WACA
WALL AND CEILING ALLIANCE
2027 MEDIA KIT

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*	$1,710	$1,180
Full Page	$1,570	$1,090
1/2 Page	$940	$645
1/3 Page	$785	$540
1/4 Page	$620	$445
1/6 Page	$475	$325
1/9 Page	$385	$275

NONMEMBER RATES

Size	1x	4x
Premium Positions*	$2,055	$1,245
Full Page	$1,885	$1,150
1/2 Page	$1,270	$730
1/3 Page	$1,115	$615
1/4 Page	$970	$515
1/6 Page	$810	$410
1/9 Page	$735	$350

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

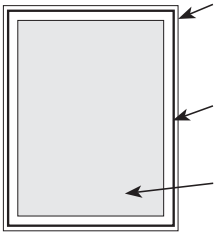
Issue Number	Artwork Due	Delivered to Members
Volume 14 Issue 1	12/25/26	February 2027
Volume 14 Issue 2	3/24/27	May 2027
Volume 14 Issue 3	6/9/27	August 2027
Volume 14 Issue 4	9/8/27	November 2027

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

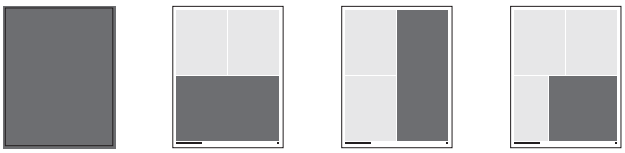


BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

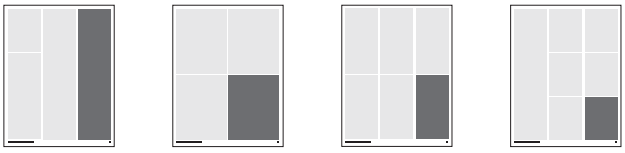
TRIM LINE
8.375" x 10.875"

LIVE AREA
*Keep all important information within this area; at least **0.5" away from** the trim line*

SEE DEMO



Full Page *(with bleed)* | 1/2 Horizontal | 1/2 Vertical | 1/3 Block



1/3 Vertical | 1/4 Page | 1/6 Vertical | 1/9 Vertical

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.
- To make a payment online, go to our website and select "Pay Invoice."