

OFF THE WALL WC&C

The Official Publication of the Association of Wall Ceiling & Carpentry Industries of New York



WHO ARE WE?

The Association of Wall Ceiling & Carpentry Industries of New York serves, represents and promotes valuable **technical and product information, education and training, and industry contacts.** *Off the Wall* is a critical component of the WC&C communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

WHY WC&C?

- ➔ WC&C represents the **largest group of interior systems contractors** in the country.
- ➔ WC&C members account for about **half of all union carpentry hours worked** in the New York City area.
- ➔ WC&C's **collective bargaining power** in the interior systems contracting industry is second to none across the entire United States.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium*	N/A	\$1,750
Full Page	\$1,500	\$1,250
1/2 Page	\$875	\$800
1/4 Page	\$625	\$550
1/8 Page	\$350	\$300
Digital Edition Advertising	1x	4x
Tile + interstitial digital package	\$1,575	N/A
Tile + landing page digital package	\$1,575	N/A
Tile + interstitial print package**	\$1,325	N/A
Tile + landing page print package**	\$1,325	N/A
Tile à la carte	\$875	N/A

➔ [CLICK HERE FOR AD EXAMPLES](#)

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

** Discounted digital + print packaging available with 1/2-page print ads or larger.

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

EDITORIAL CALENDAR

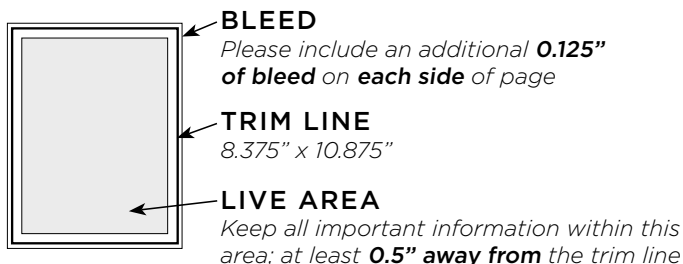
Issue Number	Artwork Due	Delivered to Members
Volume 1 Issue 1	10/17/22	December 2022
Volume 1 Issue 2	1/23/23	March 2023
Volume 1 Issue 3	4/24/23	June 2023
Volume 1 Issue 4	7/24/23	September 2023

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

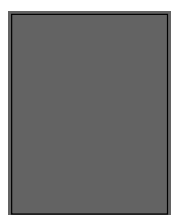
Print Ad Size	Magazine Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

Digital Ad Size	Magazine Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

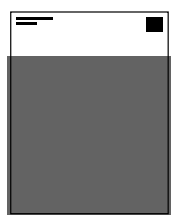
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



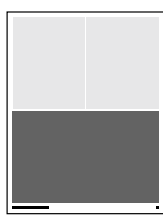
[SEE DEMO](#)



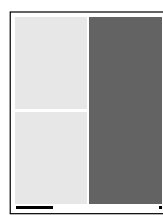
Full Page (with bleed)



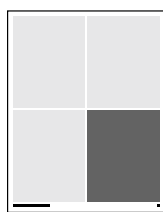
Back Cover (with bleed)



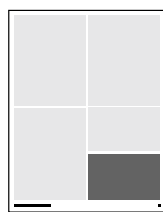
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Horizontal

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.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an Interstitial Ad with Video.

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.