents approximately **80 percent of the wall and ceiling union contractors in Northern California.**
- ◆ WACA provides representation, educational forums, industry promotion and more **throughout Northern California's 46-county area.**

ABOUT THE PUBLICATION



The Quarterly is the official publication of the Wall And Ceiling Alliance. This professionally designed quarterly magazine is a critical component of WACA's communications program and features relevant editorial for people directly involved in Northern California's wall and ceiling profession. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *The Quarterly*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Mailing
12/22/2017	February 2018
3/20/2018	May 2018
6/14/2018	August 2018
9/3/2018	November 2018

NET ADVERTISING RATES: THE QUARTERLY

Size	1x	4x
Covers	\$1,485	\$1,030
Full Page	\$1,365	\$950
1/2 Page	\$820	\$565
1/3 Page	\$685	\$475
1/4 Page	\$545	\$380
1/6 Page	\$410	\$285
1/9 Page	\$340	\$235

Covers include: inside front cover, inside back cover and back cover. All rates are for full-color advertisements.

NONMEMBER ADVERTISING RATES PER ISSUE: THE QUARTERLY

Size	1x	4x
Covers	\$1,790	\$1,105
Full Page	\$1,675	\$1,025
1/2 Page	\$1,130	\$645
1/3 Page	\$995	\$550
1/4 Page	\$855	\$460
1/6 Page	\$720	\$360
1/9 Page	\$650	\$315

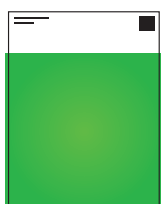
Covers include: inside front cover, inside back cover and back cover. All rates are for full-color advertisements.

SPECIFICATIONS: THE QUARTERLY

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Vertical	2.5" x 3.25"

* Full-page ads are intended to bleed off the page

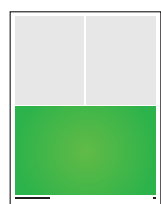
- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the page edge** (8.375" x 10.875")



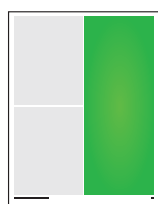
Back Cover (with bleed)



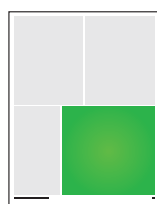
Full Page (with bleed)



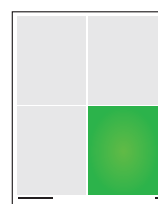
1/2 Horizontal



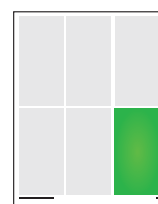
1/2 Vertical



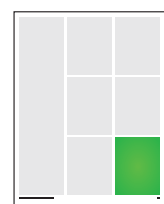
1/3 Block



1/4 Block



1/6 Vertical



1/9 Vertical

DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

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advertise@innovativepublishing.com



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