



About The Construction Specifier

The Construction Specifier is the only publication specifically targeted to those professionals who select, recommend, or influence product decisions. It is the official magazine of CSI, a national technical organization, established in 1948, working to meet the industry's need for a common language and system to organize, standardize, retrieve, communicate, and exchange construction information.

The Construction Specifier's editorial focus relates directly to the job functions of its core readership—professionals involved in the specification process. The magazine reaches over 28,000 specifiers, architects, designers, engineers, and project managers. It is also passed along to other professionals, extending the reach and influence of its messages.

The Construction Specifier has an average of 2.7 readers per copy ^[1], increasing the magazine's potential audience to over 53,000 readers—readers who specify.



Footnotes

1. Based on March 2025 Ad Study conducted by the independent research firm, Signet Research, Inc.

Audience

Why do you need to reach this audience?

Once a product is included in the specifications, it will most likely be included in the final job.

The average reader of **The Construction Specifier** reported conducting only a handful of meetings per year with sales representatives. Your odds of scheduling one-on-one time with a specifier, architect, engineer, or project manager are slim.

Break the ice by advertising in **The Construction Specifier** and pre-sell your products to the ultimate decision-makers in a familiar and objective setting.

Trade magazines AEC professionals find useful in their work. ^[1]

Trade Magazine	Per cent of audience
The Construction Specifier	86%
Architectural Record	36%
Architect	30%
Architectural Products	27%
Building Design and Construction	55%

Value of projects with which our readers are involved. ^[1]

Value of Projects	Per cent of audience
Less than \$500,000	18%
\$500,000 - less than \$1 Million	11%
\$1 million - less than \$5 million	24%
\$5 million - less than \$10 million	11%
\$10 million - less than \$20 million	15%
Over \$20 million or more	21%

Types of projects with which our readers are involved. ^[1]

Type of Projects	Per cent of audience
Commercial (office buildings)	32%
Institutional (schools healthcare etc.)	35%
Residential	27%
Industrial	6%

Key Figures

75%

Readers take action as a
result of reading *The
Construction Specifier*. ^[1]

\$17,338,216

Average project value of readers
^[1]

Footnotes

- 1. Based on March 2025 Ad Study conducted by the independent research firm, Signet Research, Inc.



Editorial Calendar (2026)

January

Bonus Distribution:

- World of Concrete

Topics:

- Concrete
- Masonry
- Acoustics
- Exteriors & Cladding

Space Closing: December 1, 2025

Material Deadline: December 5, 2025

Publishing Date: December 31, 2025

February

Bonus Distribution:

- IIBEC
- International Roofing Expo

Topics:

- Metals
- Roofing
- Waterproofing
- Insulation

Space Closing: January 2, 2026

Material Deadline: January 8, 2026

Publishing Date: January 30, 2026

March

Special Feature: Signet Ad Study

Bonus Distribution:

- IMT Conference

Topics:

- Doors & Hardware
- Wood/Timber
- Acoustics
- Flooring

Space Closing: February 2, 2026

Material Deadline: February 6, 2026

Publishing Date: February 27, 2026

April

Topics:

- Walls & Ceilings
- Curtain Walls & Glazing
- Air Barriers
- Concrete

Space Closing: March 2, 2026

Material Deadline: March 6, 2026

Publishing Date: March 31, 2026

May

Special Feature: Ask the Expert

Topics:

- Acoustics
- Roofing
- Exteriors & Cladding
- Metals

Space Closing: April 1, 2026

Material Deadline: April 8, 2026

Publishing Date: April 30, 2026

June

Bonus Distribution:

- AIA

Topics:

- Doors & Hardware
- Exteriors & Cladding
- Curtain Walls & Glazing
- Insulation

Space Closing: May 1, 2026

Material Deadline: May 7, 2026

Publishing Date: May 26, 2026

July

Special Feature: Manufacturers' Profiles

Topics:

- Windows & Doors
- Ventilation & Air Quality
- Paints & Coatings
- Concrete

Space Closing: June 1, 2026

Material Deadline: June 5, 2026

Publishing Date: June 30, 2026

August

Topics:

- Waterproofing
- Walls & Ceilings
- Metals
- Masonry
- AI & Software

Space Closing: July 2, 2026

Material Deadline: July 8, 2026

Publishing Date: July 31, 2026

September

Bonus Distribution:

- CSI Annual General Meeting
- Western Roofing Expo

Topics:

- Wood & Mass Timber
- Concrete
- Flooring
- Paints & Coatings

Space Closing: August 4, 2026

Material Deadline: August 10, 2026

Publishing Date: August 31, 2026

October

Bonus Distribution:

- METALCON
- Greenbuild

Topics:

- Air Barriers
- Metals
- Exteriors & Cladding
- Roofing

Space Closing: September 1, 2026

Material Deadline: September 8, 2026

Publishing Date: September 30, 2026

November

Special Feature: Ask the Expert

Topics:

- Windows & Doors
- Masonry
- Walls & Ceilings
- Acoustics

Space Closing: October 1, 2026

Material Deadline: October 7, 2026

Publishing Date: October 30, 2026

December

Special Feature: Manufacturers' Profiles

Topics:

- Curtain Walls & Glazing
- Insulation
- Flooring
- Metals
- Rain Screens

Space Closing: November 2, 2026

Material Deadline: November 6, 2026

Publishing Date: November 30, 2026

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

Cover Tip-ons

Make headlines with **The Construction Specifier's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.



Front



Back

Rate: \$16,380/issue (twelve issues per year)

There are other effective ways to engage with your audience. Call us today to inquire about Gatefolds, Barndoors, and other unique print opportunities.

Content Marketing

Profiles

Make sure our audience of nearly 28,000 architects, engineers, and specification writers are aware of your products with a profile about your company.

Qualified advertisers receive a complimentary Profile in the July or December issue. Call for details.

Half-page Profile: \$6,495

Full-page Profile: \$8,655

Click images to view interactive sample.

ADVERTORIAL

OVER 80 YEARS OF INNOVATION

Hubbell & Bennett, founded in 1935, is America's leading manufacturer of quality electrical and communications products. Our commitment to innovation and excellence has made us a leader in the industry for over 80 years. Today, we continue to push the boundaries of what's possible, creating products that are not only reliable but also innovative and sustainable.

APPLICABLE SYSTEMS

- **LED and High-Performance Lighting:** Our LED lighting solutions are designed to provide long-lasting, energy-efficient illumination for a wide range of applications, from commercial buildings to industrial facilities.
- **Energy Management Systems:** Our advanced energy management systems help reduce energy consumption and lower operating costs, making us a leader in sustainable building solutions.
- **Smart Building Solutions:** Our smart building solutions, including our smart lighting and security systems, are designed to enhance the efficiency and security of modern buildings.

Hubbell & Bennett, Inc.
10000 Hubbell Drive, Charlotte, NC 28217
www.hubbell.com

ADVERTORIAL

Sustainable Access Control

Maximize energy efficiency with high performance door hardware

Energy efficient access control solutions are essential for reducing energy consumption and lowering operating costs. Our sustainable access control solutions, including our EcoFlex and EcoPower locks, are designed to provide long-lasting, energy-efficient access control for a wide range of applications, from commercial buildings to industrial facilities.

Other Product Offerings

- **Access Control Systems:** Our access control systems are designed to provide secure access to buildings and facilities, making us a leader in access control solutions.
- **Security Solutions:** Our security solutions, including our security cameras and intrusion detection systems, are designed to enhance the security of modern buildings.

ASSA ABLOY
The global leader in door opening solutions

Sustainable Access Control

Maximize energy efficiency with high performance door hardware

Energy efficient access control solutions are essential for reducing energy consumption and lowering operating costs. Our sustainable access control solutions, including our EcoFlex and EcoPower locks, are designed to provide long-lasting, energy-efficient access control for a wide range of applications, from commercial buildings to industrial facilities.

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ASSA ABLOY
The global leader in door opening solutions

Whether building a new facility or renovating an existing one, the advantages of sustainable design and construction can be substantial. High performance doors and hardware from ASSA ABLOY Group brands can improve overall facility energy efficiency by reducing thermal and air leakage as well as reducing the impact of electronic access control (EAC) systems.

One of the greatest efficiencies can be found with the use of IP-based access control solutions, which reuse existing network infrastructure. This reduces or eliminates the need for security infrastructure, lessening power requirements, labor and materials used. Reduction in materials provides the added benefit of minimizing the impact of manufacturing, packaging, and shipping processes and materials.

Integrated PoE (Power over Ethernet) locks like the CORBIN RUSSWIN Access 7000 PIP1 or the SARGENT Passport 1000 P1 combine all access control functionality into the lock and use existing network cabling for both power and data. ASSA ABLOY PoE locks offer significant energy efficiency with a peak power consumption of 7

watts per lock. This has been GreenCircle certified to reduce standby power consumption up to 73% compared to traditional access control installations using an access control panel, electrified lock, wall reader, and request-to-exit sensor. PoE locks also significantly reduce installation time and costs by consolidating several components into a single device.

ASSA ABLOY recently introduced another important breakthrough in energy efficiency - EcoFlex™ lock technology. Available from ASSA ABLOY Group brands CORBIN RUSSWIN and SARGENT, EcoFlex electrified mortise locks offer a remarkable 96 percent reduction in energy usage compared to standard electrified locks. Conventional electrified mortise locks consume about 6 watts of power, compared to about 0.18 watts for EcoFlex. At 10 cents per kilowatt-hour (kWh), that saves more than 50 kWh and \$5 per year per opening, which adds up in a facility with 1,000 doors that's more than a megawatt-hours and \$5,000 annual savings. For even greater savings, EcoFlex electrified mortise locks can be paired with EcoPower, a highly efficient power supply from ASSA ABLOY Group brand Securiton. Together, EcoFlex and EcoPower are GreenCircle certified to reduce total door power consumption up to 99%.

ASSA ABLOY is committed to providing products and services that are environmentally sound throughout the entire production process and product lifecycle.

Visit www.assaabloydss.com/sustainability to learn more about how ASSA ABLOY can help.

ASSA ABLOY
The global leader in door opening solutions

Have your products seen in-print, and we'll also promote it in an additional broadcast to reinforce sales opportunities with an online call to action!

- 1/2 or 1/4 Page Featured Advertiser Spotlight in the print and digital edition
- Placement in a shared Featured Advertiser email broadcast focused on delivering product information to specifiers
- Big box ad that runs in rotation on website for one month

1/2 Page Package: \$5,490

1/4 Page Package: \$3,435

PRODUCT SPOTLIGHT



Missed this product spotlight opportunity?

The Construction Specifier's Product Spotlight is your opportunity to tell our dedicated readers about the benefits of using your products and/or services in their daily operations.

To find out how you can be part of the next Product Spotlight issue, call 1-800-572-5633 or e-mail advertisers@constructionspecifier.com.

www.constructionspecifier.com



Advance Lifts dock lifts

Whether you have a low dock, a high dock, or no dock at all, dock lifts can be used to safely and efficiently load a truck of any height. Dock lifts can be surface mounted or suspended in place allowing easy traffic.

Advance Lifts is North America's #1 dock lift manufacturer. We have standard capacities ranging from 5,000 lbs. to 20,000 lbs. and offer custom sizes and capacities to suit your specific needs.

www.advancelifts.com
800-443-3025



Single Source Cladding Solutions

We are the smart first choice with our "SINGLE SOURCE SOLUTION." Lumball can manufacture various aluminum products in North America, including soffits, cornices, and more. We select multiple cladding options from a single source provider. Our diverse product portfolio of ACSI (American Composite Materials) Rain Screen Systems, Aluminum Panels, Flashing Systems, and Architectural Single-Finish sets us apart from the competition. With a diverse selection of colors and wood grains across all product lines, we offer materials for many of your projects. We also offer a full line of accessories, including matching custom trim.

Lumball.com



MRCA 74th Conference & Expo


This event is for commercial and residential roofing contractors, builders, or remodelers, architects, consultants, and their employees. We offer a wide range of programs that feature industry leading speakers, fresh ideas, and information everyone agrees to gain and build your business. Whether your interest is safety, technology, or professional skill building, we have a lot to offer. The two-day event will feature manufacturers and suppliers of all sizes delivering a full range of products, value added services and the most innovative ideas in roofing materials and technology.

Networking events include the Welcome Reception and Casino Night, the Foundation Auction, the Awards Luncheon and more!

www.mrca.org

Print Sample

THE CONSTRUCTION SPECIFIER'S FEATURED ADVERTISERS



Advance Lifts dock lifts


www.advancelifts.com

Whether you have a low dock, a high dock, or no dock at all, dock lifts can be used to safely and efficiently load a truck of any height. Dock lifts can be surface mounted or suspended in place allowing easy traffic. Advance Lifts is North America's #1 dock lift manufacturer. We have standard capacities ranging from 5,000 lbs. to 20,000 lbs. and offer custom sizes and capacities to suit your specific needs.

Remember to specify flush-frame connections

www.anel.com

To save you specify the use of New Millennium flush-frame and connectors for your upcoming projects. It's way better for weight than right steel joints with flush-frame connections offer significant weight savings compared to wide flange beams while providing equivalent stiffness and vibration performance. Thanks to innovative engineering at New Millennium, our connectors feature a joint reaction point designed to occur at the center line of the wide flange girders. This frame penetrating design eliminates girder section concerns during erection and/or due to final design loading of a perimeter wide flange girder. For help with specification, download the new Flush-Frame Design Guide now.



Single Source Cladding Solutions

Lumball.com

We are the smart first choice with our "SINGLE SOURCE SOLUTION." Lumball can manufacture various aluminum products in North America, including soffits, cornices, and more. We select multiple cladding options from a single source provider. Our diverse product portfolio of ACSI (American Composite Materials) Rain Screen Systems, Aluminum Panels, Flashing Systems, and Architectural Single-Finish sets us apart from the competition. With a diverse selection of colors and wood grains across all product lines, we offer materials for many of your projects. We also offer a full line of accessories, including matching custom trim.

The MRCA Roofing Manual: Metal Panel and SPF Roof Systems 2024

www.mrca.org

The latest volume of the MRCA Roofing Manual provides you with comprehensive information about the design, materials and installation techniques applicable to metal panel and spray polyurethane foam roof systems used in low and steep slope applications.

With two complete sections, Metal Panel Roof Systems and SPF Roof Systems, this manual is a welcome addition to your technical library.

Now it's ready at www.mrca.org/technical

Broadcast sample



Ask The Expert

Do AEC professionals understand enough about your solutions?

The Construction Specifier's Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for specifying your products. Your products are essential to our audience in getting their projects completed. Ask the Expert is your opportunity to demonstrate how specifying your products will help them reach their goals.

Ask the Expert is featured twice a year in our May and November issues and also includes a short video Q&A with one of our editors. This video will be posted to our video page and promoted in a shared broadcast to our digital audience of over 50,000 subscribers!

The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide
- 4 – 5 minute video interview with one of our editors, hosted on our site for one year!
- Shared email Broadcast promotion to drive traffic to your video

Ask The Expert

Do you have a question regarding the specific use of a product, material, or technique for a project that you are currently working on? If so, these experts may have the answer you are looking for. These leading manufacturers and suppliers have provided solutions to some of the most common questions asked by AIAA community. From the simplest questions relating to which product may be best suited for inclusion in specifications to how materials can assist in achieving green certification, you will find the answers here. In addition, you can also discover best practices related to installation to ensure product longevity.

For more information regarding the products and services mentioned in this column, please contact the respective manufacturer or distributor. For more information, visit the website for each manufacturer or distributor.

ASK THE EXPERT

Advertisement

Q: Cold coffee on tap: How automating cold coffee service improves business operations?

A: Almost all Marica's coffee and catering customers described how serving cold brew in their coffee shop or office was messy, inconsistent, and time-consuming, leading to poor customer experience. Whether a coffee shop used freshly brewed cold coffee or a coffee concentrate, a barista was not required to leave the POS, go to the fridge, and pour a cold brew for the customer. If they were using concentrate, an added step of manual dilution was required, causing inconsistencies in tastes and volumes. Therefore, automating cold coffee service makes sense from a workflow, speed, and efficiency point of view. Since we were also looking for space-saving equipment as many have limited space, then, as COVID began to impact customers' operational costs, a new need for more flexible, multi-purpose equipment also became apparent. Again, this means that a flexible, automated system (such as the Marica POURO) can improve operations from an efficiency, workflow, customer experience and ergonomic point of view.

>> AUTHOR INFORMATION

Matt Dickey is the North American Sales Director for Marica Beverage Systems, an innovative and leading manufacturer of hot water, cold water, coffee brewing and beverage dispensing equipment. Matt and his team work with specifiers, distributors, operators and end-users across a wide variety of channels in the US and Canada, with a sharp focus on enhancing the customer beverage experience. Matt introduces his clients to new, innovative solutions that solve real problems - such as space for cold brew dispensing, hands-free water dispensing and POURO cold coffee systems. Prior to joining Marica, Matt was a Zone Sales Manager with Acorn Restaurant Services, focused on driving growth of Acorn's Office Coffee and Meeting program in North Carolina. Matt is a coffee and craft beer enthusiast as well as an audiophile, hiker and camper. He is based in Charlotte, NC with his wife and three young children. Matt can be reached at matt.dickey@marica.com.

Contact Us
Phone: 205-461-1985
Email: matt.dickey@marica.com
Website: www.maricabeveragesystems.com

Q: What is ISE Logik?

A: We consider ourselves the all-in-one solution for moisture mitigation for new and existing concrete slab construction used in flooring and roofing systems. We accomplish this by built-in concrete integral (or admixed) and topical treatments requiring no moisture testing whatsoever and are warranted to 100% R4.

Q: What is your experience in this field?

A: The two founders bring a combined 80 years of experience in the construction and application industries. Plus, we've recruited 25 of the most experienced concrete professionals to consult and guide customers for the best methods to control vapor transmission from concrete.

Q: What can you tell us about your products?

A: Our products are listed as Construction Products - Building Products Category in Division 3 (Concrete and Masonry) in the MasterFormat and are found in Sustainable Methods and BIM for new concrete. Our built-in R4 integral is formulated to stop moisture migration and is warranted to 100% R4 with no moisture testing required. For existing concrete, we provide effective moisture vapor control with our 1-part topical coatings that eliminate moisture testing and cure in just 8 hours.

Q: What's your promise?

A: We stop moisture in its tracks, saving time and costs with high construction practices.

>> AUTHOR INFORMATION

David P. Seaton, Principal and Founder of ISE Logik Industries has over 20 years in a wide range of problems in the building products industry, including floorcoverings, coatings, and substrates. He is one of the top independent building products failure analysts focused on coatings and coatings applied to substrates.

Contact Us
Phone: 817-228-0138
Email: david@ise-logik.com
Website: www.ise-logik.com

Q: When it comes to sound control solutions, why is it so important for factory personnel to install the hardware?

A: Installing hardware on IAC doors is complicated. Some of the complications include 1.3", 1.5", 1.8" thick doors with 2-3/4" & 3" backsets. Additionally, the hardware is not contained in the door, making ordering and modification requirements quite advanced. Customs need to be precise to ensure no flanking paths, which is why the hardware is custom designed and punched on a punch press. Should any errors occur, IAC simply repairs and/or replaces the parts in the factory, avoiding delays and field fixes. IAC Acoustics factory installs all pertinent hardware to ensure proper fit, finish, and function in the field allowing IAC to guarantee the performance. With as much as noise including equipment, potential downtime, and mechanical, structural, and acoustical performance, it's best not to leave installation up to the client, instead relying on the skill and experience of our trained professionals.

About IAC Acoustics
IAC Acoustics offers acoustic metal solutions for industrial, architectural, and medical applications. The industrial offering includes both in-plant and outdoor environments, outdoor noise barriers, enclosure chambers, Dyno Rooms, and HVAC enclosures. The architectural products include secure facilities, acoustical doors, windows, music practice rooms, and studio packages. The medical offering includes more and full-size audiologic booths and test chambers.

>> AUTHOR INFORMATION

Thomas Hines, Director of IAC Acoustics. Possessing ten decades of experience, most recently as IAC Acoustics' National Sales Manager, Thomas Hines is well-versed in managing the design, growth of the leading brand of metal noise control products and solutions serving industrial, commercial, architectural and construction industries.

Contact Us
Phone: 800-876-4188
Email: tom@iac-acoustics.com
Website: www.iac-acoustics.com

Rate: \$7,065

Deliverables:

1/2 Page Q&A

- Question and Answer (175 words minimum, 225 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (Phone, e-mail, and website)

Video

- One of our editors will reach out after booking to receive the questions and schedule a recording date.

Print Rates (2026)

Display Ad Rates

Ad Size	Rate
Full Page	\$8,655
1/2 Page Island	6,925
1/2 Page Vertical / Horizontal	6,495
1/3 Page	4,765
1/4 Page	4,330
Double Page Spread	14,715
1/2 Page Spread	11,045

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$9,525
OBC	9,955

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

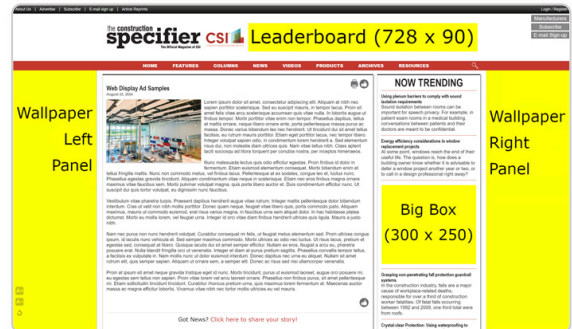
Web Display

The Construction Specifier's website

provides building industry professionals with breaking news and an extensive technical content library, all of which are searchable by keyword, MasterFormat, or Uniformat.

Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Click image to view interactive sample.



Wallpaper: \$7,365/month

Includes:

- Exclusive 100% share of voice
- Two side panels (200 x 625 pixels)
- Optional background (1920 x 1080 pixels)
- Mobile (320 x 50 pixels)

Leaderboard (728 x 90 pixels):

\$2,200/month

Big Box (300 x 250 pixels): \$2,030/month

Mobile Revealer (300 x 600 pixels):

\$4,095/month

Revealed between content when scrolling on a mobile device.

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB

- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brands exclusive video on our highly-visited website for month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

Rate: \$5,900

Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided) or
- YouTube or Vimeo embed (Impression tracking only) and
- Link to your website (Click tracking provided)

Click image to view interactive sample.





Online Rates (2026)

Ad Type	Rate	Per
<u>Leaderboard</u>	\$ 2,200	Month
<u>Big Box</u>	2,030	Month
<u>Wallpaper</u>	7,365	Month
<u>Mobile Revealr</u>	4,095	Month
<u>Highlighted Video Advertiser</u>	5,900	Month
<u>Demo-Cast</u>	7,655	Event
<u>Ask Me Anything</u>	7,830	Event
<u>Branded News</u>	1,975	Month
<u>Branded Features</u>	4,595	12 Months
<u>E-Broadcast</u>	9,010	Broadcast
<u>E-Newsletter Sponsorship</u>	4,320	Broadcast
E-Monthly Top 5 Newsletter Sponsorship	4,320	Broadcast
Annual Top 10 Newsletter Sponsorship	4,320	Broadcast
Quarterly Themed Newsletter	2,260	Broadcast
<u>Digital Edition Sponsorship</u>	6,075	Issue
<u>Products</u>	735	Month

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

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Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *The Construction Specifier* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Reach: Over 200,000 impressions

Price: \$7,655

Add the edited MP4 file: \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)

- Headshots, names and titles of those presenting

Marco Beverage Systems Demo-Cast: FRIIA HCS



MP4 File Terms of Sale

Kenilworth Media Inc., publishers of The Construction Specifier, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

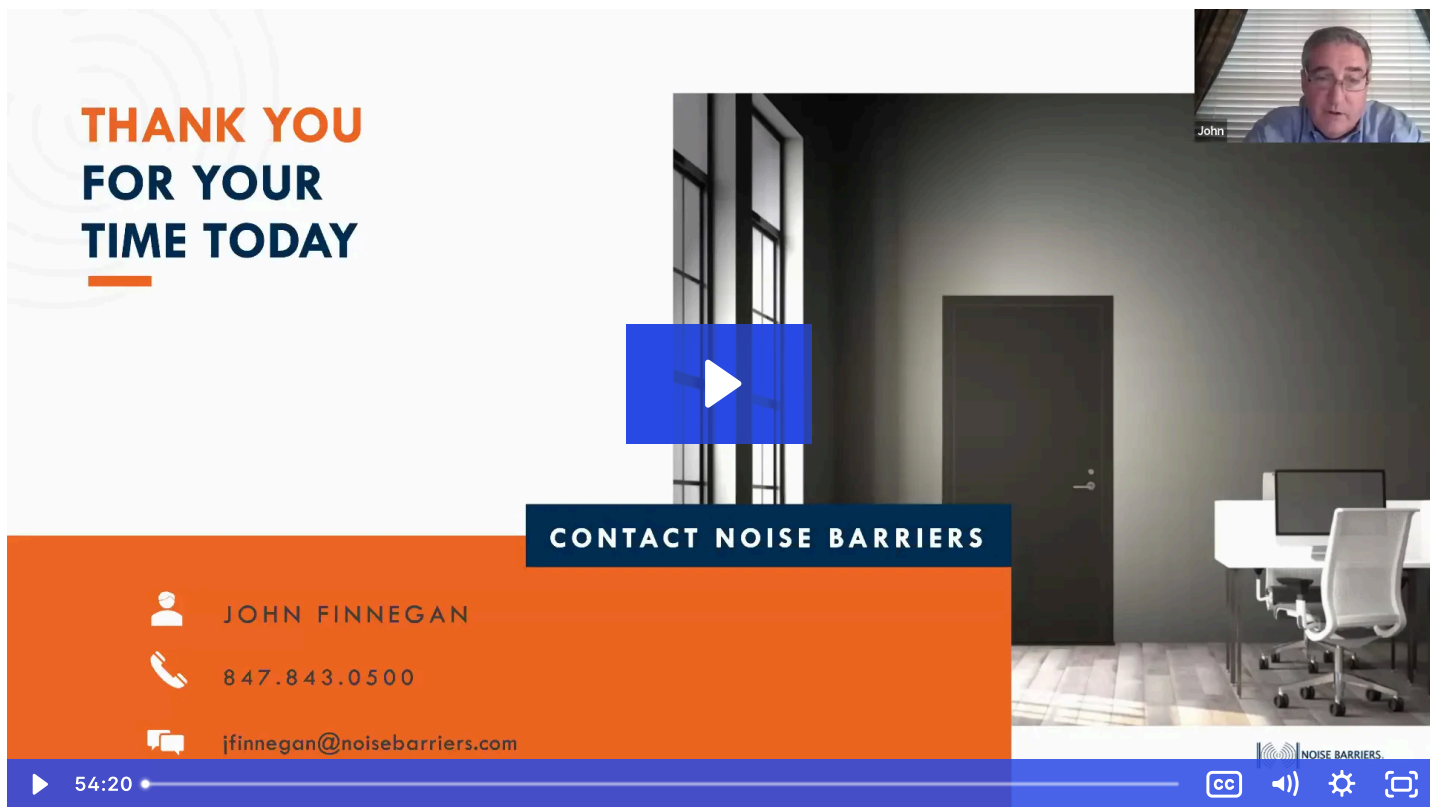
Each Ask Me Anything package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Demo-Cast
- Your Ask Me Anything archived on our site for a one-year period

Think of it like a virtual "Lunch and Learn"!

Rate: \$7,830

Add the edited MP4 file: \$750**



MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.

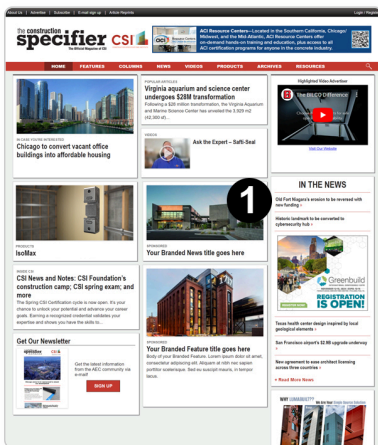
Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter
- Social Media

Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



Rate

\$1,975 per posting/month

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

Branded Features

Branded Features appear alongside trusted and topical content from **The Construction Specifier**. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category (*MasterFormat/UniFormat*). It may contain multiple images and/or video treatments, and is promoted via:

- Home Page
- Features Section
- E-Newsletter
- Social Media

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs



Rate

\$4,595 per posting/year

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

Products

Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword/Masterformat category and so are the advertised products.

Marketers receive up to three product profiles which are promoted via:

- Home Page
- Features Section - related products are served in context with user-selected content and appear alongside technical articles with similar themes
- Product Section - searchable by category and keyword



Rate: \$735 per month (minimum three month purchase)

Build your product portfolio now and get three product/service listings and four months free if you book an annual program.

Deliverables

Go to **Manufacturers' Area** and create your product profile.

- Product name up to 10 words
- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)

E-Broadcast

E-broadcasts deliver instant access to a targeted audience and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

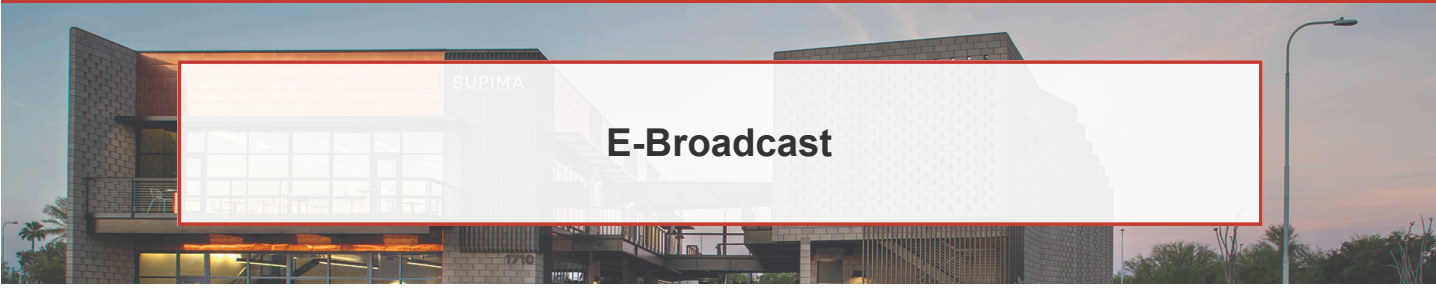
Reach: 60,000 recipients


Rate: \$9,010

Non-qualified lead generation programs are available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction.






Discover the Future of Concrete Waterproofing made-easy - Join our Webinar!

We're excited to invite you to our upcoming webinar, "Concrete Waterproofing Made Easy: The Tell-All Story from a Ready Mix Producer." Join us and gain valuable insights from industry experts Ryan and Luvy as they delve with Adam Creelman into the practical applications and benefits of crystalline waterproofing admixture from a ready-mix perspective.

What you will learn:

1. Easy application and proper installation of waterproofing solutions
2. Inventory management and product availability
3. The convenience of water-soluble bags and their sustainability benefits
4. Strong relationships and support from suppliers
5. Real-world case studies showcasing the effectiveness of advanced waterproofing solutions



Register Now


Designing More Durability & Sustainable Concrete

Durability not only extends the lifespan of concrete structures but also contributes to sustainability and reduces overall lifecycle costs.


Watch this on-demand webinar to get up to speed on the latest solutions to enhance concrete's durability and service life.


What you will learn:

1. What abrasion and erosion resistant admixture is and how it works
2. Comparison to dry shakes, liquid densifiers, and other hardening methods
3. Common applications, including industrial flooring, distribution centers, roads, paths, ports, piers, hydroelectric dams, wastewater, and farming.
4. Sustainability advantages and LEED points available with Hard-Cem



Watch Now





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Toll-Free: +1.800.267.8280 Tel: +1.604.324.8280

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specifier

The Construction Specifier is pleased to present the preceding opportunity for our readers. The Construction Specifier does not endorse the preceding products, services, or events and your contact information remains strictly confidential.

E-Newsletter Sponsorship

Weekly Newsletters

Featuring breaking news from North America's commercial building industry, **The Construction Specifier EXPRESS** is e-mailed every Tuesday to over 60,000 architects, engineers, project managers, and specification writers. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

1. Leaderboard (728 x 90 pixels)
2. Big Box (300 x 250 pixels)

Reach: 60,000 recipients

Frequency: Weekly

Rate: \$4,320/newsletter

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

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EXPRESS

CSI
CONSTRUCTION SPECIFICATION WRITERS
September 10, 2024



The role of flooring in healthcare facilities

Your Branded News title goes here

SPONSORED

Body of your Branded News. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at nibh nec sapien porttitor scelerisque. Sed eu suscipit mauris, in tempor lacus.



Texas health center design inspired by local geological elements

The El Paso VA Health Care Center, a new 45,708 m² (492,000 sf) ambulatory care facility, recently broke ground in Bliss, Tex.

2. Big Box

Commercial innovation with the Clopay reputation

SPONSORED

Clopay offers a wide selection of commercial doors designed for infinite applications. Whether your primary need is durability, energy efficiency or versatility, Clopay has a door to transform your space.



Top Stories Newsletters

Every month *The Construction Specifier* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

Reach: 60,000

Rate: \$4,110

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)
- URL(s)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

the construction
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Top 5
of August

Top 5 News Stories of August 2024



1. Ohio hospital recognized for exceptional drywall design

2. Chicago to convert vacant office buildings into affordable housing

Through the LaSalle Street Reimagined initiative, the city of Chicago plans to convert a collection of empty downtown office buildings into mixed-used and residential towers.



3. California becomes home to world's first climate-positive arena

Intuit Dome, home to the Los Angeles Clippers, is the world's first climate-positive arena located in Inglewood, Cal.

2. Big Box

4. Texas welcomes world's first S-curve network-tied bridge

The Northaven Trail Bridge in Dallas is the only known S-curved, network-tied bridge in the world and was set overnight.





Quarterly Themed Newsletters

Get featured in our industry-specific quarterly newsletters, reaching thousands of email subscribers looking for content like yours.

Benefit from a shared Digital Advertorial, a link to your content on our website, and a URL link back to your site. Maximize your brand's visibility and connect with the right audience today!

Reach: 60,000

Rate: \$2,260

Specifications

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images
- 50-word summary for use in the broadcast



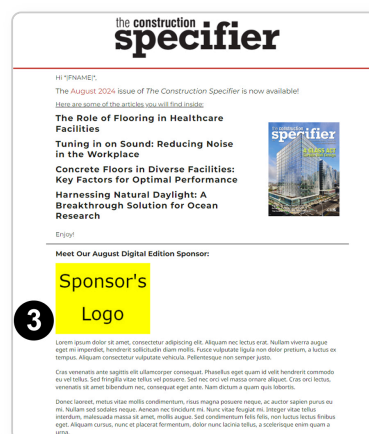
Each month *The Construction Specifier* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

As the Digital Edition Sponsor, you will receive:

- Content in a dedicated email broadcast - Image and 300 words about your company
- Exclusive Sponsor recognition in the same broadcast
- Leads! A list of email addresses of subscribers who clicked your content

Reach: 60,000 recipients

Rate: \$6,075/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



E-books

Each month, **The Construction Specifier** publishes a special focus e-book series on our most sought-after topics, curated by our editorial staff and e-mailed to more than 60,000* recipients. Architects and specifiers with a specific interest in solutions within your area of expertise will be reading this issue. Secure your exclusive sponsorship and be seen as the leader in your market segment. “Best-of” series and “Custom” E-books are available on a variety of topics. Speak to your account manager for details.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

Rate: \$18,115



Click image to view interactive sample

Deliverables

- Up to five ads:
- Half page: 5.6" x 7" @ 300dpi
- Full page: 11.2" x 7" @ 300dpi
- No bleed required
- Company Logo (Minimum 2" x 1" @ 300dpi)



Custom Market Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!