

20 IBEC 24 MEDIA KIT





20 IIBEC 24 MEDIA KIT

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The International Institute of Building Enclosure Consultants (IIBEC) is an association of design professionals who specialize in building enclosure projects. IIBEC members design, investigate, and manage roofing, exterior wall, waterproofing systems and provide enclosure commissioning services. IIBEC's 3,500 members worldwide, including 700 members in Canada are dedicated to the highest standards of professionalism, integrity, and competence and are governed by a Code of Ethics, which they reaffirm, on an annual basis. The IIBEC Code of Ethics holds paramount the safety, health, and welfare of the public in the performance of their duties.

IIBEC is universally recognized as the leading authority in building enclosure consulting.

Since 1983, IIBEC's (formerly RCI Inc.'s) Consultant members have offered unbiased design, repair planning, quality assurance observance, legal testimony, and general roofing and other building enclosure consulting services. IIBEC's Consultant members adhere to a strict code of ethics that offers unprejudiced service without affiliation with any product or manufacturer.

Contact Arissa Cooper, IIBEC Manager of Marketing and Sales, for any questions or to reserve advertisements at acooper@iibec.org.

Advertising Insertion Order

To reserve an advertisement, please fill out the form below (pages 5–7 of this document), and send it to Arissa Cooper at acooper@iibec.org. Bundled advertisement options are available. To receive more information, contact Arissa Cooper at acooper@iibec.org. Advertisers earn IIBEC priority points. Learn more here: iibec.org/priority-points

IIBEC INTERFACE MAGAZINE ADS

DUE THE 5TH THE MONTH
BEFORE

CHOOSE ISSUE / EDITORIAL THEME

- January 2024, Waterproofing¹
- February 2024, Fenestration²
- March/April 2024, Energy Modeling / Building Codes
- May/June 2024, Convention and Trade Show
- July/August 2024, Restoration /Forensics
- September 2024, Climate Adaptation
- October 2024, Testing
- November 2024, Low Slope Roofs
- December 2024, Masonry

CHOOSE AD TYPE:

- Cover 2 **SOLD**
- Cover 3 **SOLD**
- Cover 4 **SOLD**
- Page 3
- Full Page
- Full Page Spread
- Half Page Horizontal
- Half Page Island
- Half Page Spread
- Two-Thirds Page
- Third Page
- Sixth Page

¹Bonus distribution at the International Roofing Expo

²Bonus distribution at the IIBEC International Convention & Trade Show. We encourage advertisers to include their 2024 IIBEC International Convention & Trade Show booth number in their advertisement.

IIBEC INTERFACE EMAIL BANNER

SIZE: 300 × 250 px

- | | | |
|-------------|-------------|----------|
| January | May/June | October |
| February | July/August | November |
| March/April | September | December |

IIBEC INTERFACE LEADERBOARD AD

SIZE: 728 × 90 px

- | | | |
|--------------|-------------|----------|
| January | May /June | October |
| February | July/August | November |
| March /April | September | December |

IIBEC INTERFACE TECHNICAL ARTICLE EMAIL BANNER

SIZE: 728 × 90 px

- April
- August

RSS FEED BANNER

SIZE: 300 × 250 px

January	May	September
February	June	October
March	July	November
April	August	December

IIBEC INTERFACE SPONSORED CONTENT

SIZE: BLEEDS: 0.25"

TRIM SIZE: 8.5" × 11"

MARGINS: 0.25"

See page 14 for deadline

January	May /June	October
February	July/August	November
March /April	September	December

IIBEC EDUCATION NEWSLETTER

SIZE: 300 × 250 px

January	May	September
February	June	October
March	July	November
April	August	December

WEEKLY NEWSLETTER BANNER AND SPONSORSHIP TEXT³

SIZE: 600 × 150 px

LIMIT: 280 characters

January	May	September
February	June	October
March	July	November
April	August	December

³ Sent on Mondays of each week excluding the week of the US Independence Day, US Thanksgiving, and the last two weeks of the year. Best practices for graphics: no copy as part of graphic, brand colors in Hex code required, logo as a PNG file. Best practices for copy: a title, subhead, body copy, and CTA. The minimum width for graphics should be 1920 px.

IIBEC WEBSITE BANNERS

SIZE: 336 × 280 px

January	May	September
February	June	October
March	July	November
April	August	December

CONVENTION ON-SITE PROGRAM ADS*Published once per year in both print and digital formats*

Inside Panel 1
Inside Panel 2
Back Panel

**BUILDING ENCLOSURE
SYMPOSIUM ON-SITE
PROGRAM ADS**

*Published once per year in
both print and digital formats*

Inside Panel 1

Inside Panel 2

Back Panel

THE GUIDE ADS

*Published once per year in
both print and digital formats*

Outside Back Cover

Interior Full Page

Inside Back Cover

Interior Half Page

Inside Front Cover

**ADVERTISER CONTACT
INFORMATION**

Company:

Name:

Email Address:

Phone Number:

Payment Schedule: per insertion (monthly)

INFORMATION

Receive via email:

Receive via mail:

*Special invoicing
instructions:*

To accept this contract, please sign and date below:

Signature

Date

CONTRACT AND COPY REGULATIONS

Advertisement space is reserved on a first-come, first-served basis. IIBEC reserves the right to reject any advertisement that does not conform to IIBEC standards. The publisher selects ad placement at will with the exception of covers 2, 3, and 4 and page 3. If press-ready, scheduled ads are not received by the publisher copy closing date, the most recent ad of similar size will be repeated. No cancellations will be accepted after the cutoff date for space reservation. Advertisements requiring alterations of any kind, including type-setting, scanning, layout changes, color conversion, special artwork, composites and/or stripping will be billed to the advertiser at the printer's prevailing rates plus a 10% service charge (minimum \$50 per process). The publisher is not responsible for any errors made in the Advertisers' Index. IIBEC will not be responsible for any inconsistencies of color if not provided with, in advance of publisher copy deadlines, a professional quality proof (Cromolin or Match). Whenever an error is made or allowance given due to color changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or reruns will be given except following the first wrong insertion. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the publisher.

PAYMENT TERMS

All prices quoted are net. IIBEC does not grant discounts for agency commissions. Invoices will be generated at the beginning of the month advertised. Invoices are payable upon receipt in US funds, net 30 days. Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Any outstanding invoices over 90 days will be paid with money collected for any event or service from the vendor. First-time advertisers may be required to provide credit card information or prepayment at the start of their advertising program. All advertisements outside the US or Canada must be prepaid.

SHORT-RATE AND REBATES

Advertisers will be short-rated if, within an 11-month period from the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within an 11-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.



IIBEC Interface

WHY ADVERTISE IN IIBEC INTERFACE?

IIBEC Interface is the technical journal of the International Institute of Building Enclosure Consultants (IIBEC). *IIBEC Interface* educates and informs, establishes common ground for discussion, and provides a forum for the exchange of ideas and technical knowledge of new and existing building enclosures. Its focus is on design issues related to developing and maintaining optimal performance of new and existing building enclosures. *IIBEC Interface* publishes nine times per year and has 3360 subscribers who receive the print version, many of whom say they read it cover to cover and save the journal for future reference. Your ad will also be placed in the digital version of *IIBEC Interface*. Our reader surveys also indicate frequent inner-office circulation of *IIBEC Interface*.

2024 IIBEC INTERFACE THEMES

- | | | |
|---|--|--|
| January 2024 ¹ ,
Waterproofing | May/June 2024,
Convention and Trade Show | October 2024,
Testing |
|  February 2024 ² ,
Fenestration | July/August 2024,
Restoration/Forensics | November 2024,
Low Slope Roofs |
| March/April 2024,
Energy Modeling /Building Codes | September 2024,
Climate Adaptation | December 2024,
Masonry |

Nearly 21.3%

OF READERS KEEP BACK ISSUES OF OUR MAGAZINE.

Nearly two-in-three 62%

READERS SAY THEY SHARE IIBEC INTERFACE WITH COLLEAGUES.

¹Bonus distribution at the International Roofing Expo
²Bonus distribution at the IIBEC International Convention & Trade Show. We encourage advertisers to include their 2024 IIBEC International Convention & Trade Show booth number in their advertisement.

AD RATES

Type of Ad	1 Ad	3-5 Ads (Rate for each)	6-9 Ads (Rate for each)
One-Sixth Page (vertical or horizontal)	\$890	\$800	\$750
One-Third Page	\$1365	\$1200	\$1130
Quarter-Page Island	\$1365	\$1200	\$1130
Half-Page Island	\$1575	\$1400	\$1320
Half Page	\$1575	\$1400	\$1320
Two-Thirds Page	\$2000	\$1800	\$1700
Full Page	\$2460	\$2245	\$2125
Half-Page Spread	\$3050	\$2790	\$2650
Page 3	\$3050	\$2790	\$2650
Cover 2, 3, 4	\$3150	\$2900	\$2740
Full-Page Spread	\$3900	\$3790	\$3590

AD PARAMETERS

Submit your creative to
Arisa Cooper at
acooper@iibec.org

File type: PDF

DUE 5TH OF PRIOR
MONTH

FULL-PAGE SPREAD
Trim Size: 17" x 11"
Margins: 0.25"
Center fold is at 8.5"

FULL PAGE, COVER 2,3,4, PAGE 3
Bleeds: 0.25"
Trim Size: 8.5" x 11"
Margins: 0.25"

TWO-THIRDS PAGE
4.975" x 10"

HALF-PAGE SPREAD
17.25" x 5.625"
Center fold is at 8.5"

HALF PAGE
7.5" x 5"

HALF-PAGE ISLAND
4.9375" x 7.5"

ONE-THIRD PAGE
2.3889" x 10"

QUARTER-PAGE ISLAND
4.9375" x 5"

ONE-SIXTH PAGE HORIZONTAL
4.9375" x 2.5"

ONE-SIXTH PAGE VERTICAL
2.3889" x 5"



IIBEC Interface Monthly Email

WHY ADVERTISE IN THE IIBEC INTERFACE EMAIL?

As an advertiser, your ad will be included in this subscriber-only monthly email. The *IIBEC Interface* digital edition email, sent monthly to more than 13,000 *IIBEC* email subscribers, features highlights from the latest issue. [Click here](#) to view a recent email. **Only four advertisers per month!**

EMAIL STATS

29%

OPEN RATE

2.5%

CLICK RATE

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$1200	300 × 250 px
3-5 Ads	\$1100	300 × 250 px
6-9 Ads	\$1000	300 × 250 px



Weekly Newsletter

WHY ADVERTISE IN IIBEC'S WEEKLY NEWSLETTER?

Become an exclusive sponsor of IIBEC's *The Weekly Enclosure* newsletter, the go-to email for the building enclosure industry, sent each Monday to IIBEC's email subscribers. Sponsorship will be included in each newsletter of the sponsored month. [Click here](#) to view a recent newsletter.

Only one sponsorship available per month!

THE NEWSLETTER HIGHLIGHTS

News, membership information, advocacy, chapter and region events, chapters calendar, building enclosure job openings from the job board, and more.

NEWSLETTER STATS

32%
OPEN RATE

8.5%
CLICK RATE

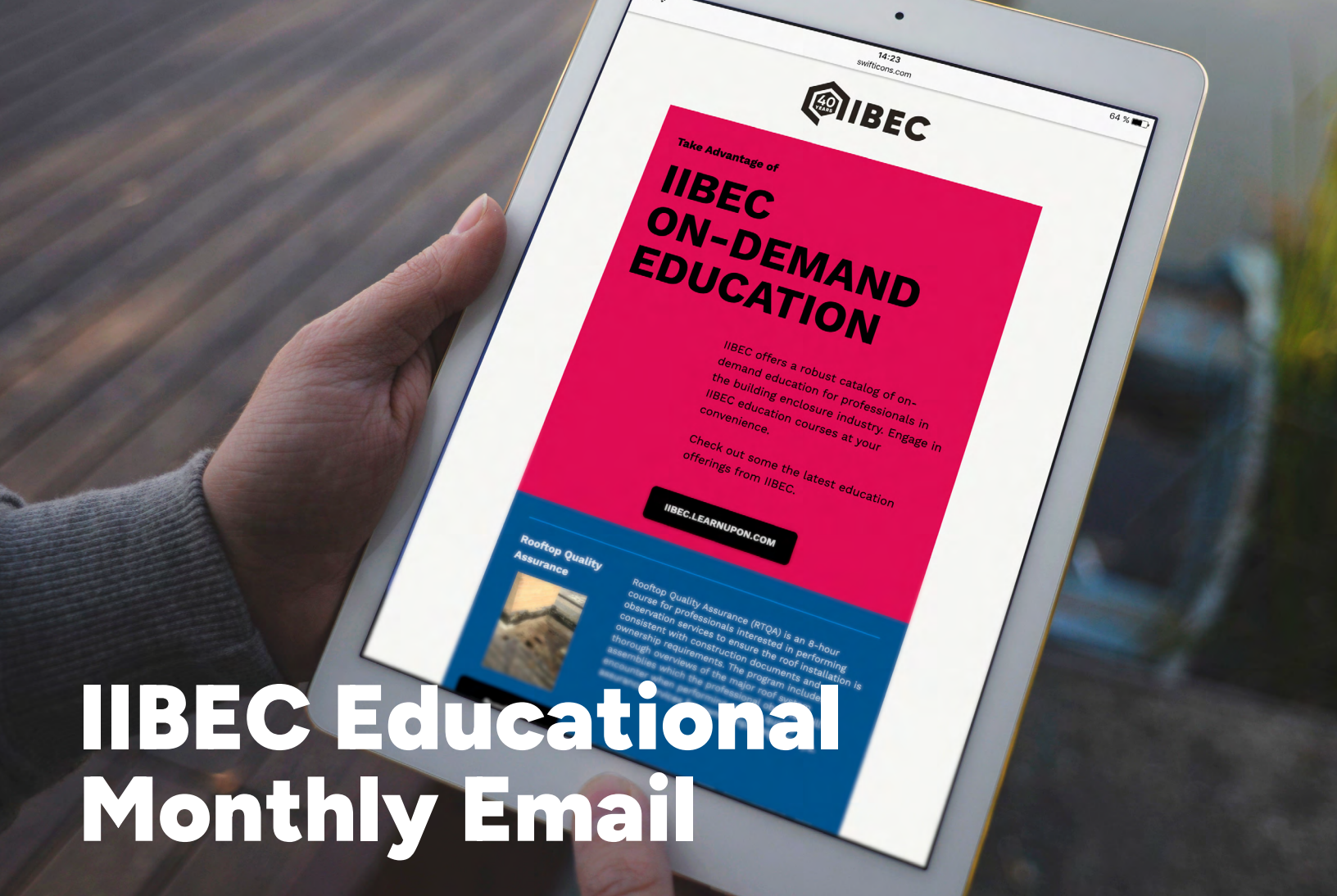
AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH MONTH	PARAMETERS
1 month	\$4000	600 x 150 px, 280 characters
3-5 months	\$3300	600 x 150 px, 280 characters
6-12 months	\$2750	600 x 150 px, 280 characters



IIBEC Educational Monthly Email

NEW DIGITAL OPPORTUNITY

WHY ADVERTISE IN IIBEC EDUCATION MONTHLY EMAIL?

As an advertiser, your ad will be included in this subscriber-only monthly email. The IIBEC Educational Monthly email, sent to more than 13,000 IIBEC email subscribers, features the latest IIBEC educational offerings. [Click here](#) to view a recent email. **Only four advertisers per month!**

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$1200	300 × 250 px
3-5 Ads	\$1100	300 × 250 px
6-12 Ads	\$1000	300 × 250 px



Sponsored Content in IIBEC Interface

NEW OPPORTUNITY

SPONSORED CONTENT IN IIBEC INTERFACE

Take advantage of this exclusive opportunity to share your company's story. IIBEC now offers one page in each *IIBEC Interface* issue for advertisers to showcase their expertise, insights, and thought leadership within the building enclosure industry. This Sponsored Content article is your chance to deliver captivating, informative, and educational content to our readers. **Only four advertisers per month!**

Please note that all content is provided by the advertiser and may be subject to editing.

AD INFO

Submit your sponsored content to Arissa Cooper at acooper@iibec.org

File type: WORD DOCUMENT FOR REVIEW

January Deadline November 1, 2023	May/June Deadline March 1, 2024	October Deadline August 1, 2024
February Deadline December 1, 2023	July/August Deadline May 1, 2024	November Deadline September 3, 2024
March/April Deadline January 2, 2024	September Deadline July 1, 2024	December Deadline October 1, 2024

QUANTITY	RATE FOR EACH ARTICLE
1 Article	\$2460
3-5 Articles	\$2245
6-9 Articles	\$2125

Sponsored Content in *IIBEC Interface* Technical Article

NEW OPPORTUNITY

WHY ADVERTISE IN AN *IIBEC INTERFACE* TECHNICAL ARTICLE EMAIL

As an industry partner, you can sponsor leading peer-reviewed content from *IIBEC Interface*. You will receive Sponsor recognition on the email that will be sent to more than 13,000 subscribers. This opportunity is only available during the following months: April and August, 2024.

AD INFO

Submit your creative to
Arisa Cooper at
acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB

QUANTITY	RATE FOR EACH AD
1 Article	\$2500

IIBEC Interface Digital Edition Leaderboard

WHY ADVERTISE IN THE *IIBEC INTERFACE* DIGITAL EDITION?

As technology continues to involve, a great number of *IIBEC Interface* readers are accessing the journal online. Take advantage of the IIBEC digital audience by placing a leaderboard ad that appears on each page of the online journal. [Click here](#) to view an example of a leaderboard ad.

AD INFO

Submit your creative to
Arisa Cooper at
acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
**DUE 25TH OF PRIOR
MONTH**

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$1200	728 × 90 px
3–5 Ads	\$1150	728 × 90 px
6–9 Ads	\$1050	728 × 90 px



RSS Feed Emails

REPEATED EXPOSURE AND DIRECT DELIVERY

Over 3,000 of IIBEC's RSS subscribers receive a newsfeed email up to 10 times each month, providing advertisers repeated opportunities to make contact with this concentrated group of influencers. [Click here](#) to view a recent email.

Maximum number of three advertisers per month.

EMAIL STATS

31.8%

OPEN RATE

2.7%

CLICK RATE

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$2475	300 × 250 px
3-5 Ads	\$2200	300 × 250 px
6-12 Ads	\$1925	300 × 250 px



IIBEC Website

WHY ADVERTISE ON IIBEC'S WEBSITE?

Be one of four advertisers each month on the IIBEC website. Both IIBEC members and nonmembers use the IIBEC website for education, to learn more about the building enclosure industry and IIBEC credentials, and to stay connected with building enclosure events. [Click here](#) to view the IIBEC website.

A maximum number of four advertisers per month.

WEBSITE STATS

19,490

AVERAGE MONTHLY SESSIONS

12,700

AVERAGE MONTHLY USERS

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$1375	336 × 280 px
3-5 Ads	\$1100	336 × 280 px
6-12 Ads	\$850	336 × 280 px



IIBEC International Convention & Trade Show

WHY ADVERTISE ON IIBEC'S CONVENTION WEBSITE?

Be one of four advertisers each month leading up to IIBEC International Convention & Trade show on IIBECConvention.org. (Available for six months). Gain access to nearly 2000 building enclosure professionals who access IIBECConvention.org leading up to the IIBEC International Convention & Trade Show for registration, accommodation, education and networking updates, and more!. Encourage attendees to visit your booth or showcase a new product leading up to the IIBEC International Convention & Trade Show.

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: JPEG or PNG

File size: < 256 KB
DUE 25TH OF PRIOR MONTH

QUANTITY	RATE FOR EACH AD	DIMENSIONS
1 Ad	\$1375	336 × 280 px
3-5 Ads	\$1100	336 × 280 px
6 Ads	\$850	336 × 280 px



The Guide

WHAT IS THE GUIDE?

The Guide: An Overview of IIBEC Services is a magazine-style publication published once per year. It serves as members' personal handbook of IIBEC services and programs. This yearly publication is available as a digital publication and in print. *The Guide* is frequently downloaded throughout the year. [Click here](#) to view the 2022-2023 version of *The Guide*.

LIMITED ADVERTISING SPACE

Advertising space is limited, delivering a major impact when readers open this useful IIBEC publication. Each of IIBEC's 3600 members will be given access to the digital version of *The Guide*. An additional 2000 copies are printed and mailed to new and prospective members, and are distributed at IIBEC events and industry trade shows. Estimated circulation is 6000.

AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: PDF
DUE BY JUNE 1, 2024

LOCATIONS	RATES	PARAMETERS
Outside back cover	\$4950	Trim size: 8.5" × 11" (0.25" Bleeds, 0.25" Margins)
Inside back cover	\$3850	Trim size: 8.5" × 11" (0.25" Bleeds, 0.25" Margins)
Inside front cover	\$3850	Trim size: 8.5" × 11" (0.25" Bleeds, 0.25" Margins)
Interior full page	\$1980	Trim size: 8.5" × 11" (0.25" Bleeds, 0.25" Margins)
Interior half page	\$1320	7.5" × 5" (0.25" Margins)



IIBEC International Convention & Trade Show Tri-Fold Program

DIRECT CONTACT WITH THE AUDIENCE

Place your highly visible ad in the on-site, tri-fold program provided to all attendees. For five days, the program will be a constant companion for attendees to navigate convention and trade show activities.

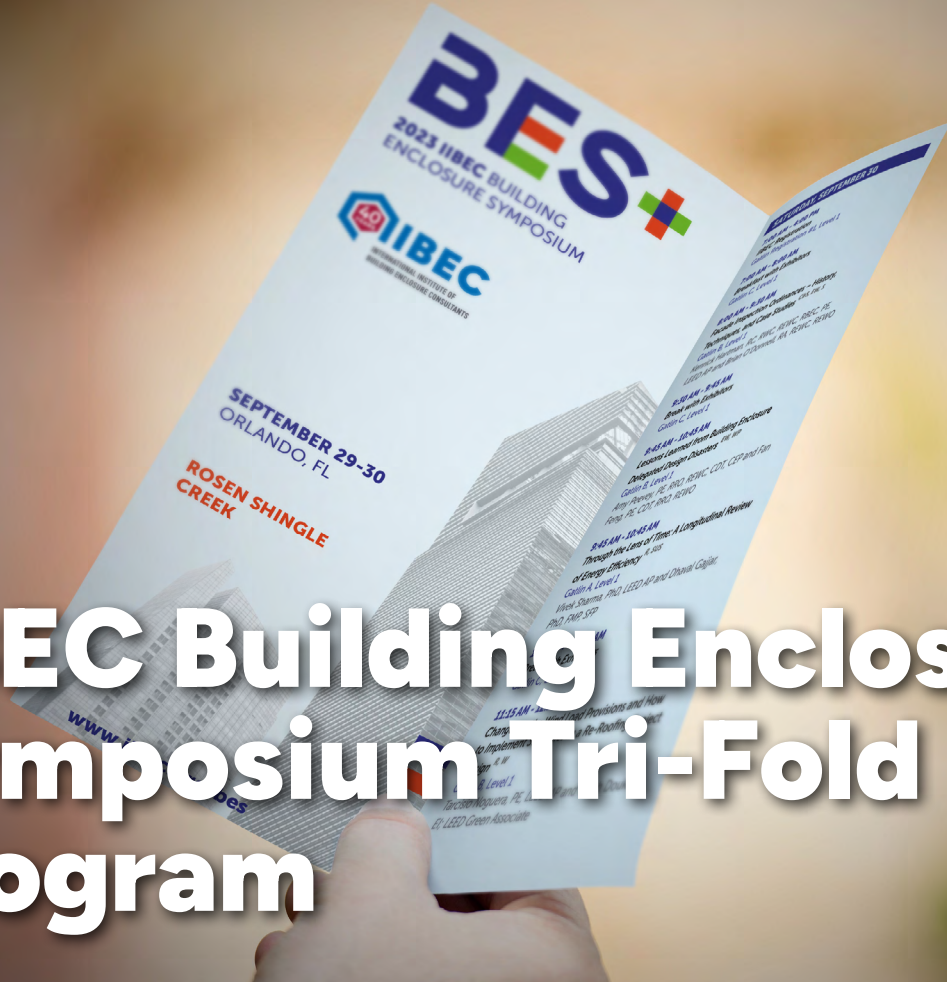
AD INFO

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: PDF
DUE BY JANUARY 31, 2024

AD LOCATIONS	RATE	PARAMETERS
Back Panel	\$3500	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)
Inside Panel	\$3250	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)
Inside Panel	\$3250	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)

IIBEC Building Enclosure Symposium Tri-Fold Program



DIRECT CONTACT WITH THE AUDIENCE

Place your highly visible ad in the on-site, tri-fold program provided to all attendees. During the program, this tri-fold will be a constant companion for attendees to navigate the symposium and networking events.

AD RATES

Submit your creative to Arissa Cooper at acooper@iibec.org

File type: PDF
DUE BY AUGUST 30, 2024

AD LOCATIONS	RATE	SIZE
Back Panel	\$3500	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)
Inside Panel	\$3250	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)
Inside Panel	\$3250	3.5" x 8.5" (0.25" Bleeds, 0.25" Margins)