

# 2025 SBCA MEDIA KIT



**SBCA**<sup>TM</sup>  
**Structural Building  
Components Association**

**SBCA**<sup>TM</sup>

**MEDIA**





**REACH INDUSTRY PLAYERS ACROSS  
THE COUNTRY WITH SBCA MEDIA  
ADVERTISEMENTS AND  
SPONSORSHIP OPPORTUNITIES**

# TABLE OF CONTENTS

- SBCA Magazine
- SBCA Industry News
- SBCA Website Sponsorships
- Open Quarterly Meetings (OQM) Sponsorships
- NFC Advertising
- NFC Sponsorships
- SBCA Media Contact Info

## Benefits of Advertising with SBCA

In addition to rate savings and recognition throughout the year in the magazine and at BCMC, 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.
- Gold Advertisers receive the lowest pricing available on *SBCA Industry News* advertising—a great way to get your message out to our 8,000+ readers on a weekly basis.

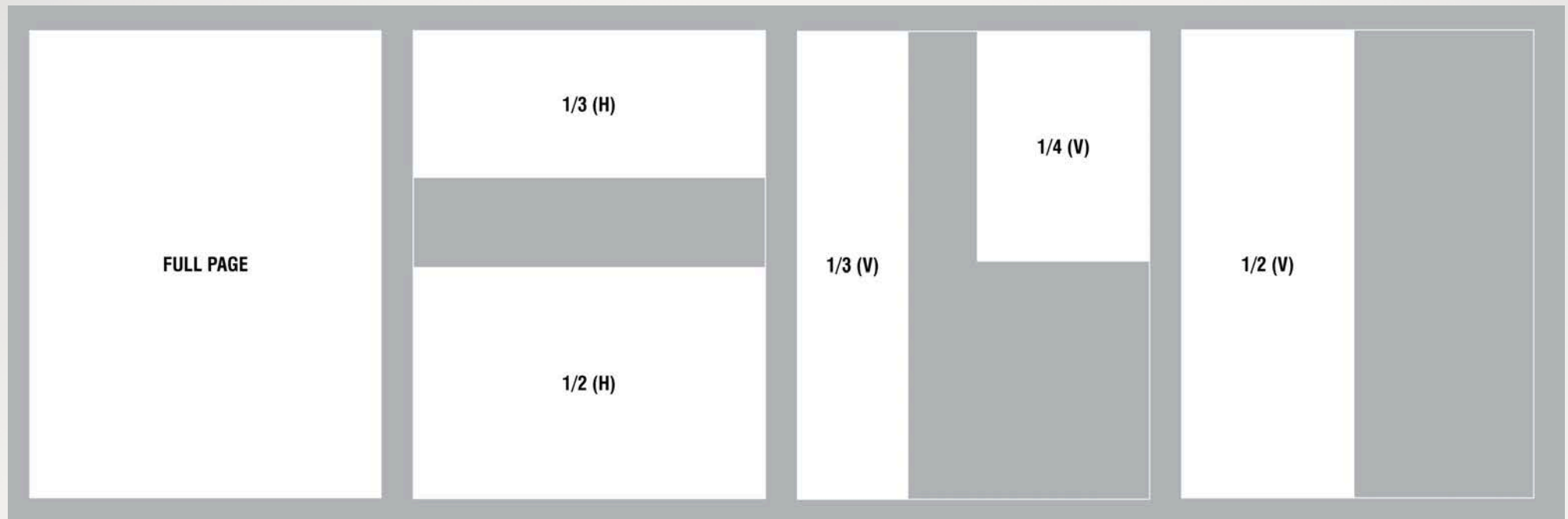
**Robust Presence on the SBCA Website**: In addition to your print ad, as a Gold Advertiser you will also receive a rotating logo on SBCA's homepage.

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

### SBCA Magazine Readership Statistics

- 6,400+ subscribe to the printed edition
- 7,660+ valid emails address receive the digital edition
- 36% open rate for digital edition (As of Oct. 2024)

## 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 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"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 Advertising Important Dates & Deadlines

Issue	Ad Space Due	Ad Materials Due	Ad Proof Review Due	In-Home Mail Drop	Digital Drop
January/February 2025	11/8/2024	11/18/2024	12/6/2024	1/13/2025	1/9/2025
March/April 2025	1/15/2025	1/25/2025	2/14/2025	3/17/2025	3/13/2025
May/June 2025	3/12/2025	3/22/2025	4/11/2025	5/12/2025	5/8/2025
July/August 2025	5/14/2025	5/24/2025	6/13/2025	7/14/2025	7/10/2025
September/October 2025	7/9/2025	7/18/2025	8/8/2025	9/8/2025	9/4/2025
November/December 2025	9/17/2025	9/27/2025	10/17/2025	11/17/2025	11/13/2025

*\*Dates subject to change.*

*\*\*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).*



# Member Pricing - BCMC Exhibitor Rates

*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.	\$2,876.00	\$3,595.50	\$5,895.00
1/2 Pg. Vertical or Horizontal	\$2,316.00	\$2,875.50	\$4,795.00
1/3 Pg. Vertical or Horizontal	\$1,916.00	\$2,335.50	\$3,895.00
1/4 Pg. Vertical	\$1,676.00	\$2,065.50	\$3,445.00
Inside Front Cover or Inside Back Cover*	\$3,436.00	\$4,225.50	\$7,095.00
Full Pg Next to President/Director/Editor Message*	\$3,163.60	\$3,955.05	\$6,484.50
2-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$2,369.00	\$2,965.50	\$4,995.00
1/2 Pg. Vertical or Horizontal	\$1,836.00	\$2,290.50	\$3,795.00
1/3 Pg. Vertical or Horizontal	\$1,436.00	\$1,795.50	\$2,945.00
1/4 Pg. Vertical	\$1,196.00	\$1,435.50	\$2,395.00
1-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$1,916.00	\$2,335.50	\$3,995.00
1/2 Pg. Vertical or Horizontal	\$1,396.00	\$1,705.50	\$2,895.00
1/3 Pg. Vertical or Horizontal	\$1,036.00	\$1,210.50	\$1,995.00
1/4 Pg. Vertical	\$716.00	\$756.00	\$1,445.00

*\*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.*

# Member Pricing - Standard Rates

*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.	\$3,685.50	\$4,256.00	\$6,725.00
1/2 Pg. Vertical or Horizontal	\$2,970.00	\$3,453.25	\$5,450.00
1/3 Pg. Vertical or Horizontal	\$2,416.50	\$2,807.25	\$4,435.00
1/4 Pg. Vertical	\$2,137.50	\$2,484.25	\$3,930.00
Inside Front Cover or Inside Back Cover*	\$4,414.50	\$5,130.00	\$8,100.00
Full Pg Next to President/Director/Editor Message*	\$4,054.05	\$4,681.60	\$7,397.50
2-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$3,069.00	\$3,567.25	\$5,635.00
1/2 Pg. Vertical or Horizontal	\$2,376.00	\$2,759.75	\$4,360.00
1/3 Pg. Vertical or Horizontal	\$1,845.00	\$2,142.25	\$3,380.00
1/4 Pg. Vertical	\$1,507.50	\$1,748.00	\$2,760.00
1-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$2,452.50	\$2,845.25	\$4,500.00
1/2 Pg. Vertical or Horizontal	\$1,782.00	\$2,066.25	\$3,260.00
1/3 Pg. Vertical or Horizontal	\$1,246.50	\$1,448.75	\$2,290.00
1/4 Pg. Vertical	\$882.00	\$1,021.25	\$1,650.00

*\*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.*

# Non-Member Pricing - Standard Rates

*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.	\$4,791.15	\$5,532.80	\$8,742.50
1/2 Pg. Vertical or Horizontal	\$3,861.00	\$4,489.23	\$7,085.00
1/3 Pg. Vertical or Horizontal	\$3,141.45	\$3,649.43	\$5,765.50
1/4 Pg. Vertical	\$2,778.75	\$3,229.53	\$5,109.00
Inside Front Cover or Inside Back Cover*	\$5,738.85	\$6,669.00	\$10,530.00
Full Pg Next to President/Director/Editor Message*	\$5,270.27	\$6,086.08	\$9,616.75
2-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$3,989.70	\$4,637.43	\$7,325.50
1/2 Pg. Vertical or Horizontal	\$3,088.80	\$3,587.68	\$5,668.00
1/3 Pg. Vertical or Horizontal	\$2,398.50	\$2,784.93	\$4,394.00
1/4 Pg. Vertical	\$1,959.75	\$2,272.40	\$3,588.00
1-Color	Gold (6+ ads)	Silver (3-5 ads)	Bronze (1-2 ads)
Full Pg.	\$3,188.25	\$3,698.83	\$5,850.00
1/2 Pg. Vertical or Horizontal	\$2,316.60	\$2,686.13	\$4,238.00
1/3 Pg. Vertical or Horizontal	\$1,620.45	\$1,883.38	\$2,977.00
1/4 Pg. Vertical	\$1,146.60	\$1,327.63	\$2,145.00

*\*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:** 10% extra cost for full-page ads only.



## 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 **Jennifer Gustafson** at [jgustafson@sbcacomponents.com](mailto: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 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, details on deadlines, etc.*

# SBCA Industry News Advertising

## SBCA Industry News Readership Statistics

- 8,804 valid email subscribers and growing!
- 29% 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.

## Industry News Advertising Rates

ADVERTISER TYPE	RATES
<b>SBCA GOLD ADVERTISER</b>	<b>\$3,420</b>
BCMC EXHIBITOR ADVERTISER	\$3,720
SBCA SUPPLIER MEMBER ADVERTISER	\$4,020
NON-MEMBER ADVERTISER	\$6,420

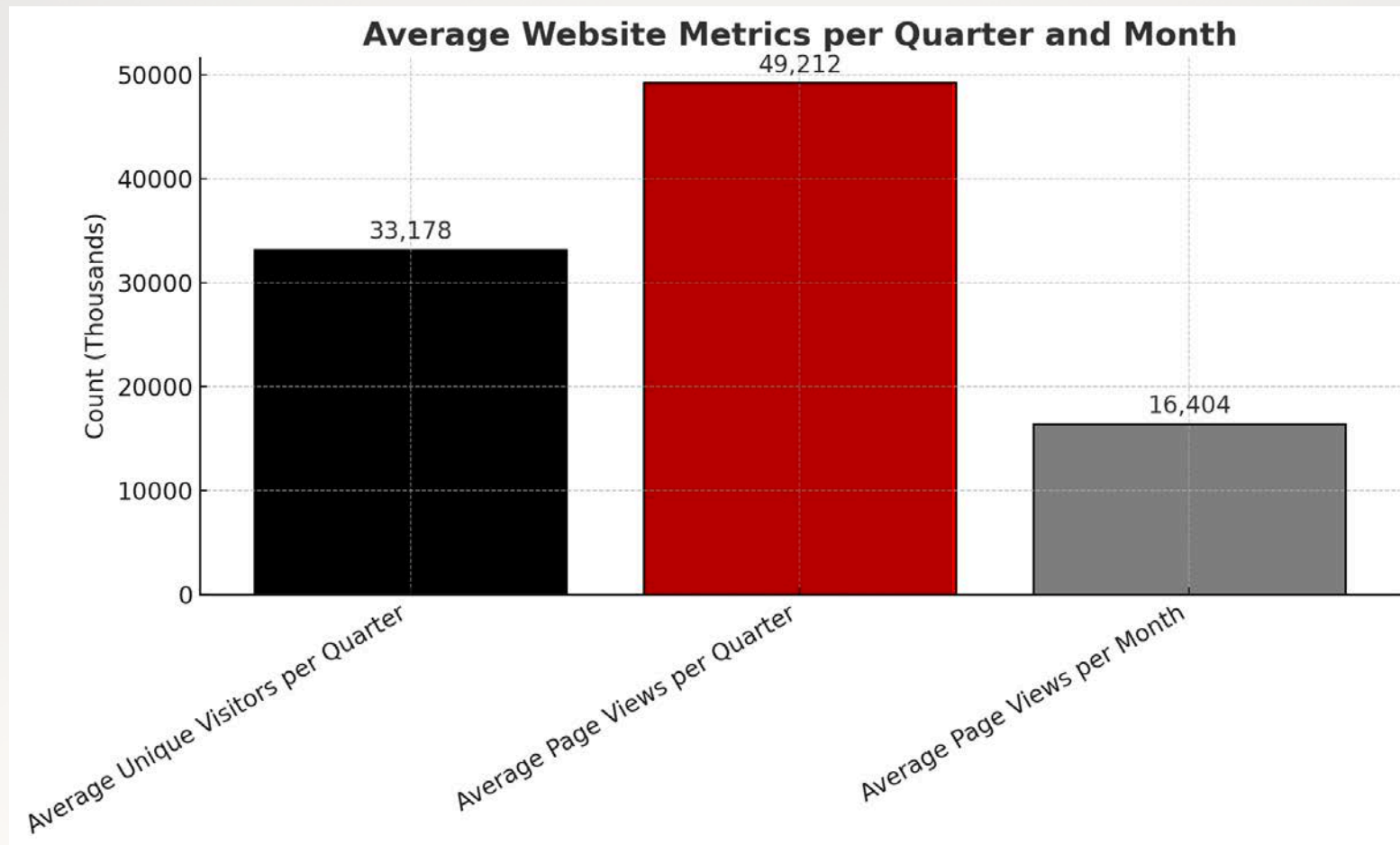
*The first right of refusal will be granted to advertisers contracted for the previous quarter. If SBCA Magazine does not receive written confirmation by the designated deadline, the opportunity will then be opened to all interested parties.*

## SBCA Website Sponsorships

### SBCA Website Sponsorship Rates

Member: \$1,000.00 per quarter

Non-Member: \$2,000.00 per quarter



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



## Open Quarterly Meeting (OQM) Sponsorships

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

### OQM Statistics

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





# Open Quarterly Meeting (OQM) 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
5-MINUTE SPEAKING OPPORTUNITY	✓		
LARGEST LOGOS ON WEBSITE, SIGNAGE, SLIDES	✓		
LOGO APPEARS TWICE AS OFTEN IN PRESENTATION SLIDES	✓		
LOGO ON OQM OVERVIEW WEBPAGE (GOLD, SILVER, BRONZE TIER)	✓	✓	✓
EVENT SIGNAGE THROUGHOUT THE OQM	✓	✓	✓
LOGO IN THE PRESENTATION SLIDES DURING THE OQM	✓	✓	✓
MENTION IN EVENT RECAP ARTICLE	✓	✓	✓
LOGO ON OQM EVENT WEBPAGE	✓	✓	
COMPANY NAME IN CONFIRMATION MEMOS	✓	✓	



# NFC Sponsorship Opportunities

## Framing News Readership Statistics

- 5,598 valid email subscribers and growing!
- 32.3% open rate

## **NFC Framing News Advertising**

**Member:** \$500.00 per quarter/per ad (250x250 pixels, .jpeg or .png)

**Non-Member:** \$1,000.00 per quarter/per ad (250x250 pixels, .jpeg or .png)

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

**Member:** \$1,500.00 per year/per document (content must be approved by NFC Safety Committee)

**Non-Member:** \$2,500.00 per year/per document (content must be approved by NFC Safety Committee)

## **NFC Website Sponsorship**

**Member:** \$500.00 per quarter/per ad (250x250 pixels, .jpeg or .png)

**Non-Member:** \$1,000.00 per quarter/per ad (250x250 pixels, .jpeg or .png)

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

**For advertising in NFC's magazine, Framing Today, please contact SBCA Media.**

**For more information, contact:**

**Abby Langenberg**

*Director of Business Development*

Structural Building Components Association (SBCA)

National Framers Council (NFC)

Direct: 224-236-3725

[alangenberg@sbcacomponents.com](mailto:alangenberg@sbcacomponents.com)



**For Media Inquiries or Requests, contact:**

**Christine Wagner**

*Director of Communications/Managing Editor*

Structural Building Components Association (SBCA)

National Framers Council (NFC)

Direct: 224-236-3724

[cwagner@sbcacomponents.com](mailto:cwagner@sbcacomponents.com)



**For more information, visit:**

<https://www.sbcacomponents.com/become-an-advertiser>