

hub for the industry awci's enhanced website



Industry news and announcements posted weekly



In-depth articles and comprehensive interviews



Member spotlights and subject-matter expertise

AWCI ASSOCIATION OF THE WALL AND CEILING CONTRACTORS

Home | Education | Media | Resources | About

hello.wall@awci.org | 1-800-875-2263 | Log Out

STEEL-DOING IT RIGHT®

Newly Updated Program
Gain a competitive advantage. Drive profitability.

Steel-Doing It Right® is an online, self-paced educational program that provides expert formulated training on best practices for cold-formed steel (CFS) framing in both non-structural and structural applications.

Register | Inquire

MORE WALL. LESS TIME.

Get Video Tips and Solutions from Wall and Ceiling Pros

What's In It for You!

The online educational program is aimed at owners, project managers, estimators, superintendents and forepersons as well as architects and code officials. Content is based on industry accepted standards and best practices.

- Drive Profitability
- Improve Estimating
- Gain a Competitive Edge
- Earn Professional Credits (10 PDH hours for engineers and 10 LU hours for AIA credit)

Topics Covered

- Module 1: Introduction to Steel-Doing It Right
- Module 2: Steel Framing Materials
- Module 3: Engineering Considerations
- Module 4: Basic Connections and General Considerations
- Module 5: Roofing and Ceiling Guidelines
- Module 6: Truss Assemblies
- Module 7: Load Bearing Wall Assemblies
- Module 8: Wall Sealing and Curtain Wall Framing
- Module 9: Interior Systems
- Module 10: Roof Assemblies
- Module 11: Penetration
- Module 12: Estimating
- Module 13: Documents, Management and Quality

Testimonials

"It was awesome to be at the forefront of the cold-formed steel framing industry. I would recommend this program to everyone, even the those who have been framing for decades."

— Deborah Mead, owner Ward & Ward, Decatur, TX

"After 10 years of specifying and drawing details for cold-formed steel projects, I was gratified to take part in the Steel-Doing it right program. The exercises/presentations were knowledgeable and developed a comprehensive program that will assist me in updating our office knowledge base. I definitely plan to have my staff take part in this program."

— Richard Menden, AIA, R&B Architects, Buffalo, NY

"The Steel-Doing It Right® program expanded my knowledge of cold-formed steel installations. The presenters are well versed in all levels of cold-formed steel, and the modules will continue to be a reference resource."

— Raymond Ball, Project Manager/Estimator, Raymond-Northern California, Concord, CA

Cost

\$300 / **\$600**

AWCI Member / Non-Member

Register | Request Demo/Information

Format

This educational certificate program is presented using narrated slide formatting, graphics, animations and video clips. The content is not product specific, relevant to the steel manufacturer is advised on illustrations database.

Each module includes a printable version of the course slides. Participants can print these or save them as their own slides for the purpose of study, taking notes and future reference.

Expiration

Please note that you will have six months from the date you receive your login email to complete this program. Programs have a non-refundable and non-transferable.

Leaderboard: \$2,400

awci blast media impact your industry



Product Spotlight: Dedicated Email

This exclusive e-blast brings your message directly to more than 19,000 industry professionals.³ With weekly deployments, these blasts are both timely and tie in with AWCI Media's powerful brand. A limited number of pre- and post-BUILD Expo blasts provide focused and unmatched reach to registrants at this largest wall and ceiling industry event.

Full Distribution Blast

\$5,900

Pre-BUILD Blast

\$5,500

Post-BUILD Blast

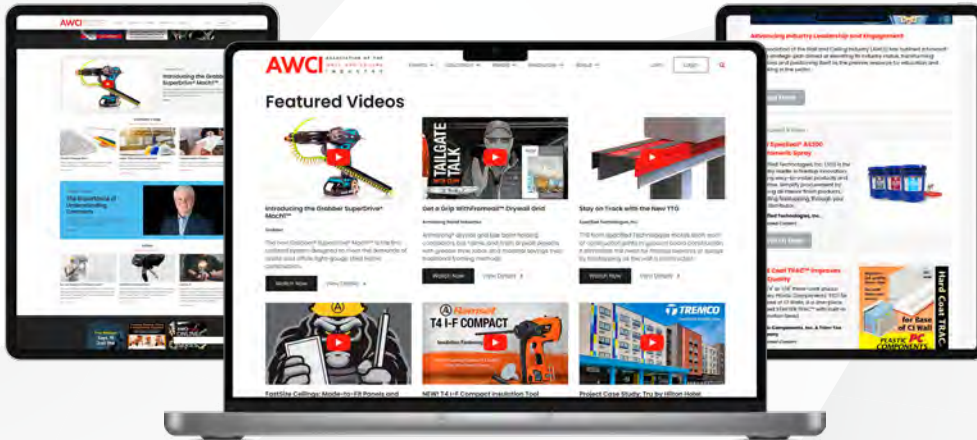
\$5,500

¹ Computer Fulfillment Inc, May/June 2026 AWCI TQ = 22,190 (Print) + 8,690 (Digital)

² Readex, August 2024 Study

³ Publisher's own information

awci bundled media collective resources



Featured Video

Drive contractors to your video. Includes impact through:

- AWCI Media Content Pages—the most traffic on AWCI's website.
- *The Finish Line* Weekly Newsletter—prominent newsletter appearance concurrent with web impact.
- Links directly to your video at any web destination.
- Archival views contribute to ongoing reach for up to 12 months.
- Exclusivity—no more than two available each month.

\$2,600 per deployment for two weeks



Manufacturer's Corner: Sponsored Content

Share insights through expanded content not available through traditional advertising. Garner thought leadership, introduce new products and strengthen awareness through AWCI's exceptional media brand.

- Up to a 1,500-word article: promote product innovations, award announcements, case studies, design tools and more.
- Featured in our newsletter *The Finish Line*.
- Archival views contribute to ongoing reach for up to 6 months.

\$3,200 per deployment for two weeks

Contact AWCI for full details.

awci custom media thought leadership defined

AWCI Media ONLINE LEARNING SERIES



**Join Us for a Free One-Hour Webinar
Learn How Robotics Is Accelerating
Construction Layout Speeds**
July 25 | 2 p.m. EDT

Construction layout is challenging due to increasing project complexity and a shrinking skilled labor pool. The industry is collectively seeking solutions to this problem, and efforts are being made on two fronts: educating more layout professionals and enhancing the capabilities of current professionals through robotic layout tools. This webinar will focus on robotic construction layout, exploring how it can accelerate the layout process and reduce labor time. It will also cover additional benefits like reducing soft tissue injuries and other manual labor risks. Discover how autonomous site layout brings new levels of efficiency and accuracy to construction.

Presented by **hp**

AWCI - Association of the Wall and Ceiling Industry

AWCI Media ONLINE LEARNING SERIES



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Learn How Robotics Is Accelerating
Construction Layout Speeds**
July 25 | 2 p.m. EDT

With increasing project complexity and a shrinking skilled labor pool, construction layout is challenging. This webinar explores how robot layout, acceleration processes, reduces labor time and risks, and enhances efficiency and accuracy in construction through autonomous site layout.

Presenting Speakers

Presenter: Andy Dickey, Head of all Construction Services, Americas, will speak to the current challenges in construction and the need for automation and smart construction. Andy has worked on other details, innovative economic project savings, business development executives and director with a heavy focus on information technology at various firms throughout the United States.

Guest speaker: Chris Pickett, S.E., Health-Care Manager - Turner Construction will join us to share his experience using robots in construction layout. Turner is a self-performing contractor that confirms that construction layout is a key success factor in select markets.

Presented by **hp** **Turner**

The Finish Line
Wall and Ceiling Industry Weekly

This weekly newsletter is delivered every Wednesday to members and partners of the Association of the Wall and Ceiling Industry.

July 2, 2025

2025-26 AWARDS
ENTER YOUR PROJECT TODAY!

Do You Have a Project that Deserves Recognition?

Apply now for AWCI's Excellence in Construction Quality Awards—exclusively for AWCI Contractor Members. These awards recognize exceptional projects in the categories of ceilings, drywall, EPS, plaster/stucco, steel framing, prefabrication and more.

Enter by July 15, and put your best work front and center.

Calendar/Events
July 25 Webinar: Mastering Construction Robotic Layout

AWCI Media ONLINE LEARNING SERIES

Articles & Insights

Clear Studies

Building Science Magazine

Building Science News Center

Construction Science

Construction Technology

Building Science Center

hp

AWCI Media VIDEO SHOWCASE

Learn how robotics is accelerating construction layout speeds

Andy Dickey
Head of Construction Services, Americas, Australia, Middle East

Learn how robotics is accelerating construction layout speeds

AWCI - Association of the Wall and Ceiling Industry

AWCI - Association of the Wall and Ceiling Industry

Join AWCI Media and HP for our exclusive upcoming FREE webinar: Learn How Robotics is Accelerating Construction Layout Speeds. Join us July 25 at 2 p.m. EDT.

Register today at <https://www.awci.org/webinars>

Construction layout is challenging due to increasing project complexity and a shrinking skilled labor pool. The industry is collectively seeking solutions to this problem, and efforts are being made on two fronts: educating more layout professionals and enhancing the capabilities of current professionals through robotic layout tools. This webinar will focus on robotic construction layout, exploring how it can accelerate the layout process and reduce labor time. It will also cover additional benefits like reducing soft tissue injuries and other manual labor risks. Discover how autonomous site layout brings new levels of efficiency and accuracy to construction.

FREE WEBINAR
Mastering Construction Robotic Layout

With increasing project complexity and a shrinking skilled labor pool, construction layout is challenging. This webinar explores how robotic layout accelerates processes, reduces labor time and risks, and enhances efficiency and accuracy in construction through autonomous site layout.

Details:
July 25 • 2 p.m. ET

Register for free at www.awci.org/webinars

AWCI Media ONLINE LEARNING SERIES

Manage Page

AWCI - Association of the Wall and Ceiling Industry

Professional Dashboard

Insights

Create edit

Boost Instagram post

Settings

Most tools

Meta Verified

Limit Content

Meta Business Suite

Nonprofit Manager

FREE WEBINAR
Mastering Construction Robotic Layout

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July 25 • 2 p.m. ET

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AWCI Media ONLINE LEARNING SERIES

AWCI-Sponsored Webinars

Marketing partners present and sponsor AWCI Media Online Learning Series webinars. AWCI Media hosts and markets the event while participating members shine spotlights on products and technology.

Online Learning Series Webinars are twice per month.

Net rate: \$10,950*

Contact AWCI for full details.

display rates

Rates (Gross)

4-color	1X	3X	6X
Full page	\$7,055	\$6,745	\$6,530
¾ page	\$5,875	\$5,640	\$5,490
NEW ½ Page Horizontal Premium	\$5,450	\$5,240	\$5,080
NEW ½ Page Vertical Premium	\$5,450	\$5,240	\$5,080
½ Island	\$5,350	\$5,145	\$4,985
½ Page	\$4,905	\$4,725	\$4,610
⅓ Page	\$3,965	\$3,845	\$3,750
¼ Page	\$3,675	\$3,570	\$3,490

Covers	1X	3X	6X
2 & 3	\$8,920	\$8,610	\$8,395
4	\$9,270	\$8,960	\$8,745

Additional Rate Information

- Guaranteed full-page positions at 10% of page and color.
- Polybag, multiple-page and customized advertising options quoted upon request.
- Design services available. Production charges apply.

Inserts

Rates available through your sales representative.

Marketplace (Net)

Advertising: Marketplace			
Display (text + graphic)			
	1x	3x	6x
3.5" x 2.25"	\$475	\$470	\$445
2.25" x 3"	\$370	\$335	\$315

Listing (text only)			
50 Words	\$145	\$135	\$120

Marketplace Display Ads (text + graphic)

Logos, graphics, pictures and font variations may be included.

Marketplace Listings (text only)

Appear in color, 8 point font. Headlines are bold and included in the word count. Prices shown are for 50-word ads (prices increase based on 50-word increments).

Note: Prices are good for ads placed in 2027.

display rates

Full Page/Spread Specs

Ad Size	Width	Height
Full Page (live area)	7.75"	10.375"
Full Page trim	8.25"	10.875"
Full Page bleed	8.5"	11.125"
Spread (live area)	16"	10.375"
Spread trim	16.5"	10.875"
Spread bleed	16.75"	11.125"



Live Area

All copy and image(s) you wish to display should be kept within these dimensions.

Trim Area

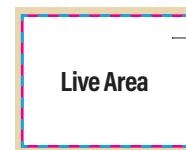
The page size to setup your ad file to.

Bleed Area

Elements that should "bleed" of the edge of the page should expand into this area.

1/2 Horizontal Premium Specs

Ad Size	Width	Height
½ Horizontal Premium (live area)	7.75"	5"
½ Horizontal Premium trim	8.25"	5.5"
½ Horizontal Premium bleed	8.5"	5.75"



Live Area

Trim Area

Bleed Area



A ½ horizontal premium as it would appear on a left hand page.

1/2 Vertical Premium Specs

Ad Size	Width	Height
½ Vertical Premium (live area)	3.5"	10.375"
½ Vertical Premium trim	4"	10.875"
½ Vertical Premium bleed	4.25"	11.125"



Live Area

Trim Area

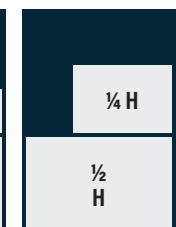
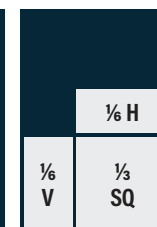
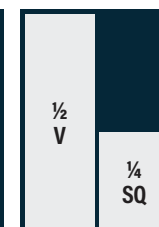
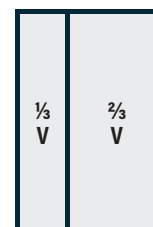
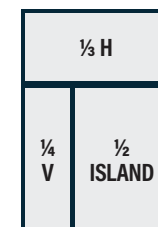
Bleed Area



A ½ vertical premium as it would appear on a right hand page.

Standard Fraction Ad Specs

Ad Size	Width	Height
¾ Vertical	4.5"	10"
½ Island	4.5"	7"
½ Vertical	3.375"	10"
½ Horizontal	7"	4.875"
⅓ Vertical	2.25"	10"
⅓ Horizontal	7"	3.25"
⅓ Square	4.5"	4.875"
¼ Vertical	2.25"	7"
¼ Horizontal	4.5"	3.75"
¼ Square	3.375"	4.875"
⅙ Horizontal	4.5"	2.5"
⅙ Vertical	2.25"	4.875"



Print Media Submission Guidelines

Failure to carefully follow submission guidelines may result in improper print output of your material.

- All submitted material must have a CMYK color mode (no RGB).
- All fonts must be converted to outlines.
- Do not include any print marks such as crop marks or color bars.
- All images must contain a resolution of no less than 300 DPI.
- Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.

Acceptable Ad Formats

- PDF/X compliant file (PDF/X-1a or PDF/X-4).
- Adobe Illustrator (AI) or EPS files.
 - Placed images must be embedded within file and CMYK with a minimum DPI of 300.
 - All fonts must be converted to outlines.
 - All spot colors must be converted to CMYK.

AWCI can provide a template upon request.