



Fully Digital, Made Even Better

Get the best value and most exposure for your company by advertising in the *Walls & Ceilings*' Blue Book Directory eBook -reaching thousands of industry professionals serving the wall and ceiling market.

Deployed twice, you will have the opportunity to send industry professionals information they need to making buying decisions. Bring your sales message and product benefits to life by advertising in this powerful new marketing tool that maximizes your ad performance with corresponding editorial to provide detailed info on your products & services.

Choose a category below to place your ad and editorial:

- Associations/Organizations
- Distributors
- Exterior Products
- Fasteners/Accessories
- Gypsum Products
- Interior Products
- Steel Framing
- Technology
- Thermal/Air/Moisture Products
- Tools/Equipment

AD SPECS

Horizontal, single-page layout:

- **Full-page ad:** Image of 2200 x 1700 pixels or a PDF at 11" x 8.5" (images should be 300 dpi)
- **Half-page ad:** Image of 950 x 1500 pixels or a PDF at 4.75" x 7.5" (images should be 300 dpi)
- Font size: 14 pt or larger recommended
- File format: PDF recommended
- Sponsor can include multiple links/URLs; please provide along with ad

2021 CLOSING DATES:

Ad close: May 17, 2021 | Materials due: May 24, 2021 | Deployment: July & October, 2021

Click here for
live demo



RATES:

1/2 page ad PLUS 1/2 page editorial	\$1,995
Full Page ad PLUS Full Page editorial	\$3,995
Exclusive Premium Sponsor Video	\$10,000
Resize/create an ad (Additional fee)	\$395

Placement based on first come, first serve
(All pricing is net)

LOGO SPECS

- Hi-res .eps or .ai (vector format) preferred; otherwise, .jpg or .png

ARTICLE SPECS

- Content in Word doc
 - 350 Words for full-page editorial
 - 150 Words for half-page editorial
- Full-page option: Include ONE hi-res image sent separately



www.wconline.com/bluebook



Contact us today for more information

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