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SBCA Magazine



Readership Statistics (Updated 8/22/2023)

- 6,410 subscribe to the printed edition
- 8,651 valid emails address receive the digital edition
- 25.6% open rate for digital edition (past 6 months)

SBCA Magazine Pricing

Rates shown below are for members of the Structural Building Components Association (SBCA). **Non-members add 30% to rates listed** or visit the [SBCA website](#) for more information about membership. Rates shown are net cost per insertion at the frequency indicated. Exhibitor Rates are valid for advertisers that also exhibit at [BCMC | FS](#), SBCA's annual tradeshow. To receive Exhibitor Rates the company must registered for the current year's BCMC | FS. Standard Rates apply to non-exhibitors. (Rates valid through 10/16/2024.)

BCMC Exhibitor Rates (Member Pricing)

4-Color	6x	3x	1x
Full Pg.	\$2876.00	\$3595.50	\$5895.00
1/2 Pg. Vertical or Horizontal	\$2316.00	\$2875.50	\$4795.00
1/3 Pg. Square	\$2236.00	\$2695.50	\$4495.00
1/3 Pg. Vertical or Horizontal	\$1916.00	\$2335.50	\$3895.00
1/4 Pg. Vertical	\$1676.00	\$2065.50	\$3445.00
Inside Front Cover or Inside Back Cover	\$3436.00	\$4225.50	\$7095.00
2-Color	6x	3x	1x
Full Pg.	\$2396.00	\$2965.50	\$4995.00
1/2 Pg. Vertical or Horizontal	\$1836.00	\$2290.50	\$3795.00
1/3 Pg. Square	\$1756.00	\$2155.50	\$3695.00
1/3 Pg. Vertical or Horizontal	\$1436.00	\$1795.50	\$2945.00
1/4 Pg. Vertical	\$1196.00	\$1435.50	\$2395.00

1-Color	6x	3x	1x
Full Pg.	\$1916.00	\$2335.50	\$3995.00
1/2 Pg. Vertical or Horizontal	\$1396.00	\$1705.50	\$2895.00
1/3 Pg. Square	\$1276.00	\$1570.50	\$2595.00
1/3 Pg. Vertical or Horizontal	\$1036.00	\$1210.50	\$1995.00
1/4 Pg. Vertical	\$716.00	\$756.00	\$1445.00

Special Positions

Please contact staff if you have a special position request. Requests are filled on a first-come, first-served basis.

Standard Rates (Member Pricing)

4-Color	6x	3x	1x
Full Pg.	\$3685.50	\$4256.00	\$6725.00
1/2 Pg. Vertical or Horizontal	\$2970.00	\$3453.25	\$5450.00
1/3 Pg. Square	\$2808.00	\$3268.00	\$5160.00
1/3 Pg. Vertical or Horizontal	\$2416.50	\$2807.25	\$4435.00
1/4 Pg. Vertical	\$2137.50	\$2484.25	\$3930.00
Inside Front Cover or Inside Back Cover	\$4414.50	\$5130.00	\$8100.00
2-Color	6x	3x	1x
Full Pg.	\$3069.00	\$3567.25	\$5635.00
1/2 Pg. Vertical or Horizontal	\$2376.00	\$2759.75	\$4360.00
1/3 Pg. Square	\$2259.00	\$2622.00	\$4140.00
1/3 Pg. Vertical or Horizontal	\$1845.00	\$2142.25	\$3380.00
1/4 Pg. Vertical	\$1507.50	\$1748.00	\$2760.00
1-Color	6x	3x	1x
Full Pg.	\$2452.50	\$2845.25	\$4500.00
1/2 Pg. Vertical or Horizontal	\$1782.00	\$2066.25	\$3260.00
1/3 Pg. Square	\$1606.50	\$1862.00	\$2945.00
1/3 Pg. Vertical or Horizontal	\$1246.50	\$1448.75	\$2290.00
1/4 Pg. Vertical	\$882.00	\$1021.25	\$1650.00

SBCA Magazine Ad Space Reservation & Material Deadline

Issue	Space Due	Print Ad Materials Due	In Home	Digital Drop
Jan/Feb 2024	11/15/23	11/27/23	1/11/24	1/11/24
Mar/Apr 2024	1/17/24	1/26/24	3/11/24	3/11/24
May/June 2024	3/20/24	3/29/24	5/13/24	5/13/24
July/Aug 2024	5/22/24	5/31/24	7/15/24	7/15/24
Sept/Oct 2024 *BMC Issue	7/17/24	7/26/24	9/16/24	9/16/24
Nov/Dec 2024	10/16/24	10/25/24	12/2/24	12/2/24

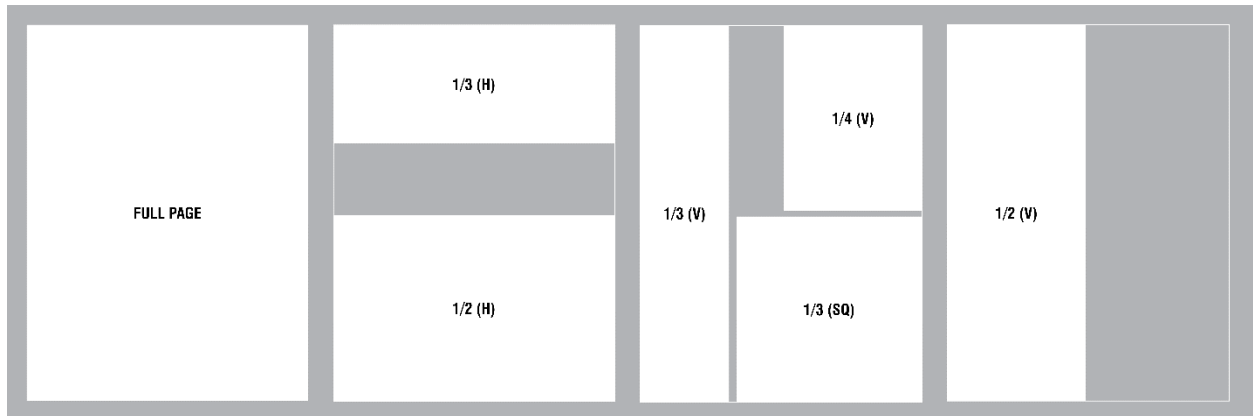
SBCA Magazine Standard Ad Sizes

***Please note bolded measurements in the table below have been changed from 2021.**

Ad Size	Non-Bleed	Bleed
1/4 page (v)	3.5 x 4.6875"	n/a
1/3 page (sq)	4.6875 x 4.6875"	n/a
1/3 page (h)	7.125"x3"	n/a
1/3 page (v)	2.25"x9.50"	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"x9.50"	8.375"x11.125" * (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 Ad Size Samples



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

SBCA Magazine Acceptable Advertising Materials

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.

Very 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** staff 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.

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 Jennifer Gustafson at jgustafson@sbcacomponents.com or 224-236-3694.

Payments: Payment terms will be 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 an 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.

SBCA Magazine Benefits

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

- **SBCA Industry News:** This weekly email distribution goes out to the entire **SBCA Magazine** readership, making it a great way to keep your company top of mind.
 - Submit a press release or announcement to run as a regular headline once per month.
 - Press releases will also be posted on SBCA's website in the SBCA Media section
 - A different advertiser is recognized each week with the inclusion of their logo
 - Program advertisers receive the lowest pricing available on SBCA Industry News advertising—a great way to get your message out to our 9,900+ readers on a weekly basis.
- **Robust Presence on the SBCA Website:** In addition to your print ad, as a program advertiser you will also receive a rotating logo on SBCA's home page
- **Enhanced BCMC | FS Exhibitor Listing:** Program advertisers that also exhibit at BCMC | FS get their company logo included with their exhibitor listing on the [BCMC | FS website](#). Advertisers are also noted in the BCMC | FS Show Directory and Show Guide issue of the magazine.

SBCA Industry News



Readership Statistics

- 9,906 valid email addresses and growing!
- 26.3% open rate

Each quarter provides the opportunity for as many as six (6) 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.

SBCA Industry News advertising rates are:

SBCA Program Advertiser:	\$3,420 per quarter
BCMC Exhibitor:	\$3,720 per quarter
SBCA Supplier Member:	\$4,020 per quarter
Non-Member:	\$6,420 per quarter

First right of refusal will be provided to the advertiser(s) contracted for the previous quarter. If **SBCA Magazine** does not receive confirmation in writing by a specified date, the opportunity will be made available to all.

SBCA Website Sponsorships

Visitor/Views Statistics

- 22,541 Average Unique Visitors per Quarter
- 64,245 Average Page Views per Quarter
- 21,415 Average Page Views per Month

Website sponsors will receive recognition in the footer of every page on the SBCA Website making this sponsorship an incredible value! <https://www.sbcacomponents.com/>

SBCA Website Sponsorship rates:

Member:	\$1,000 per quarter
Non-Member:	\$2,000 per quarter

OQM (Open Quarterly Meetings) Sponsorship

OQMs are a great way to meet with component manufacturers who are interested in learning, improving, and looking for opportunities to grow their business in a more intimate setting.

Attendee Statistics

- 130-160 Average Attendance (3 OQMs per year)

Levels & Pricing

Gold Package (\$5000/year or \$2000/per OQM) includes:

GOLD PACKAGE ONLY: 5 minutes to speak at the OQM.

- Your logo listed on the following promotions/web pages:
 - [OQM event page](#) – see [Park City - July 2021](#) for an example
 - [OQM overview web page](#) (only available to the \$5000/year sponsors)
 - Signage at the OQM
 - Slide in the OQM presentation
- Your company name will be listed as a sponsor:
 - In the confirmation memos sent to each attendee.
 - In the recap article about the event (if applicable).
 - Verbal recognition at the event.

Silver Package (\$3500/year or \$1500/per OQM) includes:

- Your company logo listed on the following promotions/web pages:
 - OQM event web page – see [Park City - July 2021](#) for an example
 - [OQM overview web page](#) (only available to the \$3500/year sponsors)
 - Signage at the OQM
 - Slide in the OQM presentation
- Your company name will be listed as a sponsor:
 - In the confirmation memos sent to each attendee.
 - In the recap article about the event (if applicable).
 - Verbal recognition at the event.

Bronze Package (\$2500/year or \$1000/per OQM) includes:

- Your company logo listed on the following promotions/web pages:
 - OQM event web page – see [Park City - July 2021](#) for an example
 - [OQM overview web page](#) (only available to the \$2500/year sponsors)
 - Signage at the OQM
 - Slide in the OQM presentation
- Your company name will be listed as a sponsor:
 - In the confirmation memos sent to each attendee.
 - In the recap article about the event (if applicable).
 - Verbal recognition at the event.

NFC Sponsorship Opportunities

FrameSAFE Toolbox Talk for safe use of Supplier's Proprietary Product

Member: \$1,500 per year – per document (content must be approved by NFC Safety Committee)

Non-Member: \$2,500 per year – per document (content must be approved by NFC Safety Committee)

NFC Training/Demonstration Webinar for use of Supplier's Proprietary Product

Member: \$2,000 per Webinar – 60-minute presentation by sponsor.
NFC to advertise the webinar through social media, website, and email

Non-Member: \$3,000 per Webinar – 60-minute presentation by sponsor.
NFC to advertise the webinar through social media, website, and email

Website Sponsorship

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 Advertising

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 Educational Webinars (This webinar brought to you by...)

Member: \$500 – NFC to advertise the webinar through social media, website, and email

Non-Member: \$1,000 – NFC to advertise the webinar through social media, website, and email