

CISCA INDUSTRY UPDATE

REACH

2,500

CEILINGS & INTERIOR SYSTEMS CONSTRUCTION PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

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**INDUSTRIAL POWER TOOLS**

Build. Excellence. Within.  
**CISCA Industry Update**

**Green buildings drive BIM adoption** Engineered Lumber

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The green building sector will drive the adoption of building information modeling (BIM) software, according to a new SmartMarket Report from McGraw-Hill Construction. The report, "Green BIM: How Building Information Modeling is Contributing to Green Design and Construction", produced in collaboration with the U.S. Green Building Council (USGBC), the Mechanical Contractors Association of America (MCAA), Autodesk, and 13 other industry organizations, finds that the industry is only now tapping into the potential of BIM to meet their 'green' goals. [MORE](#)

**Lead paint laws bind contractors, homebuyers**

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Jon Ruzinski's days of power washing and scraping a home are gone. The Dashiash painter now has to bring a HAZMAT suit and respirator to a growing number of jobs. New safety measures to protect against lead poisoning require contractors to treat older homes like hazard zones. Workers must hold a special license if their work disturbs any paint in a home built before 1978, and the process for removing the paint is costly and labor intensive. [MORE](#)

**AGY's Beta yarn provides strength and flexibility**

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The World Expo Center, which opened in Shanghai in May of 2010, showcases buildings that are adventurous experiments in form and material. Many of expected 70 million attendees will pass through the entrance pavilion whose futuristic design includes a large structural membrane canopy made with Beta yarn from AGY, a producer of fiber glass yarns and high-strength fiber glass reinforcements. The Beta yarn consists of very fine glass filaments (4 micron) that are twisted and plied into yarn bundles. [MORE](#)

**Private nonresidential construction spending higher in July**

**For Construction Pros** Share [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

Despite a downturn in overall construction activity, private nonresidential construction spending was up 0.8 percent in July - the first increase since March 2009. That, according to the Sept. 1 report by the U.S. Census Bureau. However, on year-over-year basis, private nonresidential construction spending is down 23.7 percent. Total nonresidential construction spending - which includes both privately and publicly financed construction - was down 0.3 percent compared to June and 16.6 percent from a year ago. Total nonresidential construction spending now stands at \$554.6 billion. [MORE](#)

**Flex-ability Concepts**

Continues to continue its leadership position as The Curved Wall People with on-going product development and the introduction of a variety of new products and sizes to meet the needs of the construction industry. [MORE](#)

**Recycled construction materials save green**

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Regardless of whether a new structure is being built or an existing one is being torn down, construction sites generate an enormous amount of waste. According to the Construction Materials Recycling Association (CMRA), over 232 million tons of waste is generated in the United States alone every year. For years, the final destination for construction waste was the landfill. However, innovative industry leaders see waste as an opportunity to create other construction materials for use in building projects. When construction materials are diverted from the landfill and recycled into other useful materials, there's a tremendous opportunity to save money, in both disposal and the purchase of the materials for a project. [MORE](#)

**PRODUCT SHOWCASES**

<p><b>Country Classic Plank</b></p> <p>The visual of our 6" X 48" Homestead Country Classic Ceiling Plank is wider than Heritage Plank for an even greater country rustic look. These cedar-wood planks come in white or you can paint or stain them for the style you're looking for. Apply it directly to the ceiling with furring strips or adhesive. <a href="#">More info</a></p>	<p><b>Acrylit</b></p> <p>Acrylit is the only fiberglass reinforced skylight and sidelight panel in the world manufactured with 100% pure Acrylit resin with Gel Coat protection on both sides. This combination gives a better diffusion of natural, visible light than polyester panels and resists yellowing over the years. <a href="#">More info</a></p>	<p><b>Tectum Hanging Baffles</b></p> <p>Tectum Hanging Baffles are available in 1", 1 1/2" and 2" thickness with 13 1/2" and 23 1/2" widths and a 48" length. Tectum Hanging Baffles are available in natural, painted white or custom colors - and can easily be field painted without losing their acoustic efficiency. <a href="#">More info</a></p>
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**CISCA Industry Update**

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Julie Bernhard, Content Editor, 409.420.2647 Contribute news

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 2,500 Ceiling & Interior Systems Construction Professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1250**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
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incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$1000**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$500**

Lorem ipsum  
dolor sit  
amet  
Lorem ipsum  
dolor sit amet,  
consectetur

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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# THE CISCA INDUSTRY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS IN THE ACOUSTICAL AND SPECIALITY CEILINGS AND INTERIOR FINISHES INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of architects, contractors, manufacturers and installers, the CISCA Industry Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

CISCA INDUSTRY UPDATE  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN CISCA INDUSTRY UPDATE:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in CISCA Industry Update solidifies your place among weekly information provided to CISCA members.



## TARGETED DISTRIBUTION

Advertising in CISCA Industry Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to CISCA Industry Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, CISCA Industry Update ensures your ad will be seen every week by our 2,500 subscribers.



## AFFORDABLE

Advertising in CISCA Industry Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of CISCA Industry Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in The Meetings & Events News Brief.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.