

SBCA™
Structural Building Components Association

2027 SBCA MEDIA KIT


SBCA™
MEDIA

SBCA™ MEDIA

EXPAND YOUR REACH ACROSS THE INDUSTRY NATIONWIDE WITH SBCA ADVERTISING & SPONSORSHIPS

2027 SBCA MEDIA KIT

SBCA™ MEDIA

TABLE OF CONTENTS

Advertise with SBCA 5

SBCA Magazine 6

Additional Advertising & Sponsorship Opportunities 14

Advertise with NFC 19

Framing Today Magazine 20

Media Inquiries 25

Contact Information 26

SBCA™ MEDIA

ADVERTISE WITH SBCA

The Structural Building Components Association (SBCA) connects the structural building components industry—from manufacturers to suppliers to professionals. Advertising or sponsoring with SBCA puts your brand directly in front of the decision-makers who influence purchasing, operations, and innovation.

REACH YOUR AUDIENCE
Your message reaches engaged professionals who are actively seeking tools, products, and services to grow their businesses.

INCREASE VISIBILITY
Showcase your brand across SBCA's magazine, website, social media, and events to maximize exposure and recognition.

ENGAGE AND BUILD CREDIBILITY
Sponsorship opportunities allow you to connect with members through events, demonstrations, and educational programs, positioning your company as an industry leader.

SUPPORT INDUSTRY INNOVATION
Align your brand with an organization committed to advancing efficiency, technology, and sustainable practices in the structural building components industry.

FLEXIBLE OPTIONS
From advertising to event sponsorships, SBCA offers a variety of options to fit your goals and budget.

Partner with SBCA and put your brand at the center of the industry.

SBCA MAGAZINE

SBCA Magazine is the premier publication for the structural building components industry, delivering timely insights, technical guidance, and industry perspectives in both print and digital formats to thousands of engaged readers nationwide.

- Bi-monthly issues (6 issues a year)
- 36-page standard run, with an increased 72-page run for BCMC issue (includes BCMC Show Guide - these are distributed to regular subscribers and included in BCMC swag bags).
- High visibility amongst the structural building components industry
- Quality content focused on the structural building components industry
- 6 Ad sizes to choose from



Gold Advertisers Get Maximum Benefits!

In addition to rate savings and recognition throughout the year in the magazine and at BCMC, Gold Advertisers will enjoy the following perks:

Robust Presence on the SBCA Website: In addition to the print ad, Gold Advertisers will also receive a rotating logo on SBCA's homepage.

Enhanced BCMC & Framer Summit Exhibitor Listing: Gold Advertisers that also exhibit at BCMC get their company logo included with their exhibitor listing on the BCMC website and app. Advertisers are also noted in the BCMC Show Guide issue of the magazine.

SBCA Magazine Readership Statistics

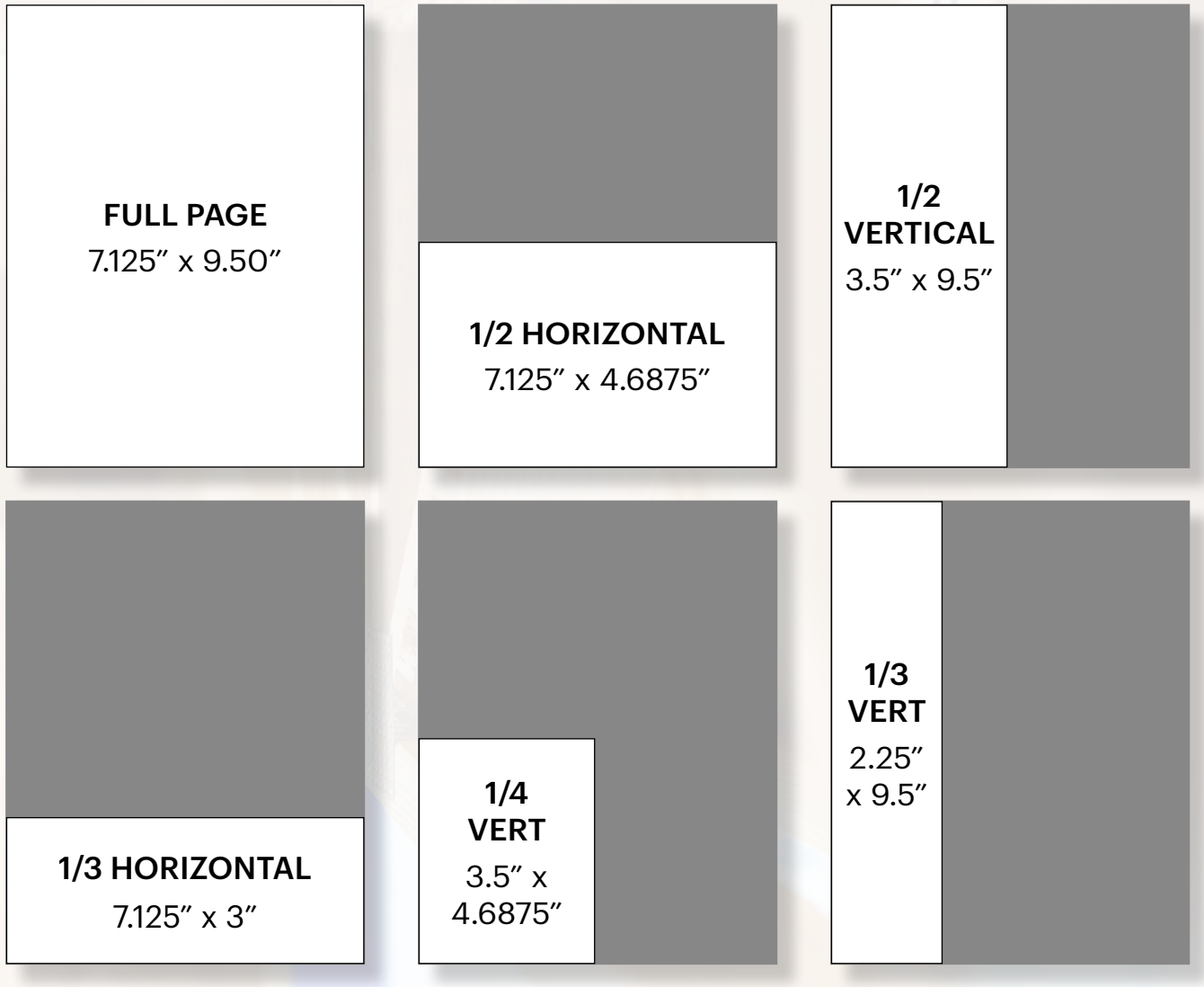
6,400+
subscribe to the printed edition

7,500+
valid email addresses receive the digital edition

SBCA MAGAZINE AD SIZE SAMPLES

Keep all live matter .75" from edge to avoid trimming. See contract for bleed and file requirements.

**Please note that these sample sizes do not include bleed, please see detailed information on bleed and live matter on page 8.*



SBCA MAGAZINE STANDARD AD SIZES

Ad Size	Non-Bleed	Bleed
1/4 page (V)	3.5” x 4.6875”	N/A
1/3 page (H)	7.125” x 3”	N/A
1/3 page (V)	2.25” x 9.50”	N/A
1/2 page (H)	7.125” x 4.6875”	8.375” x 4.9375”*
1/2 page (V)	3.5” x 9.5”	3.75” x 9.75”*
Full Page	7.125” x 9.50”	(Actual Page Size) Trim: 8.125” x 10.875”

**Keep all live matter .75" from the edge to avoid trimming any copy, illustrations, etc.*
Publisher is not responsible for live matter that is cut off because it is too close to the trim.

SBCA MAGAZINE ADVERTISING DATES & DEADLINES

Issue	Ad Space Due	Ad Materials Due	Ad Proof Review	Digital Drop	Mail Drop
January/Februray 2027	11/16/26	11/26/26	12/11/26	1/25/27	1/21/27
March/April 2027	1/14/27	1/25/27	2/8/27	3/18/27	3/11/27
May/June 2027	3/17/27	3/26/27	4/12/27	5/19/27	5/13/27
July/August 2027	5/19/27	5/31/27	6/14/27	7/21/27	7/15/27
September/October 2027	7/21/27	7/30/27	8/9/27	9/22/27	9/16/27
November/December 2027	9/20/27	9/27/27	10/11/27	11/17/27	11/11/27

**If your ad materials are not submitted by the stated deadline, we will either use a previous ad or no ad will be placed. Please note, you will still be charged for your contracted ad space regardless of whether updated materials are provided (see contract for more information). If ad materials are submitted past the provided deadline, a late fee of $1,000 will incur.*

***Dates subject to change*

SBCA™ MEDIA

BCMC EXHIBITOR RATES (Member Pricing)

Exhibitor Rates are valid for advertisers that also exhibit at BCMC & Framer Summit, SBCA's annual trade show. To receive Exhibitor Rates, the company must be registered for the current year's show. Standard Rates apply to Non-Exhibitors.

Rates shown are net cost per insertion at the frequency indicated.

4-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	$2,600	$3,500	$5,800
1/2 Pg. Vertical or Horizontal	$2,200	$2,800	$4,700
1/3 Pg. Vertical or Horizontal	$1,800	$2,300	$3,800
1/4 Pg. Vertical	$1,500	$2,000	$3,400
Inside Front Cover or Inside Back Cover*	$3,400	$4,200	$7,000
Full Pg Next to President/Director/Editor Message*	$3,000	$3,900	$6,400
2-Color			
Full Pg.	$2,300	$2,900	$4,900
1/2 Pg. Vertical or Horizontal	$1,800	$2,200	$3,700
1/3 Pg. Vertical or Horizontal	$1,400	$1,700	$2,900
1/4 Pg. Vertical	$1,100	$1,400	$2,300
1-Color			
Full Pg.	$1,900	$2,300	$4,000
1/2 Pg. Vertical or Horizontal	$1,300	$1,700	$3,000
1/3 Pg. Vertical or Horizontal	$1,000	$1,200	$2,000
1/4 Pg. Vertical	$700	$750	$1,500

**Special Positions: Please contact staff if you have additional special position requests. Requests are filled on a first-come, first-served basis. Subject to first right of refusal.*

SBCA™ MEDIA

STANDARD RATES (Member Pricing)

Rates shown are net cost per insertion at the frequency indicated.

Not an SBCA member? Contact SBCA for Non-Member Rates.

4-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	$3,500	$4,100	$6,500
1/2 Pg. Vertical or Horizontal	$2,800	$3,300	$5,400
1/3 Pg. Vertical or Horizontal	$2,300	$2,700	$4,300
1/4 Pg. Vertical	$2,000	$2,400	$3,800
Inside Front Cover or Inside Back Cover*	$4,400	$5,000	$8,000
Full Pg Next to President/Director/Editor Message*	$4,000	$4,600	$7,000
2-Color			
Full Pg.	$3,000	$3,500	$5,600
1/2 Pg. Vertical or Horizontal	$2,300	$2,700	$4,300
1/3 Pg. Vertical or Horizontal	$1,800	$2,100	$3,300
1/4 Pg. Vertical	$1,500	$1,700	$2,700
1-Color			
Full Pg.	$2,400	$2,800	$4,500
1/2 Pg. Vertical or Horizontal	$1,700	$2,000	$3,200
1/3 Pg. Vertical or Horizontal	$1,200	$1,400	$2,200
1/4 Pg. Vertical	$800	$1,000	$1,600

**Special Positions: Please contact staff if you have additional special position requests. Requests are filled on a first-come, first-served basis. Subject to first right of refusal.*

SBCA MAGAZINE ADVERTISING DETAILS

DIGITAL MATERIALS REQUIRED: Please provide files via email (15 MB limit) or cloud sharing (contact staff for details) in one of the formats listed below in order of preference:

- Press-ready PDF file with all fonts embedded *(We cannot use PDF files that have been prepared for use on the web).*
- Photoshop® TIF or hi-res JPG file with all fonts embedded.
- Adobe Illustrator® EPS file with all fonts converted to outlines.

Any other type of file requires use of an outside vendor and may result in additional charges. Publisher accepts no responsibility for content or reproduction of files that can be manipulated.

IMPORTANT:

- For all digital files, ensure that all graphics are at least 300 dpi at the required size, and the color is set for CMYK.
- Use stylized fonts and do not apply style attributes to basic fonts.
- All elements must be placed at 100% size.
- Avoid rotation or cropping of images in desktop layout programs; do this in Illustrator® or Photoshop®.
- Do not nest EPS files in other EPS files.
- ALL colors MUST be in CMYK mode.
    - RGB images will result in additional conversion charges. Spot colors are printed as 4/c process match.

COLOR: SBCA makes every attempt to match the color in ads to the color proofs. However, a certain amount of color variation is considered acceptable in the printing industry. Please contact staff with specific questions about color matching or special color needs.

STORAGE: Ad materials are stored on a non-guaranteed basis for one year, and then destroyed unless SBCA staff is otherwise notified by the advertiser.

SPECIAL PLACEMENTS: Additional 10% added to cost for full-page ads only.

SBCA™ MEDIA

SBCA MAGAZINE ADVERTISING DETAILS

SBCA MAGAZINE BILLING: Invoices will be emailed upon publication of the magazine along with proof of placed advertising. If you have questions about your invoice, please contact the SBCA accounting department at accounting@sbcacomponents.com or 608-274-4849.

PAYMENTS: Payment terms are Net thirty (30) days. Advertisers and their agencies assume liabilities for all content in their ads and for any claims arising therefrom. The publisher reserves the right to refuse any advertisement.

CANCELLATION OF AN ADVERTISING MEDIUM: Order by Advertiser. Any Advertising Medium order other than Print Advertising may be cancelled by Advertiser. In such event, *SBCA Magazine* reserves the right to either repeat a former Advertising Medium Communication in lieu of the cancelled order or to omit any Advertising Medium on behalf of Advertiser. In either event there shall be no reduction in the Advertising Fee. A Print Advertising order is not subject to cancellation by Advertiser.

ADVERTISER EVENT OF DEFAULT AND LIQUIDATED DAMAGES: Advertiser understands and agrees that in the event Advertiser fails to comply with any terms and provisions of this Agreement, including but not limited to payment of any Advertising Fees (an "Event of Default"), *SBCA Magazine*'s damages are uncertain and difficult if not impossible to accurately estimate because of the inability of *SBCA Magazine* to resell advertising in lieu of the Advertising Medium and other relevant factors. Accordingly, Advertiser agrees to pay damages in and amount equal to 100% of the Advertising Fees to be paid by Advertiser during the term of this agreement. The damages to be assessed against Advertiser are not penalties but instead are intended by the parties to be liquidated damages.

**Please review the SBCA Media Advertising Contract for more information.*

SBCA INDUSTRY NEWS

This weekly email distribution goes out to the subscribed *SBCA Media* readership, making it a great way to keep your company top of mind.

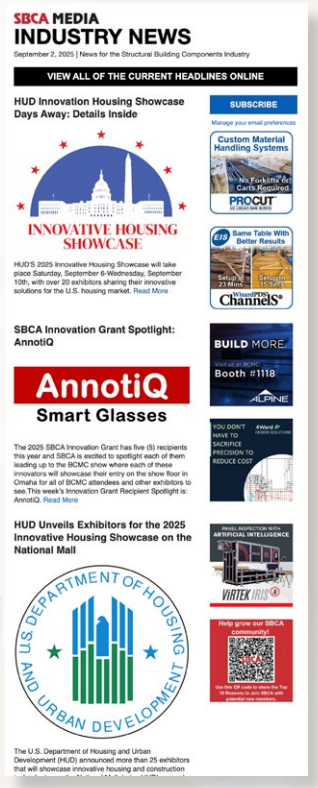
SBCA Industry News Readership Statistics

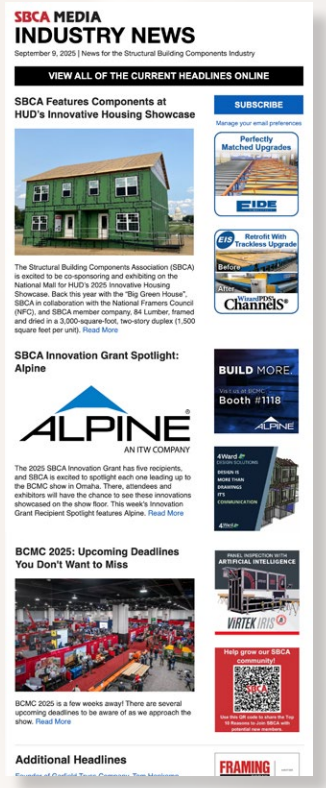
- 7,700+ valid email subscribers
- Max 6 advertisers per quarter *(first right of refusal)*

Each quarter provides the opportunity for advertisers to sponsor SBCA *Industry News* and provide a 250x250 pixel ad for display both in the email blast and within SBCA *Industry News* articles posted on the site for that week.

- Option to submit a press release or announcement to run as a regular headline once per month*.
- Additional recognition in weekly email with rotation of advertisers with logo.
- Weekly rotation of ad placement in email.

Gold Advertisers receive the lowest pricing available on SBCA Industry News advertising—a great way to get your message out to our 7,700+ subscribers on a weekly basis.





The first right of refusal will be granted to advertisers contracted for the previous quarter. If SBCA Media does not receive written confirmation by the designated deadline, the opportunity will then be opened to all interested parties.

**All submissions are subject to review and approval at SBCA's editorial discretion.*

INDUSTRY NEWS ADVERTISING RATES

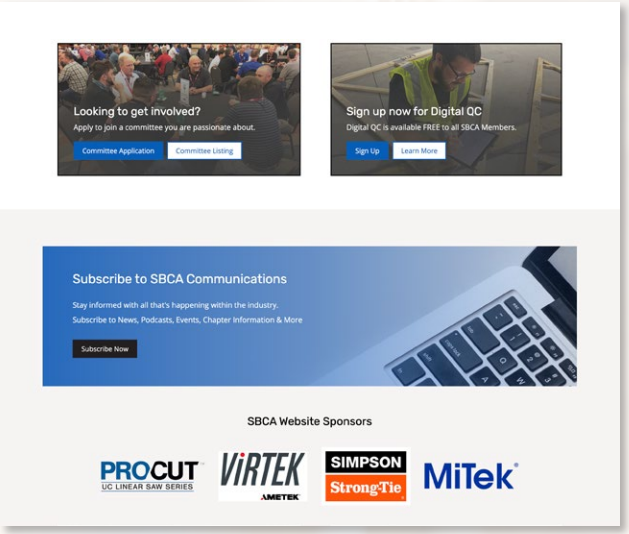
SBCA GOLD ADVERTISER	$3,420
ADVERTISER TYPE	**RATES**
BCMC EXHIBITOR ADVERTISER	$3,720
SBCA MEMBER STANDARD ADVERTISER	$4,020
NON-MEMBER ADVERTISER: CONTACT FOR NON-MEMBER PRICING	

The first right of refusal will be granted to advertisers contracted for the previous quarter. If SBCA Media does not receive written confirmation by the designated deadline (see contract for details), the opportunity will then be opened to all interested parties.

SBCA WEBSITE SPONSORSHIP

Member: $1,000 per quarter

Non-Member: $2,000 per quarter



130,400

Average Page Views per Quarter

54,700

Average Visitors per Quarter

43,400

Average Page Views per Month

18,900

Average Visitors per Month

Website sponsors will receive recognition in the footer of every page on the SBCA Website making this sponsorship an incredible value!

OPEN QUARTERLY MEETING SPONSORSHIPS

Open Quarterly Meetings (OQMs) are a great way to meet with component manufacturers, framers, suppliers, professionals, and others who are interested in learning, improving, and looking for opportunities to grow their business and their network.

OQM Statistics

- Average of 100-150 Attendees at each OQM (3 OQMs per year)
- Meeting locations change to expand reach







OPEN QUARTERLY MEETING SPONSORSHIPS

FEATURE	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cost	**$5,000/Year or $2,000/OQM**	**$3,500/Year or $1,500/OQM**	**$2,500/Year or $1,000/OQM**
Logo on OQM Overview Webpage	✓	✓	✓
Event Signage Throughout the OQM	✓	✓	✓
Logo In The Presentation Slides During the OQM	✓	✓	✓
Included in Event Recap Articles	✓	✓	✓
Logo on OQM Event Webpage	✓	✓	
Company Name in Confirmation Memos	✓	✓	
5-Minute Speaking Opportunity	✓		
Largest Logos on Website, Signage, Slides	✓		
Logo Appears Twice As Often in Presentation Slides	✓		

ADVERTISE WITH NFC

The National Framers Council (NFC) connects your brand with professional framers, crew leaders, and company owners—the decision-makers shaping residential construction today.

CONNECT DIRECTLY WITH BUILDERS
Reach framers and construction professionals who are actively looking for tools, materials, and services to improve efficiency and quality.

GET YOUR BRAND SEEN
Showcase your company across NFC's magazine, website, social media, and events to maximize visibility in the framing community.

ENGAGE WITH THE INDUSTRY
Sponsorship opportunities let you interact with members through events, webinars, and educational programs, building trust and credibility.

ALIGN WITH INDUSTRY LEADERSHIP
Position your brand alongside an organization committed to professionalism, skill development, and innovation in residential framing.

TAILORED OPPORTUNITIES
NFC offers a variety of advertising and sponsorship options designed to fit your goals and budget.

BE PART OF THE FRAMING COMMUNITY
Partner with NFC to strengthen your presence and support the growth of the framing industry.

SBCA™ MEDIA

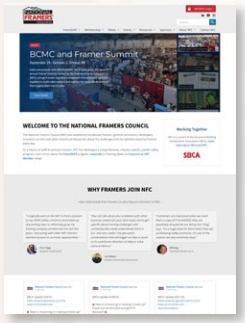
NATIONAL FRAMERS™ COUNCIL

NFC ADVERTISING OPPORTUNITIES



Framing Today Magazine

- NFC's dedicated print publication for framers
- Available to advertise separately from *SBCA Magazine*
- Quarterly issues (4 issues a year) 24-page run



NFC Website

Member:
$500 per quarter/per ad
(250x250 pixels, .jpeg or .png)

Non-Member:
$1,000 per quarter/per ad
(250x250 pixels, .jpeg or .png)



NFC Framing News

- 5,000+ valid email subscribers and growing!
- Regular rotation of ad placement in email.

Member:
$500 per quarter/per ad
(250x250 pixels, .jpeg or .png)

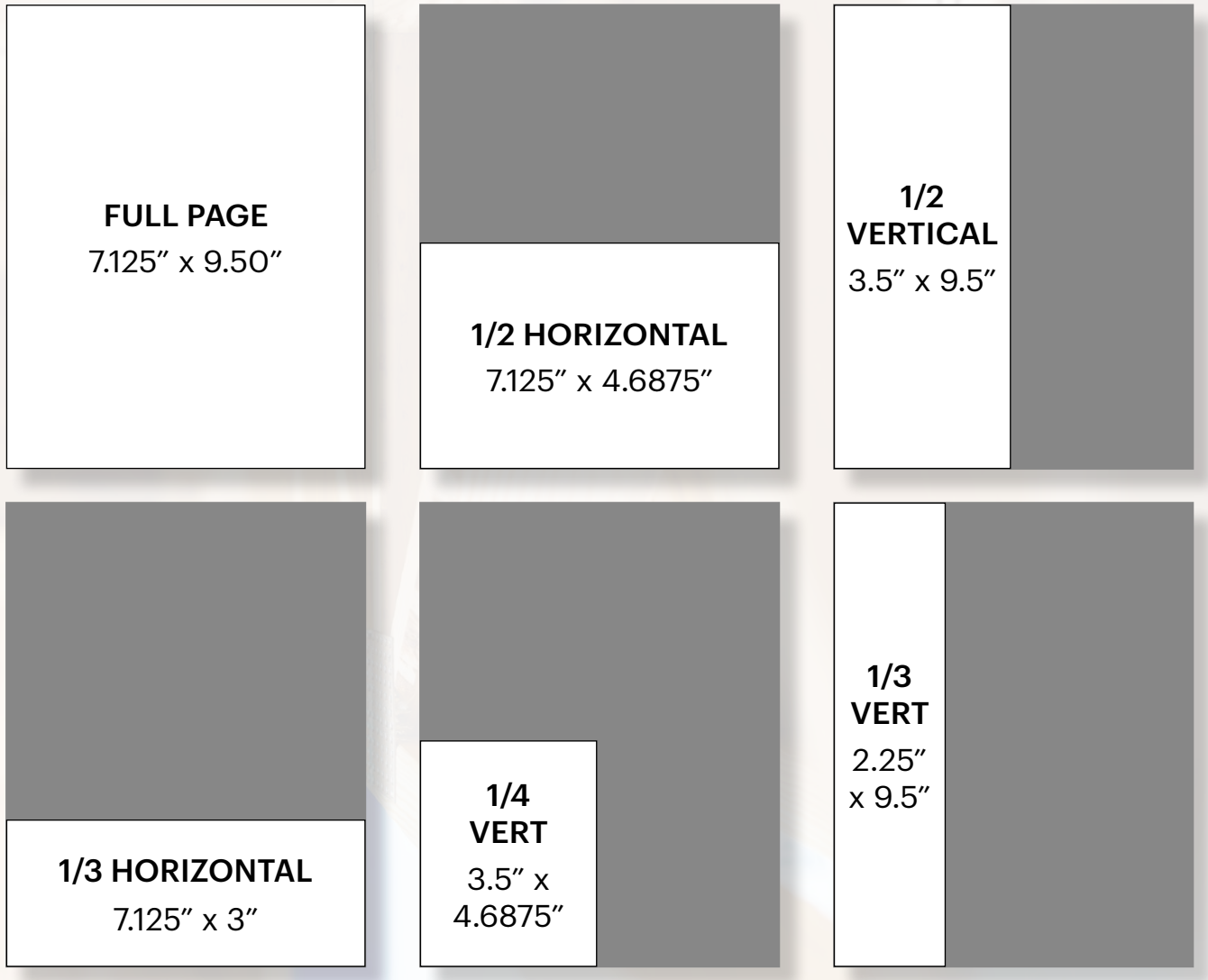
Non-Member:
$1,000 per quarter/per ad
(250x250 pixels, .jpeg or .png)

Contact SBCA Media for Sponsorship options for NFC Education/Demo/Training Webinars.

FRAMING TODAY MAGAZINE AD SIZE SAMPLES

Keep all live matter .75" from edge to avoid trimming. See contract for bleed and file requirements.

**Please note that these sample sizes do not include bleed, please see detailed information on bleed and live matter on page 22.*



SBCA™ MEDIA

FRAMING TODAY MAGAZINE STANDARD AD SIZES

Ad Size	Non-Bleed	Bleed
1/4 page (V)	3.5” x 4.6875”	N/A
1/3 page (H)	7.125” x 3”	N/A
1/3 page (V)	2.25” x 9.50”	N/A
1/2 page (H)	7.125” x 4.6875”	8.375” x 4.9375”*
1/2 page (V)	3.5” x 9.5”	3.75” x 9.75”*
Full Page	7.125” x 9.50”	(Actual Page Size) Trim: 8.125” x 10.875”

**Keep all live matter .75" from the edge to avoid trimming any copy, illustrations, etc.*
Publisher is not responsible for live matter that is cut off because it is too close to the trim.

FRAMING TODAY MAGAZINE DATES & DEADLINES

Issue	Ad Space Due	Ad Materials Due	Ad Proof Review	Digital Drop	Mail Drop
January 2027	11/19/26	11/30/26	12/15/26	1/13/27	1/7/27
April 2027	2/19/27	3/1/27	3/17/27	4/15/27	4/8/27
July 2027	5/20/27	6/1/27	6/15/27	7/14/27	7/8/27
October 2027	8/20/27	8/30/27	9/15/27	10/14/27	10/7/27

**If your ad materials are not submitted by the stated deadline, we will either use a previous ad or no ad will be placed. Please note, you will still be charged for your contracted ad space regardless of whether updated materials are provided (see contract for more information). If ad materials are submitted past the provided deadline, a late fee of $1,000 will incur.*

***Dates subject to change*

SBCA™ MEDIA

NFC ADVERTISING RATES

Rates shown are net cost per insertion at the frequency indicated.

4-Color	Gold (4 ads)	Silver (2-3 ads)	Bronze (1 ad)
Full Pg.	$600	$692	$1,094
1/2 Pg. Vertical or Horizontal	$484	$562	$888
1/3 Pg. Vertical or Horizontal	$394	$458	$722
1/4 Pg. Vertical	$348	$404	$640
Inside Front Cover or Inside Back Cover*	$720	$836	$1,320
Full Pg Next to President/Director/Editor Message*	$660	$762	$1,204
2-Color			
Full Pg.	$500	$580	$918
1/2 Pg. Vertical or Horizontal	$388	$450	$710
1/3 Pg. Vertical or Horizontal	$300	$350	$550
1/4 Pg. Vertical	$18	$284	$450
1-Color			
Full Pg.	$400	$464	$732
1/2 Pg. Vertical or Horizontal	$290	$336	$530
1/3 Pg. Vertical or Horizontal	$202	$236	$372
1/4 Pg. Vertical	$144	$166	$268

**Special Positions: Please contact staff if you have additional special position requests. Requests are filled on a first-come, first-served basis. Subject to first right of refusal.*

MEDIA INQUIRIES

The Structural Building Components Association (SBCA) and National Framers Council (NFC) welcomes media inquiries and press release submissions related to the structural building components, framing, construction, or other related industries.

SHARE YOUR NEWS WITH US
SBCA also welcomes press releases from member companies, industry partners, and media outlets. We review submissions for potential inclusion in our communications channels and industry coverage.

Are you seeking information, data/insights, interviews, quotes, commentary, article contribution, or speakers? Please reach out to our media team via the link below.

https://www.sbcacomponents.com/submit-media-inquiry

SBCA™ MEDIA

For more Advertising Information, contact:



Abby Langenberg
Director of Business Development & Member Engagement

Direct: 224-236-3725
alangenberg@sbcacomponents.com

For Media Inquiries or Requests, contact:



Christine Wagner
Director of Marketing & Communications

Direct: 224-236-3724
cwagner@sbcacomponents.com

www.sbcacomponents.com/become-an-advertiser


SBCA™
MEDIA