

2022

# PARTNER PROGRAM & OPPORTUNITIES

---

46179 Westlake Drive, Suite 120

Potomac Falls, VA 20165

571.323.3636

[awinet.org](http://awinet.org)

[adsales@awinet.org](mailto:adsales@awinet.org)



**AWI** ARCHITECTURAL  
WOODWORK  
INSTITUTE






---

# FIND YOUR AUDIENCE

For nearly seven decades, the Architectural Woodwork Institute (AWI) has consistently advanced the standards and resources for quality assurance in interior architectural woodworking. Now, we stand at the head of the industry as the most valuable resource worldwide in developing, promoting, and improving woodwork and cabinetry.

And you can be part of that too.

When you advertise with AWI, you can share your message with like-minded professionals including:

-  **Over 10,250 motivated website visitors** every month
-  **Over 7,700 quarterly industry subscribers** for *Design Solutions*, seeking the latest and greatest examples of architectural woodwork in the industry
-  A highly engaged email subscriber list with **over 3,500+ readers** and an average **open rate of 28%**



## ADVERTISE IN *DESIGN SOLUTIONS*, OUR QUARTERLY WOODWORKING MAGAZINE

*Design Solutions* magazine is distributed globally to designers, construction professionals, and AWI members. It's a specialized publication that covers detail such as the custom use of wood, leather, fabrics, laminates, special finishes, plastics, stone, metals, glass, wall and floor coverings, windows and doors, and hardwood integrated with architectural products.

**Our readers value *Design Solutions* for its quality editorial.** Unlike other publications, *Design Solutions* regularly includes detailed drawings of published projects, which introduce readers to new ideas and techniques. It's this that makes it such a popular resource for woodworking industry professionals.

By advertising your architectural specialty products and services in *Design Solutions*, **you're guaranteed to reach a qualified and eager audience.**

*Design Solutions* is distributed to designers, construction professionals, and AWI members globally, this informative publication is unique in that it regularly includes detailed drawings of published projects, introducing new ideas and techniques to readers.

All architectural specialty products find a qualified and eager audience in Design Solutions readers. They look forward to the publication's quality editorial, which covers the custom use of wood, leather, fabrics, laminates, special finishes, plastics, stone, metals, glass, wall and floor coverings, windows and doors, and hardwood integrated with architectural products.

## ADVERTISING RATES

Ad Size	1 Time, 4 Color	4 Times, 4 Color
2 Page Spread	\$7150	\$6078
Full Page	\$4400	\$3740
1/2 Page	\$3300	\$2750
1/4 Page	\$2200	\$1870

Premium Positions	1 Time, 4 Color	4 Times, 4 Color
Inside Front Cover	\$5060	\$4400
Inside Back Cover	\$4950	\$4290
Back Cover	\$5390	\$4620

## AWI MONTHLY MAILING INSERT

AWI sends a monthly postal mailing to over 1,800 subscribers. These mailings include our monthly industry newsletter, NewsBriefs, along with information on various association projects and programs.

Your advertising opportunity:

Labor and postage for a one- to four-page advertiser-supplied insert – **\$1,500**

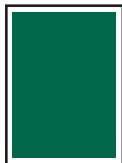
## DISCOUNTS

As an advertiser, you can choose two of the following three discounts:

- Recognized advertising agencies receive 15% off gross space and position rates. (Other production charges are not commissionable.)
- AWI members receive 20% off listed advertising prices.
- Join AWI as a new Manufacturing, Industry, or Supplier Member, and contract for four ads to receive one free ad and 20% off the remaining three ads in your first year of membership.

## DEADLINES

Space	Ad Materials
December 23	December 30
February 17	February 24
May 16	May 23
August 18	August 25



**FULL PAGE**

Live area:  
7 3/4" x 10 3/8"

With Bleed:  
8 1/2" x 11 1/8"



**1/3 PAGE VERTICAL**

Size:  
2 1/4" x 9 1/3"



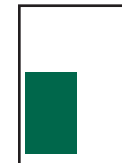
**1/2 PAGE HORIZONTAL**

Size:  
7 1/4" x 4 1/2"



**1/2 PAGE VERTICAL**

Size:  
3 1/3" x 9 1/3"



**1/4 PAGE VERTICAL**

Size:  
3 1/3" x 4 1/2"

## ADVERTISING SPECIFICATIONS

- Publication trim size: 8 1/4" x 10 7/8"
- Resolution: 300 dpi
- All ads must be PDF/X-1a format
- All fonts must be embedded (TrueType fonts are cannot be used for printing)
- The color space must be CMYK (web offset (SWOP)) or grayscale. All PMS colors must be converted to CMYK

## AWI MEMBER E-BLAST

Your advertising opportunity:

One e-blast, which you will provide, to be sent through AWI to all active members – **\$1,500**

AWI will build the email based on provided creative. Maximum of 4 paragraphs (or four blocks).

---

## AWI PARTNER PROGRAM

When you join our Partner Program, you'll gain access to a wide range of regular advertising opportunities through our AWI communications. These include *Design Solutions* magazine, AWI e-briefs and *NewsBriefs*, AWI meetings and events, and much more.

### REGULAR COMMUNICATION WITH THE RIGHT AUDIENCE

By joining the program, you'll be able to connect with an engaged audience throughout the year who are committed to:

- improving industry standards,
- promoting fine architectural woodwork, and
- discovering the best materials and methods to engineer, fabricate, finish and install.

AWI has a large membership base with over 1,700 members, including:

- 1,000 manufacturing members
- 200 supplier members
- 500 design professional members, specifier members, and subscribers

### CHOOSE YOUR PARTNERSHIP LEVEL

The AWI Partner Program grants you different advertising opportunities depending on your Partnership level.

You can choose from five levels of Partnership – **Premier**, **Platinum**, **Gold**, **Silver**, and **Bronze**. You'll receive AWI membership with all levels.

The following table sets out the opportunities available with each Partnership level.



		PREMIER	PLATINUM	GOLD	SILVER	BRONZE
Membership Benefits	Annual AWI Membership Dues					
	Signage at all Events					
	Promotional Item Recognition					
	Partner E-blasts to Members (quarterly)	Full Page	Full Page	Full Page	Shared Page	Shared Page
	Testing Service Discount	20% off	15% off	10% off	6% off	4% off
Education Benefits	Sponsor and Deliver Industry Education webinar (1)					
	Annual Cost of Doing Business Survey					
Design Solutions Benefits	Four-color ad in 4 issues	Full Page	Full Page	Half Page	Half Page	Quarter Page
NewsBriefs / e-briefs and Monthly Mailings Benefits	Monthly Mailing Insert	12 Inserts	6 Inserts	3 Inserts	1 Insert	
	Recognition in 12 issues of AWI NewsBriefs					
	200 word article in AWI NewsBriefs (1)					
	Press Releases in e-briefs					
	Calendar Events in e-briefs					
	Logo and link in all editions of e-briefs					
Online Benefits	Logo and link on AWI website					
	Social Media Posts (monthly)					
	1200 x 200 pixel Ad (secondary page)					
Spring Leadership Benefits	Recognition During Event					
	Logo displayed on Event Signage					
	Company Name on Participant Item					
	One Complimentary Attendee Registration					
	Commercial Shown during Event	2 Minutes	2 Minutes	90 Seconds	60 Seconds	30 Seconds
Annual Convention Benefits	Tabletop display and Registrations	3 Attendees	3 Attendees	2 Attendees	2 Attendees	2 Attendees
	First choice of location at Product Fair					
	Attendee List prior to the show					
	Recognition During Event					
	Commercial Shown during Event	2 Minutes	2 Minutes	90 Seconds	60 Seconds	30 Seconds
	Logo displayed on Event Signage					
	20% Discount on Convention Sponsorships					
<b>VALUE PARTNER PRICING</b>		<b>\$35,000</b>	<b>\$22,000</b>	<b>\$16,500</b>	<b>\$11,000</b>	<b>\$8,250</b>

# GET IN TOUCH TODAY

For manufacturers, suppliers, specifiers, and design professionals, following AWI means striving for excellence.

When you advertise with AWI, you're reaching a motivated audience who trust that your specialty products and services will pave the way to superior quality.

To ask any questions or find out more, get in touch today:

---

Email us directly: [adsales@awinet.org](mailto:adsales@awinet.org)

Find us online at [awinet.org](http://awinet.org)

46179 Westlake Drive, Suite 120  
Potomac Falls, VA 20165  
571.323.3636

