

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
- Fresno
- Sacramento
- San Francisco
- South Bay
- 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 25 years, is the official publisher of *The Quarterly*.



PLEASE CONTACT

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

EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Mailing
12/21/2021	February 2022
3/24/2022	May 2022
6/9/2022	August 2022
9/8/2022	November 2022

NET ADVERTISING RATES: THE QUARTERLY

Size	1x	4x
Premium Position*	\$1,565	\$1,080
Full Page	\$1,435	\$1,000
1/2 Page	\$855	\$595
1/3 Page	\$720	\$495
1/4 Page	\$575	\$400
1/6 Page	\$430	\$300
1/9 Page	\$355	\$250

*Premium Position includes: inside front cover, inside back cover, page 3 and back cover. All rates are for full-color advertisements.

NONMEMBER ADVERTISING RATES PER ISSUE: THE QUARTERLY

Size	1x	4x
Premium Position*	\$1,915	\$1,160
Full Page	\$1,760	\$1,075
1/2 Page	\$1,185	\$680
1/3 Page	\$1,045	\$580
1/4 Page	\$900	\$480
1/6 Page	\$755	\$375
1/9 Page	\$685	\$330

*Premium Position includes: 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)
Premium Position*	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")

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. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

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

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

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Louisville, KY 40241

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www.innovativepublishing.com

