

OFF THE WALL WC&C

The Official Publication of the Association of Wall Ceiling & Carpentry Industries of New York



WHO ARE WE?

The Association of Wall Ceiling & Carpentry Industries of New York (WC&C) serves, represents and promotes valuable **technical and product information, education and training**, and **industry contacts**. *Off the Wall* is a critical component of the WC&C communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY WC&C?

- ➔ WC&C represents the **largest group of interior systems contractors** in the country.
- ➔ WC&C members account for about **half of all union carpentry hours worked** in the New York City area.
- ➔ WC&C's **collective bargaining power** in the interior systems contracting industry is second to none across the entire United States.

NET ADVERTISING RATES

| Print Edition Advertising | 1x | 4x |
|-------------------------------------|---------|---------|
| Premium Positions* | N/A | \$1,820 |
| Full Page | \$1,560 | \$1,300 |
| 1/2 Page | \$915 | \$830 |
| 1/4 Page | \$655 | \$570 |
| 1/8 Page | \$360 | \$310 |
| Product Showcase | \$730 | N/A |
| Digital Edition Advertising | 1x | 4x |
| Tile + interstitial digital package | \$1,575 | N/A |
| Tile + landing page digital package | \$1,575 | N/A |
| Tile + interstitial print package** | \$1,325 | N/A |
| Tile + landing page print package** | \$1,325 | N/A |
| Tile à la carte | \$875 | N/A |

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

** Discounted digital + print packaging available with 1/2-page print ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

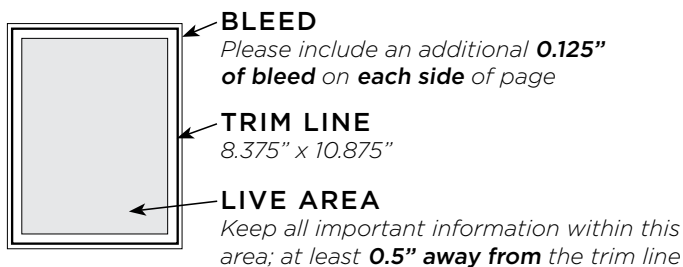
EDITORIAL CALENDAR

| Issue Number | Artwork Due | Delivered to Members |
|------------------|-------------|----------------------|
| Volume 3 Issue 1 | 12/31/24 | March 2025 |
| Volume 3 Issue 2 | 4/1/25 | June 2025 |
| Volume 3 Issue 3 | 7/1/25 | September 2025 |
| Volume 3 Issue 4 | 9/30/25 | December 2025 |

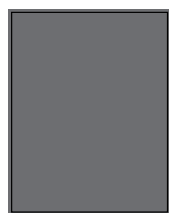
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

| Print Ad Size | Magazine Dimensions |
|---|----------------------------------|
| Full Page* | 8.375" x 10.875" + 0.125" bleeds |
| Back Cover* | 8.375" x 8.875" + 0.125" bleeds |
| 1/2 Page Horizontal | 7.875" x 4.937" |
| 1/2 Page Vertical | 3.875" x 10" |
| 1/4 Page | 3.875" x 4.937" |
| 1/8 Horizontal | 3.875" x 2.34" |
| Product Showcase | See Page 3 |
| Digital Ad Size | Magazine Dimensions |
| Interstitial Ad SEE EXAMPLE | 603 x 783 pixels |
| Landing Page SEE EXAMPLE | 603 x 783 pixels |
| Digital Tile Ad SEE EXAMPLE | 502 x 498 pixels |

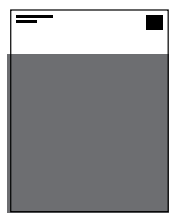
*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



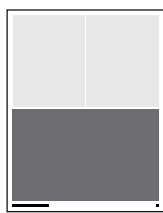
[SEE DEMO](#)



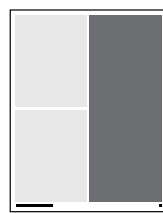
Full Page (with bleed)



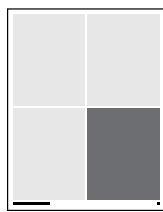
Back Cover (with bleed)



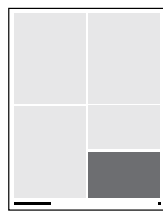
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Horizontal

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with Video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

PRODUCT SHOWCASE

Includes 200 words with 1 color photo & 1 color logo

PRODUCT SHOWCASE

44-max character headline goes here and here

1 COLOR LOGO

200 words go here tellus in hac habitasse platea dictumst vestibulum rhoncus est pellentesque elit ullamcorper

dignissim cras tincidunt lobortis feugiat vivamus at augue eget arcu dictum varius duis at consectetur lorem donec massa sapien faucibus et molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit sed ullamcorper morbi tincidunt ornare massa eget egestas purus viverra accumsan in nisl nisi scelerisque eu ultrices vitae auctor eu augue ut lectus arcu bibendum at varius vel pharetra vel turpis nunc eget lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilisis gravida neque convallis a cras semper auctor neque vitae tempus quam pellentesque nec nam aliquam sem et tortor consequat id porta nibh venenatis cras sed felis eget velit aliquet sagittis id consectetur purus ut faucibus pulvinar elementum integer enim neque volutpat ac tincidunt vitae semper quis lectus nulla at volutpat diam ut venenatis tellus in metus vulputate eu scelerisque felis

1 COLOR PHOTO

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