

# THE QUARTERLY

The Official 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, Fresno, Sacramento, San Francisco, South Bay and Reno.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## 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.

## NET ADVERTISING RATES

### MEMBER RATES

Size	1x	4x
Premium Position*	\$1,610	\$1,110
Full Page	\$1,480	\$1,030
1/2 Page	\$880	\$610
1/3 Page	\$740	\$510
1/4 Page	\$590	\$415
1/6 Page	\$445	\$310
1/9 Page	\$365	\$260

### NON-MEMBER RATES

Size	1x	4x
Premium Position*	\$1,935	\$1,170
Full Page	\$1,780	\$1,085
1/2 Page	\$1,195	\$685
1/3 Page	\$1,055	\$585
1/4 Page	\$910	\$485
1/6 Page	\$765	\$380
1/9 Page	\$690	\$335

[CLICK HERE FOR AD EXAMPLES](#)

\* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

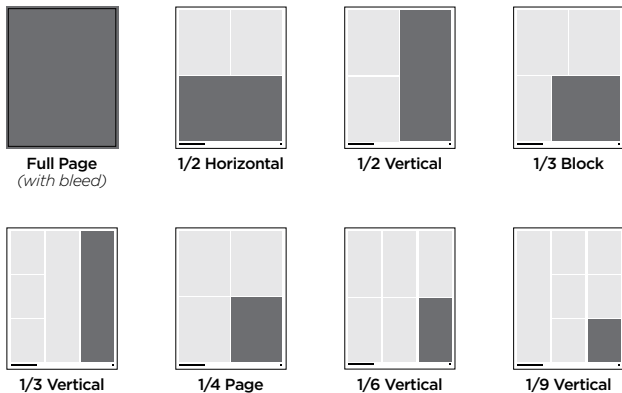
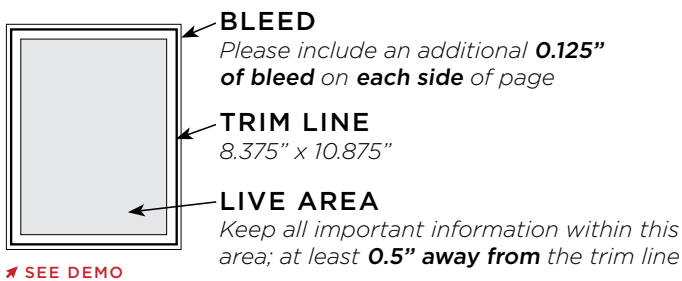
## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 11 Issue 1	12/27/23	February 2024
Volume 11 Issue 2	3/27/24	May 2024
Volume 11 Issue 3	6/12/24	August 2024
Volume 11 Issue 4	9/11/24	November 2024

## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 10.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"
1/9 Vertical	2.5" x 3.25"

\* Full-page ads are intended to bleed off the page. [SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.