

MEDIA PLANNER

The official magazine of CSI — reaching the professionals who specify

the construction **specifier**

2027

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 2.3 readers per copy¹, increasing the magazine's potential audience to over 64,000 readers— readers who specify.

28,000+

specifiers, architects, engineers,
and project managers

2.3

average readers per copy

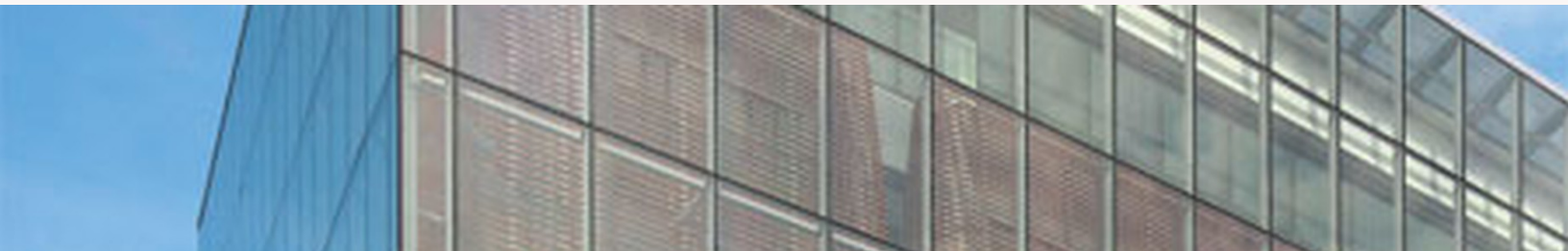
64,000+

potential readers — readers who
specify



The Construction Specifier in print, online, and on every device.

1. Based on March 2026 Ad Study conducted by the independent research firm, Signet Research, Inc.



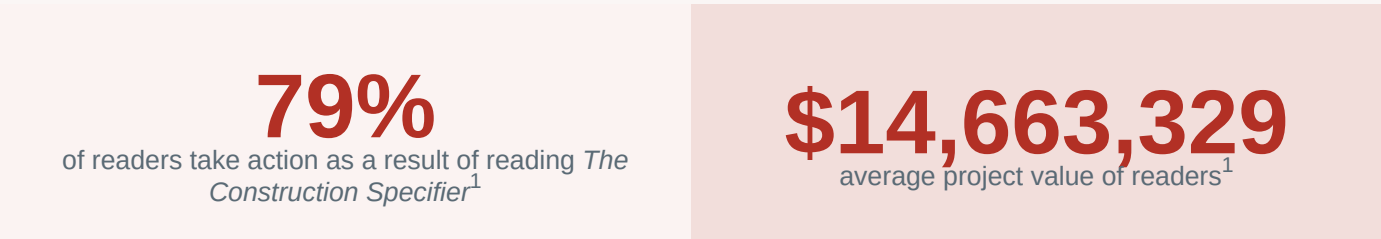
Audience

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.

Trade Magazine	Per cent of audience
The Construction Specifier	80%
Building Design and Construction	73%
Architectural Record	45%
Architectural Products	41%
Architect	38%

Value of projects with which our readers are involved.

Value of Projects	Per cent of audience
Less than \$500,000	12%
\$500,000 – less than \$1 million	13%
\$1 million – less than \$5 million	27%
\$5 million – less than \$10 million	24%



Audience

Value of Projects	Per cent of audience
\$10 million – less than \$20 million	7%
Over \$20 million or more	17%

Types of projects with which our readers are involved.

Type of Projects	Per cent of audience
Institutional (schools, healthcare, etc.)	37%
Commercial (office buildings)	30%
Residential	24%
Industrial	9%

1. All figures based on March 2026 Ad Study conducted by the independent research firm, Signet Research, Inc.



2027 Editorial Calendar

Issue	Special Feature	Bonus Distribution	Topics	Deadlines
January		World of Concrete International Builders' Show	Concrete & Rebar/Forms Masonry & Brick Air Barriers Exteriors & Cladding	Space Closing: December 1, 2026 Material Deadline: December 7, 2026 Publishing Date: December 31, 2026
February		IIBEC International Roofing Expo	Safety & Security Roofing Building Envelopes/Facades Thermal/Moisture Protection	Space Closing: January 4, 2027 Material Deadline: January 8, 2027 Publishing Date: January 29, 2027
March	Signet Ad Study	IMT Conference	Doors & Hardware Wood & Mass Timber Acoustics Curtain Walls & Glazing Finishes	Space Closing: February 1, 2027 Material Deadline: February 5, 2027 Publishing Date: February 26, 2027
April			Walls & Ceilings Metals Concrete Flooring	Space Closing: March 1, 2027 Material Deadline: March 5, 2027 Publishing Date: March 31, 2027
May	Ask the Expert		Windows & Doors Insulation Fire Protection Exteriors & Cladding	Space Closing: April 1, 2027 Material Deadline: April 7, 2027 Publishing Date: April 30, 2027
June		AIA	Concrete Masonry & Brick Roofing Acoustics	Space Closing: May 3, 2027 Material Deadline: May 7, 2027 Publishing Date: May 31, 2027
July	Manufacturers' Profiles		Windows & Doors Walls & Ceilings Waterproofing Flooring ADA/Accessibility/Compliance	Space Closing: June 1, 2027 Material Deadline: June 7, 2027 Publishing Date: June 30, 2027
August			Metals Building Envelopes/Facades Insulation Curtain Walls and Glazing	Space Closing: July 2, 2027 Material Deadline: July 8, 2027 Publishing Date: July 30, 2027
September	Readers' Choice Product Award Winners	CSI Annual General Meeting Western Roofing Contractors Association	Masonry & Brick Wood & Mass Timber Concrete Paints & Coatings	Space Closing: August 3, 2027 Material Deadline: August 9, 2027 Publishing Date: August 31, 2027
October		Greenbuild METALCON	Restrooms Air Barriers Metals Thermal/Moisture Protection Sustainability	Space Closing: September 1, 2027 Material Deadline: September 8, 2027 Publishing Date: September 30, 2027



2027 Editorial Calendar

Issue	Special Feature	Bonus Distribution	Topics	Deadlines
November	Ask the Expert		Safety & Security Exterior Insulation & Finishing Systems (EIFS) Roofing Walls & Ceilings	Space Closing: October 1, 2027 Material Deadline: October 7, 2027 Publishing Date: October 29, 2027
December	Manufacturers' Profiles		Acoustics Flooring Rainscreens Curtain Walls & Glazing	Space Closing: November 1, 2027 Material Deadline: November 5, 2027 Publishing Date: November 30, 2027

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.

Cover Tip-on	Rate
Front Cover Tip (2 pages) — twelve issues per year	\$14,870/issue

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



Samples: cover tip-on front (left) and back (right).



Make sure our audience of nearly 28,000 architects, engineers, and specification writers are aware of your products with a print and digital advertorial about your company. Your advertorial appears in the print edition and the digital edition of *The Construction Specifier*.

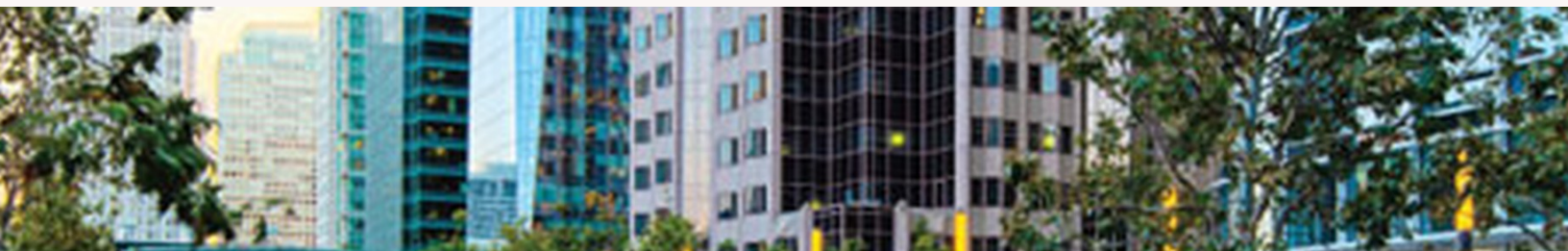
Advertorial	Rate
Half-page Advertorial	\$6,560
Full-page Advertorial	\$8,745

Material Requirements — Templated

- ## Material Requirements — Submit Your Own

- Full page trim size: 8.125" x 10.75" (allow 1/8" bleed on all sides)
- Half page: 7" x 4.875" (no bleed)
- Publisher reserves the right to clearly mark as "advertorial"

Samples: half page advertorial (left) and full page advertorial (right).



Content Marketing

Featured Advertiser Package

A print + digital package that puts your products in front of specifiers across multiple touchpoints. 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

Featured Advertiser Package	Rate
1/2 Page Package	\$5,660
1/4 Page Package	\$3,545

We create the display for you — simply supply your image and text, and we'll handle the layout.

Material Requirements

- One image or logo (300 dpi)
- Headline (up to 5 words)
- Up to 100 words (1/4 page) or 250 words (1/2 page) of body text
- URL

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 1-866-572-3633 or e-mail sales@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 mounted in a pit allowing cross 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
800-943-3823

Single Source Cladding Solutions

We are the smart first choice with our "SINGLE SOURCE SOLUTION." Lumball can manufacture various aluminum products in North America, allowing architects, contractors, and owners to select multiple cladding options from a single source provider. Our diverse product portfolio of ACM (Aluminum Composite Materials) Rain Screen Systems, Aluminum Plate, Flush Siding, Barriers, and Architectural Single Skin 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 trims.

lumball.com

MRCA 74th Conference & Expo

This event is for commercial and residential roofing contractors, installers, re-modelers, architects, consultants, and their employees. We offer a wide range of programs that feature industry leading speakers, fresh ideas, and continuous inspiration to grow and build your business. Whether your interest is safety, technology or professional and business building, our courses have it covered. The two-day expo will feature manufacturers and suppliers of all sizes displaying 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

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 mounted in a pit allowing cross 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
steelreinforce.com

Be sure you specify the use of New Millennium flush-frame connections for your upcoming projects. It's way better for weight loss. That's 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 connections feature a joint reaction point designed to occur at the center line of the wide-flange girder. This better performing design eliminates girder torsion concerns during erection and/or due to that 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, allowing architects, contractors, and owners to select multiple cladding options from a single source provider. Our diverse product portfolio of ACM (Aluminum Composite Materials) Rain Screen Systems, Aluminum Plate, Flush Siding, Barriers, and Architectural Single Skin 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 trims.

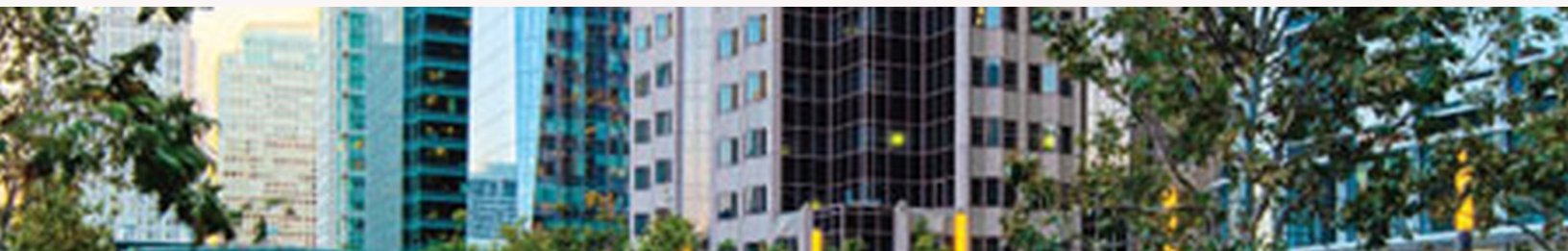
The NRCA Roofing Manual: Metal Panel and SPF Roof Systems 2024
nrca.net/shop/technical

The latest volume of the NRCA 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.

Buy it today at nrca.net/shop/technical

Samples: Featured Advertiser print spotlight (left) and email broadcast placement (right).



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 60,000 subscribers!

The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide (*value: ~\$6,560 at open rate*)
- 4–5 minute video interview with one of our editors, hosted on our site for one year! (*value: video hosting included*)
- Shared email broadcast promotion to drive traffic to your video (*value: ~\$9,195*)

Ask the Expert Package

Rate

1/2 page Q&A + video interview + shared broadcast

\$7,285

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

Ask The Expert

Do you have a question regarding the specification of a product or material for a project that you are currently working on? If so, then experts may have the answer you are looking for. The building manufacturers and suppliers have provided solutions to some of the most common questions asked by AEC community from the project 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 the product related to innovation to ensure product longevity.

Q: Cold coffee on top floor activating cold coffee service improves business operations?
A: Almost all of them! Coffee and catering customers described how saving cold brew in their coffee shop or office was money, convenience, and time saving. Being in your customer's experience. Whether a coffee shop used frozen brewed cold coffee or a coffee concentrate, a barista was still required to heat the FCG to the fridge, and pour a cold brew for the customer. If they were using concentrates, an added step of manual dilution was required, causing inconsistencies in taste and volume. Therefore, activating cold coffee service makes sense from a workflow, speed, and efficiency point of view. Some were also looking for space saving equipment as many have limited space. Then, an ECMO began to improve customer operational costs, a new need for more flexible, multi-purpose equipment was born. Again, this means that a flexible, automated system built on the latest ECMO can improve operations there an efficiency, workflow, customer experience and ergonomic point of view.

AUTHOR INFORMATION
 Thomas Hines is the North American Sales Director for ISE Logik. He has over 10 years of experience in the building products industry. He is currently the Sales Director for ISE Logik in the US and Canada, where he oversees all sales and marketing activities. He is also a member of the ISE Logik team that has been instrumental in the development of the ISE Logik product line. He is a passionate advocate for the ISE Logik brand and is committed to providing the best possible customer experience.

Q: What is ISE Logik?
A: We consider ourselves the #1 specialist in moisture mitigation for new and existing concrete slab construction used in flooring and roofing systems. We accomplish this by both concrete integral admixtures and topical membranes meeting or exceeding building standards and are oriented to ISO 9001.

Q: What is your experience in this field?
A: The two founders bring a combined 50 years of experience in the construction and application markets. Plus, we've received 25 of the most experience and concrete professionals for concrete and gable customers for the best methods to control water penetration from concrete.

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 2" x 3" x 5" or 3" x 5" or 5" x 7" doors. Additionally, the hardware is not centered in the field making ordering and modification requirements quite advanced. Customers need to be precise to ensure the hardware is installed in the field allowing IAC to guarantee proper fit. With our factory personnel and purchased as a punch pack. Great for every source, IAC empty repair and/or replace the parts in the factory, saving delays and field fees. IAC Acoustics factory creates all perimeter hardware to ensure proper fit, finish and function in the field allowing IAC to guarantee

to ISO 9001 with no moisture testing required for existing concrete, we provide effective moisture vapor control without our 1-part topical coatings that require moisture testing and more time and labor. Please, if you are a professional, ISE Logik and are a fan of ISE Logik, please contact us at ISE Logik. We are a team of professionals who are committed to providing the best possible customer experience.

Q: What is your product?
A: The most modern in the field, saving time and costs with less construction practices.

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Sample: Ask the Expert half-page Q&A.

Digital Edition Sponsorship

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
- **Lead Gen:** a list of email addresses of subscribers who clicked your content

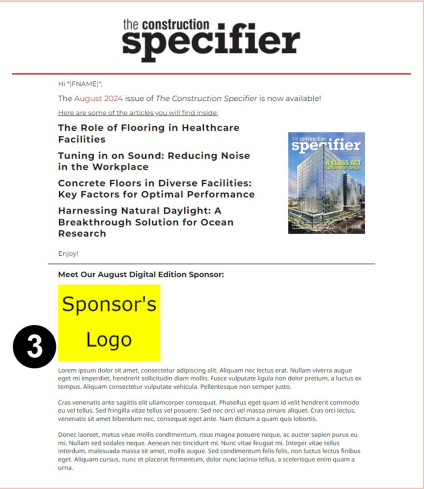
Digital Edition Sponsorship	Rate
Exclusive sponsorship — reach: 60,000 recipients	\$6,200/issue
In-Ad Video (available with a half-page ad or larger)	\$2,995/issue

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



Samples: banner above the digital edition and full-page ad beside the cover (left); sponsor logo and profile in the digital edition notification (right).

2027 Print Rates

Display Ad Rates

Ad Size	Rate
Double Page Spread	\$14,870
1/2 Half Page Spread	11,155
Full Page	8,745
2/3 Two Thirds Page	7,435
1/2 Half Page Island	7,000
1/2 Half Page Vertical / Horizontal	6,560
1/3 One Third Page	4,810
1/4 Quarter Page	4,375

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$9,620
OBC	10,060

Cover Tip & Inserts

Ad Type	Rate
Front Cover Tip (2 pages)	\$14,870
Inserts / Outserts	Ask your sales rep

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. Full print terms and conditions appear at the back of this planner. Mechanical specifications: kenilworth.com/mk/mechanicalspecs/



Web Display

ConstructionSpecifier.com 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.

Ad Unit	Rate
Wallpaper — exclusive 100% share of voice	\$7,515/month
Mobile Revealer (300 x 600 pixels)	4,180/month
Leaderboard (728 x 90 pixels)	2,245/month
Half Page (300 x 600 pixels)	2,075/month
Big Box (300 x 250 pixels)	1,295/month

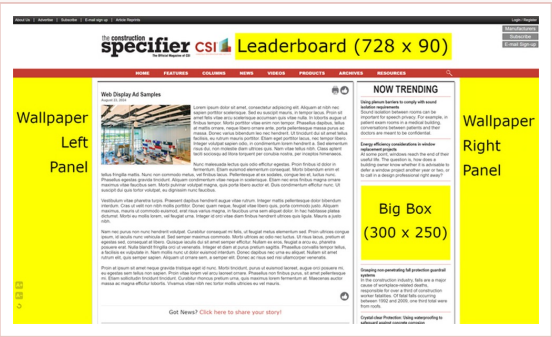
Wallpaper includes

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

The Mobile Revealer is 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



Sample: web display ad placements on ConstructionSpecifier.com.



Demo-Cast **Live!**

Simply put, a Demo-Cast is a live presentation — think of it as an online Lunch N Learn — 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!

30-Minute Demo-Cast

\$7,810

Over 200,000 impressions

- A 3-week marketing program (shared email broadcasts, weekly newsletter, and 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 Lead Gen following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period
- Add the edited MP4 file: \$750

60-Minute Demo-Cast

\$8,310

Over 200,000 impressions

- Everything in the 30-minute package, plus:
- A full 30-minute open Q & A session with attendees
- Ideal for complex topics or when a deeper conversation with prospective specifiers is the goal
- Add the edited MP4 file: \$750

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.

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

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.



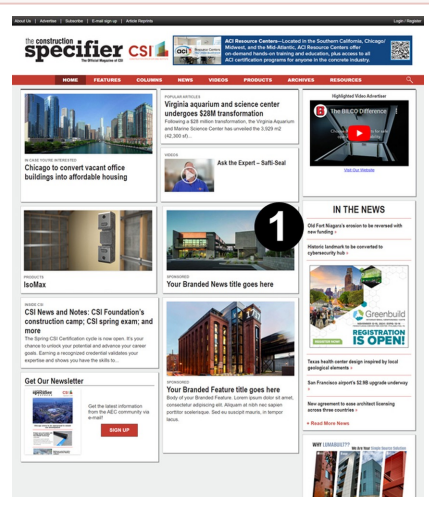
Native Content

Native content promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page available in two tiers.

Native — Short Term \$2,015/month <i>Promoted via home page, news section, e-newsletter, and social media</i> • Headline (up to 10 words) • 200 words of supplied text (including hyperlinks) • Two images	Native — Long Term \$4,690/year <i>Promoted via home page, news section, features section, e-newsletter, and social media</i> • Headline (up to 10 words) • 4,000 words of supplied text (including hyperlinks) • Multiple images • Graphs and charts • YouTube/Vimeo URLs
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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 (Long Term only)
- Advertiser to provide URL(s)







Samples: native content placement on the home page (left), in the news section (centre), and in The Construction Specifier Express newsletter (right).



E-Newsletter Sponsorship

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: a Leaderboard (728 x 90 pixels) and a Big Box (300 x 250 pixels).

E-Newsletter Sponsorship	Rate
Weekly newsletter — reach: 60,000 recipients	\$4,410/newsletter

Frequency: weekly, plus a monthly Top Stories edition highlighting the top news stories of the month.

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

Native Content in the newsletter: your Native content placement also includes promotion in our weekly e-newsletter, giving you additional exposure to our subscriber base.

1. Leaderboard

the construction
specifier
EXPRESS

CSI

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 nisl 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 45,700 sq ft (432,000 sq ft) ambulatory care facility, recently broke ground in El Paso, 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.



Sample: e-newsletter sponsor leaderboard and big box placements.



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.

E-Broadcast	Rate
Reach: 60,000 recipients	\$9,195
Reach: 30,000 recipients	6,500
Targeted List — ask for details	\$400 CPM
Add Lead Gen (non-qualified)	1,000

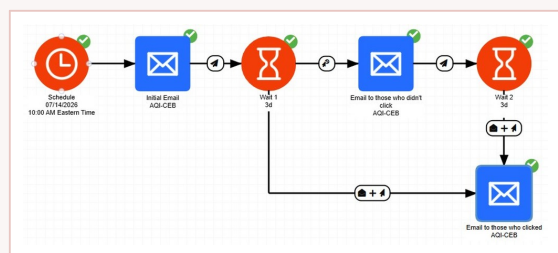
Drip Campaigns

Reach your audience with a series of coordinated broadcasts designed to nurture leads over time.

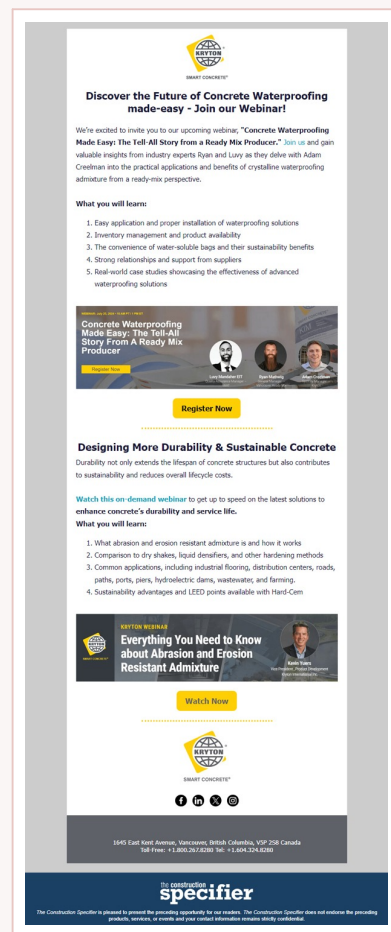
Drip Campaign	Rate
Basic (includes three broadcasts)	\$12,610
Custom	Speak to your account manager

Specifications

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



Sample flow of a standard drip campaign.



Sample: custom e-broadcast.



2027 Online Rates

Ad Type	Rate	Per
Leaderboard	\$2,245	Month
Half Page	2,075	Month
Big Box	1,295	Month
Wallpaper	7,515	Month
Mobile Reveal	4,180	Month
Highlighted Video Advertiser	6,020	Month
Demo-Cast (30-Minute)	7,810	Event
Demo-Cast (60-Minute)	8,310	Event
Native (Short Term)	2,015	Month
Native (Long Term)	4,690	12 Months
E-Broadcast	9,195	Broadcast
E-Newsletter Sponsorship	4,410	Broadcast
Digital Edition Sponsorship	6,200	Issue

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.

Digital mechanical specifications: kenilworth.com/mk/mechanicalspecs/digital/



Terms and Conditions — **Print**

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.



Terms and Conditions — Online

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

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 5 business days prior to the posting date.

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Contact Us

Ready to reach the professionals who specify? Our team will help you build a 2027 program that fits your goals and your budget.

28,000+ subscribers | 64,000+ readers | 60,000 e-newsletter recipients

Contact your account manager

Ethan Love <i>Account Manager</i> • elove@constructionspecifier.com • 866-572-5633 x248	Paul Hagen <i>Account Manager</i> • phagen@constructionspecifier.com • 847-674-2200 x626
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All rates are in U.S. dollars and are effective for the 2027 publishing year. Rates, editorial topics, and specifications are subject to change.

