

20 IIBEC 26 MEDIA KIT



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The International Institute of Building Enclosure Consultants (IIBEC) is a global association of professionals who specialize in roofing, waterproofing, exterior wall consulting, and building enclosure commissioning. From air barriers to roof assessments and facade inspections, IIBEC members bring expertise to every type of building enclosure issue.

Founded in 1983 as the Roof Consultants Institute, the organization rebranded in 2019 to reflect its broader scope. Today, IIBEC has over 3,900 members worldwide, offering impartial design, repair and restoration planning, quality assurance, legal testimony, and other building enclosure consulting services—all grounded in a strict code of ethics focused on professionalism, integrity, and competence, without affiliation to specific products or manufacturers.

IIBEC delivers practical education on enclosure technologies and commissioning, publishes a technical journal, and hosts international events to foster professional networking and knowledge exchange.

CORE PURPOSE: To advance the profession of building enclosure consulting.

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

WEBSITE

176,030 users

(16% increase)

281,000 sessions

(12.8% increase)

**145,000
engaged sessions**

(3.5% increase)

EMAIL

**15,000+
subscribers**

37.6% open rate

(7.1% increase)

4.8% click rate

(40.1% increase)

**12.7% unique
open click**

MEMBERS

3,900+

Individual Members
Worldwide

2,500

Active Professional
Credentials

33 Affiliated Chapters
and Branches

Top 3 Specialty Areas:

56% Roofing

39% Waterproofing

34% Exterior Walls

(September 1, 2024–September 1, 2025)

OUR BUILDING PARTNERS





SUMMARY OF AVAILABLE OPPORTUNITIES

	Opportunities	Price Range
Print Advertising (<i>IIBEC Interface</i> & Publications)	<i>IIBEC Interface</i> Journal Ads (Full Page, Half Page, 1/3 Page, 1/6 Page, Covers, Page 3); The Guide (Covers, Full Page, Half Page)	\$750 – \$4,950
Sponsored Content	Sponsored Articles in <i>IIBEC Interface</i> (750 words); Sponsored Monthly Email (Only one per month)	\$2,650 – \$3,000
Newsletters	<i>The Weekly Enclosure</i> (Top Banner + Banner #2); <i>IIBEC Interface</i> Monthly Email; <i>Under Our Roof</i> (Education Email); <i>IIBEC Interface</i> Technical Article Email; RSS Feed Emails	\$1,000 – \$4,000
Targeted Event Outreach	BES & Convention Trifold On-Site Programs; Convention Weekly & Daily Emails; BES Weekly & Daily Emails	\$900 – \$4,000
Web & Digital Advertising	Digital <i>IIBEC Interface</i> (Leaderboard, Pop-Up, Floating Banner, Run of Site Rectangle, Left Cover Sponsor); <i>IIBEC</i> Website Ads; Convention Website Ads	\$1,100 – \$2,000

SPECIFICATIONS & DEADLINES

Publication / Ad Type	Availability	Ad Specs	Due Date
<i>IIBEC Interface</i> (available in print and online)	9 issues: January, February, March/April, May/June, July/August, September, October, November, December	See page 11	5th of the month before your ad runs (e.g., materials for a September ad are due August 5)
<i>The Guide: An Overview of IIBEC Services</i> (five per issue)	2026–2027 issue; Available in Summer 2026	Full page: 8.5" × 11", 0.25" bleed, 0.25" margin Half page: 7.5" × 5", 0.25" margin	July 1, 2026
Sponsored Content in <i>IIBEC Interface</i> (one per issue)	9 issues: January, February, March/April, May/June, July/August, September, October, November, December	Length: Up to 750 words Images: Up to 5 (jpg or png)	January: November 1, 2025 February: December 1, 2025 March/April: January 2, 2026 May/June: March 1, 2026 July/August: May 1, 2026 September: July 1, 2026 October: August 1, 2026 November: September 1, 2026 December: October 1, 2026
Sponsored Monthly Email (one per month)	12 issues: January, February, March, April, May, June, July, August, September, October, November, December	Provide HTML code; 600 px wide	5 business days before publication date

SPECIFICATIONS & DEADLINES continued

Publication / Ad Type	Availability	Ad Specs	Due Date
<i>The Weekly Enclosure</i> (2 Available per month)	- Ad is sold by the month - Published every Monday of the month Exclusions: No issue the week of July 4th, the week of US Thanksgiving, and the last two weeks of December	Top Banner: 600 x 150 px; 280 characters; CTA URL Banner #2: 600 x 90 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
<i>IIBEC Interface Monthly Email</i> (2 available per month)	9 editions: January, February, March/April, May/June, July/August, September, October, November, December	300 × 250 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
<i>Under the Roof Education Monthly Newsletter Email</i> (2 available per month)	12 issues: January, February, March, April, May, June, July, August, September, October, November, December	300 × 250 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
RSS Email (2 available per month)	Every month: Sent up to 10 times per month	300 × 250 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
On-Site Trifold Program (2 available per event)	Available at the 2026 IIBEC International Convention & Trade Show and the 2026 IIBEC BES	3.5" × 8.5", 0.25" bleed, 0.25" margin	2026 IIBEC Convention: Due February 1, 2026 2026 IIBEC BES: Due September 1, 2026

SPECIFICATIONS & DEADLINES continued

Publication / Ad Type	Availability	Ad Specs	Due Date
Weekly Event Emails (1 available per month)	Available when registration opens for both the 2026 IIBEC International Convention & Trade Show and the 2026 IIBEC BES Ad is sold by the month	728 × 90 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
Daily Event Emails (1 available per each day of event)	Available in the Welcome Email and daily attendee emails for both the 2026 IIBEC Convention & Trade Show and the 2026 IIBEC BES	728 × 90 px; URL	Due one month prior to each event
IIBECConvention.org Website Sponsorship (2 available per month)	Available 3 months prior to the start of the 2026 IIBEC International Convention & Trade Show	300 × 250 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
IIBEC Website (4 available per month)	Every month	336 × 280 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
IIBEC Interface Digital Edition–Digital Placements (1 placement per month)	9 editions: January, February, March/April, May/June, July/August, September, October, November, December	Digital Leaderboard: 728 × 90 px; URL Digital Pop-Up (Static or Video): 500 × 300 px; URL Digital Floating Banner: 468 × 60 px; URL Digital Run-of-Site Rectangle: 300 × 250 px; URL	5th of the month before your ad runs (e.g., materials for a September ad are due August 5)

PRINT ADVERTISING



IIBEC INTERFACE

IIBEC Interface is the technical journal of IIBEC. It is trusted by industry professionals as both an educational resource and a forum for exchanging innovative ideas, proven expertise, and best practices in building enclosure design and performance.



9 issues
per year

Readers say they
read cover to cover

3,900 print subscribers:

- » Nearly $\frac{2}{3}$ share with colleagues
- » 22% keep back issues for reference

Ads appear in both
print + digital editions

2026 IIBEC INTERFACE THEMES

Month	Subject	Ad Close Date	Creative Due
January+	Technology and AI	November 15, 2025	December 5, 2025
February*	Forensics	December 15, 2025	January 5, 2026
March/April	Roof Drainage	January 15, 2026	February 5, 2026
May/June	2026 Convention Highlights	March 15, 2026	April 5, 2026
July/August	Parking Decks	May 15, 2026	June 5, 2026
September**	Building Commissioning	July 15, 2026	August 5, 2026
October	Building Codes	August 15, 2026	September 5, 2026
November	Testing	September 15, 2026	October 5, 2026
December	Wind and Weather	October 15, 2026	November 5, 2026

+ Bonus distribution at the International Roofing Expo.

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

** Bonus distribution at IIBEC BES. We encourage advertisers to include their booth number in their advertisement.

2026 IIBEC INTERFACE PRINT RATES & SPECS

Type of Ad	1 Ad	3-5 Ads (Rate per ad)	6-9 Ads (Rate per ad)	Ad Specs: Bleeds: 0.25" / Margins: 0.25"
One-Sixth Page (vertical or horizontal)	\$915	\$825	\$775	Vertical: 2.3889" × 5" Horizontal: 4.937" × 2.5"
One-Third Page	\$1,400	\$1,250	\$1,160	2.3889" × 10"
Quarter-Page Island	\$1,400	\$1,250	\$1,160	4.9375" × 5"
Half-Page Island	\$1,700	\$1,450	\$1,360	4.9375" × 7.5"
Half Page Horizontal	\$1,700	\$1,450	\$1,360	7.5" × 5"
Two-Third Page	\$2,100	\$1,850	\$1,750	4.975" × 10"
Full Page	\$2,500	\$2,300	\$2,190	Trim Size: 8.5" × 11"
Half-page Spread	\$3,150	\$2,875	\$2,730	17.25" × 5.625" Center fold is at 8.5"
Page 3	\$3,150	\$2,875	\$2,730	8.5" × 11"
Cover 2, 3, 4	\$3,250	\$3,000	\$2,800	8.5" × 11"
Full Page Spread	\$4,020	\$3,900	\$3,700	Trim Size: 17" × 11" Center fold is at 8.5"
Bellyband	\$3,150	\$2,875	\$2,730	Trim size: 18.625" × 5" Art size: 18.875" × 5.25" add 0.125" bleed on all 4 sides

PRINT ADVERTISING

AD DIMENSIONS

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

File type: PDF

*Creatives are due by the 5th of the
month prior to publication.*

FULL-PAGE SPREAD	Trim Size: 17" × 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" × 11" Margins: 0.25"	TWO-THIRD PAGE 4.975" × 10"
HALF-PAGE SPREAD	17.25" × 5.625" Center fold is at 8.5"	HALF PAGE 7.5" × 5"	HALF-PAGE ISLAND 4.9375" × 7.5"
ONE-THIRD PAGE 2.3889" × 10"	QUARTER-PAGE ISLAND 4.9375" × 5"	ONE-SIXTH PAGE HORIZONTAL 4.9375" × 2.5"	ONE-SIXTH PAGE VERTICAL 2.3889" × 5"

THE GUIDE

The Guide: An Overview of IIBEC Services is IIBEC's annual, magazine-style handbook of services and programs. Published once per year in print and digitally, it is downloaded year-round and widely used as a member reference.

[\[View the 2025–2026 edition here\]](#)

Annual publication
(print + digital)

2,000 print copies
mailed to new/
prospective
members +
distributed
at events

15,000+ email
subscribers receive
the digital edition:
» Downloaded year-
round as a member
reference

Limited ad space
= high visibility

IIBEC.ORG

2026 THE GUIDE PRINT RATES & SPECS

Location	Rate	Ad Specs: Bleeds: 0.25" / Margins: 0.25"
Outside back cover	\$4,950	8.5" × 11", 0.25" bleed, 0.25" margin
Inside front cover	\$3,850	8.5" × 11", 0.25" bleed, 0.25" margin
Inside back cover	\$3,850	8.5" × 11", 0.25" bleed, 0.25" margin
Interior full page	\$1,980	8.5" × 11", 0.25" bleed, 0.25" margin
Interior half page	\$1,320	7.5" × 5", 0.25" margin

AD INFO

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

Acceptable file type: PDF

ADS ARE DUE BY JUNE 1, 2026.

SPONSORED CONTENT



SPONSORED CONTENT

Print and digital editions of IIBEC Interface

SPONSORED CONTENT IN IIBEC INTERFACE

Elevate your company's visibility and credibility with a **one-page Sponsored Content** article in **IIBEC Interface**, the leading technical journal for building enclosure professionals. This is your chance to **showcase expertise, share insights, and deliver educational content** directly to an engaged audience of architects, engineers, consultants, and industry decision-makers.

Quantity	1 article	3-5 articles	6-9 articles
Rate for each article	\$3,000	\$2,850	\$2,650

- » **LENGTH:** Up to 750 words
- » **IMAGES:** Up to 5 (jpg or png)
- » **CONTENT:** Provided by the advertiser; may be subject to editing for clarity and style

LIMIT: Only 1 Sponsored Content article per advertiser per issue

SPONSORED MONTHLY EMAIL

Reach a highly engaged audience of 15,000 subscribers with a dedicated sponsored email. Only one sponsored email is sent per month, ensuring your message stands out. Advertisers provide the content, which is reviewed for clarity and format before distribution, giving you a direct line to a targeted, industry-focused audience.



LIMIT: Only 1 sponsored email per month

35.2% | AVERAGE OPEN RATE

3.1% | AVERAGE CLICK-THROUGH RATE

Quantity	1 email	3-5 emails	6-9 emails
Rate for each article	\$3,000	\$2,850	\$2,650

- » **AUDIENCE:** 15,000 subscribers
- » **VISIBILITY:** Exclusive placement in subscribers' inboxes for maximum impact
- » **CONTENT:** Provided by the advertiser; may be subject to editing for clarity and style

NEWSLETTERS



THE WEEKLY ENCLOSURE

Become a sponsor of IIBEC's *The Weekly Enclosure*, the go-to weekly newsletter for building enclosure professionals, sent every Monday to IIBEC subscribers. Sponsorship appears in **each issue during your sponsored month**.

[\[View a Recent Newsletter\]](#)

TOP WEEKLY NEWSLETTER BANNER AND SPONSORSHIP TEXT

600 – 150 px | 280 characters | Call-to-Action (CTA) Url

Quantity	1 month	3–5 months	6–12 months
Rate per month	\$4,000	\$3,500	\$3,000

BANNER AD #2

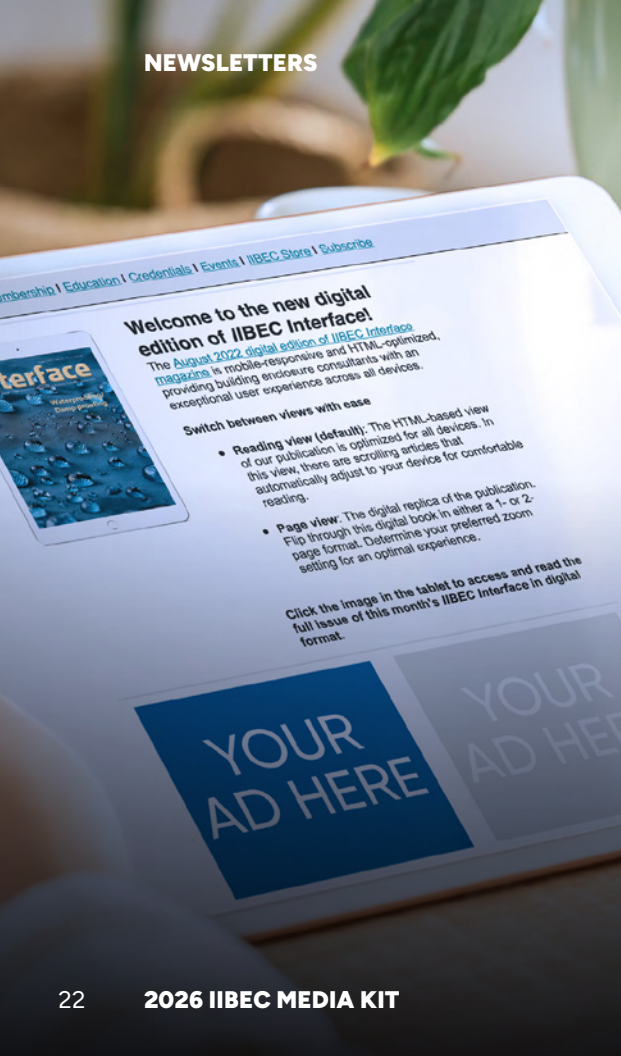
600 – 90 px | CTA Url

Quantity	1 month	3–5 months	6–12 months
Rate per month	\$3,000	\$2,500	\$2,000

42.5% | AVERAGE OPEN RATE

6.2% | AVERAGE CLICK-THROUGH RATE





ADDITIONAL EMAILS

REACH 15,000 IIBEC SUBSCRIBERS

IIBEC INTERFACE MONTHLY EMAIL

Reach 15,000 IIBEC subscribers with your ad in this monthly email with highlights from the latest issue of *IIBEC Interface*. **Only two advertisers per month—ensuring your message stands out.**

UNDER OUR ROOF MONTHLY EMAIL

Reach 15,000 IIBEC subscribers with your ad in this monthly email featuring the latest educational offerings. **Only two advertisers per month—ensuring your message stands out.**

RSS EMAIL

Reach 2,000+ RSS subscribers with a newsfeed email sent up to 10 times per month, giving repeated exposure to a concentrated group of industry influencers. **Maximum of two advertisers per month.**

All ads are 300 × 250 px in monthly and RSS feed emails.

Quantity	1 month	3–5 months	6–12 months
Rate per month	\$1,200	\$1,100	\$1,000

TARGETED EVENT OUTREACH



TARGETED EVENT OUTREACH

ON-SITE TRIFOLD PROGRAM

- » Placed in the hands of all attendees at both the Annual Convention & Trade Show and BES.
- » Acts as a constant companion during the event, guiding attendees through presentations, sessions, and exhibitor activities.
- » Ensures high visibility throughout the meeting.

Location	Rate	Ad Specs
Back Panel	\$3,500	3.5" x 8.5", 0.25" bleed, 0.25" margin
Inside Panel	\$3,250	3.5" x 8.5", 0.25" bleed, 0.25" margin

WEEKLY EMAILS LEADING UP TO THE EVENT (728 x 90 px)

- » **Convention Email:** Sent weekly to all IIBEC subscribers leading up to the International Convention & Trade Show. Your ad is included in each newsletter of the sponsored month.
- » **BES Email:** Sent weekly to all IIBEC subscribers leading up to BES, highlighting event updates, sessions, and key announcements.
- » Provides advertisers repeated exposure to a targeted audience.

Quantity	1 month	3-5 months	6-12 months
Rate per month	\$4,000	\$3,500	\$3,000



TARGETED EVENT OUTREACH

DAILY EVENT EMAILS (728 x 90 px)

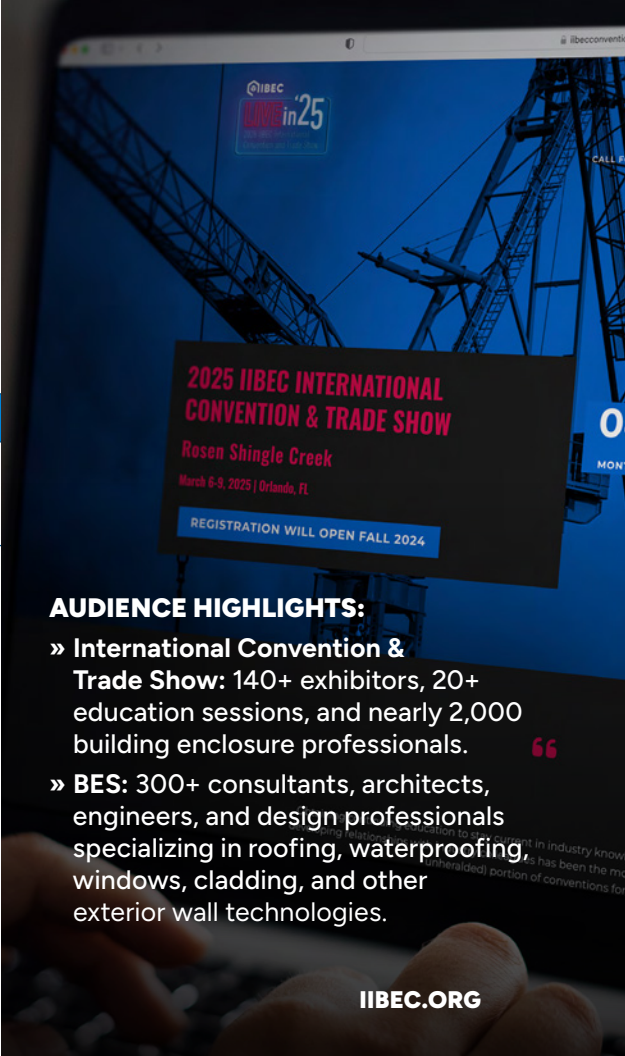
- » **Convention Email:** Sent to over 1,700 attendees each day of the International Convention & Trade Show.
- » **BES Email:** Sent to over 300 attendees each day of the symposium.
- » Perfect for real-time engagement during the event.
- » *Discounted if purchased with multiple daily emails*

Email Type	Rate
Welcome Email, Day 1 Daily Email, Day 2 Daily Email, Day 3 Daily Email, Day 4 Daily Email (Day 3 and Day 4 only applies to Convention emails)	\$900

WEBSITE SPONSORSHIP – IIBECConvention.org (300 x 250 px)

- » Be one of two advertisers each month for three months leading up to the International Convention & Trade Show.
- » Reach nearly 2,000 professionals accessing registration, accommodations, education, networking updates, and more.
- » Encourage attendees to visit your booth or explore your latest products.

Quantity	1 month	3 months
Rate per month	\$2,000	\$1,500



AUDIENCE HIGHLIGHTS:

- » **International Convention & Trade Show:** 140+ exhibitors, 20+ education sessions, and nearly 2,000 building enclosure professionals.
- » **BES:** 300+ consultants, architects, engineers, and design professionals specializing in roofing, waterproofing, windows, cladding, and other exterior wall technologies.

WEB & DIGITAL ADVERTISING



IIBEC WEBSITE

Be one of four advertisers each month on IIBEC.org, the go-to destination for both members and nonmembers seeking education, building enclosure industry insights, IIBEC credentials, and event information. Your sponsorship ensures highly visible placement in front of a targeted, engaged audience.

Ad Specs: 300 × 250 px

**MAXIMUM ADVERTISERS
PER MONTH: 4**

Past Year Website Performance:

- » **VIEWS:** 176,030 (+16%)
- » **SESSIONS:** 281,000 (+12.8%)
- » **ENGAGED SESSIONS:** 145,000 (+3.5%)

Quantity	1 month	3–5 months	6–11 months
Rate per month	\$2,000	\$1,7500	\$1,500

IIBEC INTERFACE DIGITAL EDITION

As technology evolves, many *IIBEC Interface* readers access the journal online. Extend your reach to this digital audience by placing your ad in the online journal.

[\[View example ad placements\]](#)

Available Digital Placements:

- » Digital Leaderboard: 728 × 90 px
- » Digital Pop-Up (Static or Video): 500 × 300 px
- » Digital Floating Banner: 468 × 60 px
- » Digital Run-of-Site Rectangle: 300 × 250 px
- » Digital Left Cover Sponsor: 543 × 705 px

Why Advertise Digitally?

- » Reach readers **where they engage with content online**
- » Flexible formats including **video or static** options
- » Extend your print campaign into the **digital edition** for maximum exposure

Quantity	1 month	3-5 months	6-12 months
Rate per month	\$1,300	\$1,200	\$1,100



CONTACT US





CONTACT US

Advertising with IIBEC means connecting directly with the building enclosure industry's leading professionals: consultants, architects, engineers, manufacturers, and more. With a wide range of print, digital, and event-based opportunities, your brand can stay top-of-mind year-round.

Why Advertise with IIBEC?

- » Reach a highly engaged audience of industry decision-makers
- » Choose from print, digital, email, and event advertising options
- » Bundle placements for maximum visibility and discounted rates
- » Work directly with us to build a customized marketing plan for your company's goals

LET'S GET STARTED

I'd be happy to partner with you to create a yearlong advertising strategy that maximizes your reach and impact. Whether you're interested in one-time placements or bundled packages, IIBEC offers flexible options designed to meet your needs.

Contact:

Arissa Cooper
Director of Marketing & Sales

acooper@iibec.org

INSERTION ORDER



INSERTION ORDER

To reserve an advertisement, please fill out this form and send it to Arissa Cooper at acooper@iibec.org. Advertisers earn IIBEC priority points. [Learn more here.](#)



ADVERTISER CONTACT & INVOICE INFORMATION:

Company:

Name:

Phone Number:

Email Address:

PO Number:

PAYMENT SCHEDULE: *Per insertion (monthly)*

☐ Receive via email:

☐ Receive via mail:

Special invoicing instructions:

List all of your selected advertisements along with month and price as outlined in media kit:

To accept this contract, please sign and date below:

Signature:

Date:

CONTRACT & 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 & 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.

