



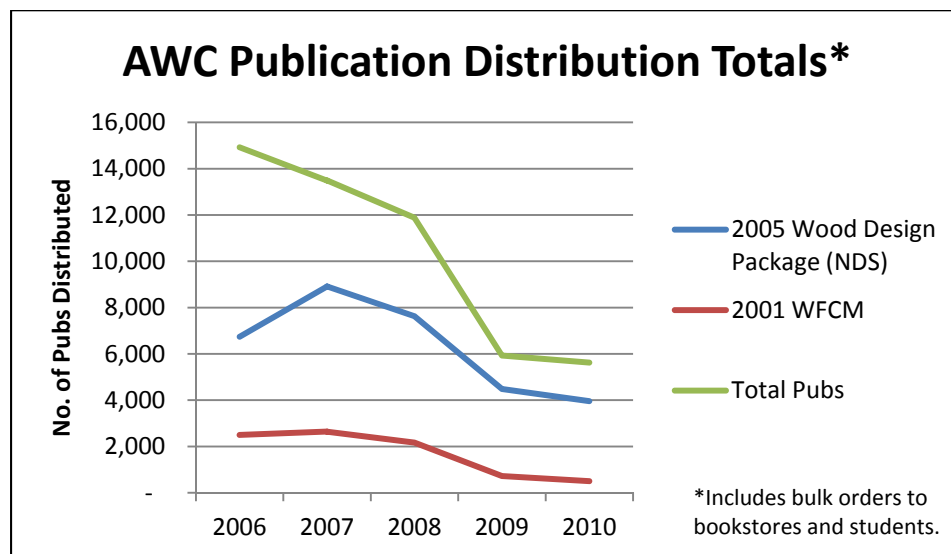
AWC Publications Distribution Advertising – 2011/2012

Advertising through distribution of company literature co-bundled with AWC publications will reach a national audience of engineers, architects, building officials, builders, and consumers.

Publication Distribution Statistics

As shown in the chart, historic distribution numbers for AWC publications rise and fall as new editions of standards are developed replacing current editions. With publication of the 2012 NDS and 2012 WFCM as referenced standards in the model codes, distribution numbers are expected to increase in the coming years. At their peak in 2007, AWC distributed:

- 8,900 copies of the 2005 *Wood Design Package (WDP)* including the *National Design Specification® (NDS®) for Wood Construction* – primary audience: engineers
- 2,600 copies of the 2001 *Wood Frame Construction Manual for One- and Two-Family Dwellings* – primary audience: architects and builders



Ad Specs

- 8½ x 11, single- or double-sided, flat or folded
- Ad will be co-bundled with each *WDP* or *WFCM* with a maximum of 6 total advertisers

Advertising Rates

	<u>Members & Non-Primary Manufacturers</u>	<u>Non-Member & Primary Manufacturers</u>
Per 1-1000 distributions:	\$500	\$1,000
Per 1001-2200 distributions:	\$1,000	\$2,000
Per 2201-5000 distributions:	\$2,000	\$4,000
Per 5001 plus distributions:	\$3,000	\$6,000

To place your order, contact: Lacey Merriman at lmerriman@awc.org or 202-463-2766.