

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 Positions*	\$1,640	\$1,130
Full Page	\$1,510	\$1,050
1/2 Page	\$900	\$620
1/3 Page	\$755	\$520
1/4 Page	\$600	\$425
1/6 Page	\$455	\$315
1/9 Page	\$370	\$265

NONMEMBER RATES

Size	1x	4x
Premium Positions*	\$1,975	\$1,195
Full Page	\$1,815	\$1,105
1/2 Page	\$1,220	\$700
1/3 Page	\$1,075	\$595
1/4 Page	\$930	\$495
1/6 Page	\$780	\$390
1/9 Page	\$705	\$340

[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!

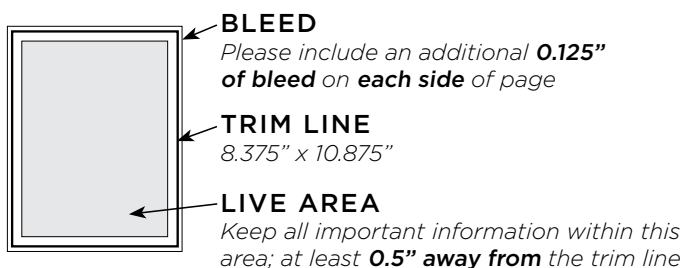
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 12 Issue 1	12/20/24	February 2025
Volume 12 Issue 2	3/26/25	May 2025
Volume 12 Issue 3	6/11/25	August 2025
Volume 12 Issue 4	9/10/25	November 2025

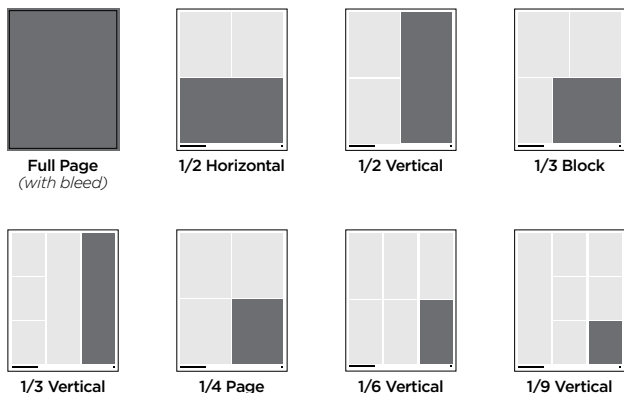
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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](#)



[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.