



## awc.org Banner Advertising – 2011/2012

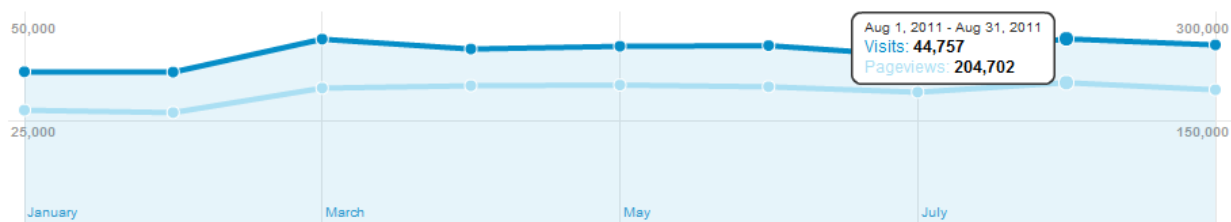
Advertising on awc.org will reach a national audience of engineers, architects, building officials, builders, and consumers.

### Traffic Statistics - 2011\*

~200k monthly total page views      ~40k monthly visitors (70% new)

Most active webpage: Span Calculator - 53,000 monthly total page views

\*Advertisers will have access to traffic reports for their ad.



**Average Monthly Total Visits and Page Views – 2011 YTD**

### Specs

- 120x240 or 180x120 ad unit (see examples of ad placement on page 2)
- Ad will rotate with a maximum of 6 total advertisers (once the number of ads exceeds 6, two positions will be created and ads will be evenly distributed between the two positions)
- Ads to be under 1MB, static, and .gif or .jpg format

### Advertising Rates

	Members & Non- <u>Primary Manufacturers</u>	Non-Members & <u>Primary Manufacturers</u>
1 Week:	\$150	\$300
1 Month:	\$500	\$1,000
3 Months:	\$1,200	\$2,400
6 Months:	\$2,000	\$4,000
1 Year:	\$4,500	\$9,000

Fixed Position: Multiply corresponding rates by six  
(example: \$12,000 for 6 months at member rate)

To place your order, contact:

Lacey Merriman at [lmerriman@awc.org](mailto:lmerriman@awc.org) or 202-463-2766.

**AMERICAN WOOD COUNCIL**

Home | Mobile | Green Building | Env. Reg. | Code & Specs | Membership | News | Help | Links | About AWC

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**Quick Links**  
 NDS | WFCM | Wind Seismic | Fire | Deck Guide | Span Tables | Calculators

**User Groups**  
 Engineers | Architects | Building Officials | Builders | Industry | Firefighters | Educators

**About Southern Pine Design Values**

AWC has recently received a number of inquiries about possible changes to design values for Southern pine lumber. AWC is awaiting the outcome of an upcoming American Lumber Standard Committee (ALSC) meeting where such changes will be discussed. However, until ALSC approves new design values, current values still apply.

While the *National Design Specification® (NDS®) for Wood Construction* references design values contained in the *NDS Design Value Supplement*, the Supplement is merely a compendium of lumber design values from each of the grading agencies as approved by ALSC. If the grading agencies and ALSC change lumber design values, AWC reprints the new, approved values. Each agency publishes its own design values - that is their responsibility - AWC simply provides them all in one document and is not involved in their approval.

For more information, see the Q&A at [www.southernpine.com](http://www.southernpine.com).

**Grow the Vote**

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**Headlines:**

- American Wood Council Statement on Study Showing Job Impact of Boiler MACT Rules on Forest Products Industry
- AWC Statement on Senate Legislation Introduced on Boiler MACT Rules
- AWC Statement on EPA's Guidance Document on the Non-Hazardous Secondary Materials Rule
- Forest Products Industry Leaders Visit Capitol Hill, Urging Congress to Protect Jobs from Unaffordable Regulations, and to Keep American Businesses Competitive
- AWC Statement on New Legislation Introduced on Boiler MACT Rules
- ANSI has accredited the American Wood Council as a Standards Developing Organization

**Issues:**

Building Codes & Standards | Green Building | NDS

Wood is the perfect green building material because it is renewable, stores carbon that reduces greenhouse gases, and is energy efficient.

American Forest & Paper Association | APA | Canadian Wood Council | Conseil canadien du bois

Southern Forest Products Association | WOODA

**AMERICAN WOOD COUNCIL**

**Maximum Span Calculator for Wood Joists & Rafters**

[www.awc.org](http://www.awc.org)

Species	Alaska Cedar
Size	2x4
Grade	Select Structural
Member Type	Floor Joists
Deflection Limit	L/360
Spacing (in)	16
Exterior Exposure	Wet service conditions?
	No
Exterior Exposure	Incised lumber?
	No
Live Load (psf)	40
Dead Load (psf)	10

Your ad here

Your ad here

**Calculate Maximum Horizontal Span**

[Go to Span Options Calculator for Wood Joists & Rafters](#)

[LIMITS OF USE](#) | [HELP](#) | [RESTART](#)

Available on the iPhone | **App Store** | **SPAN** | *Span Calculator for Wood Joists and Rafters available for the iPhone.*