



2027 IIBEC ADVERTISING & MARKETING GUIDE



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**REACH THE PROFESSIONALS WHO INFLUENCE BUILDING
ENCLOSURE DECISIONS**

WHY ADVERTISE WITH IIBEC?

4,000+

Architects, Engineers, Consultants, and Building Enclosure Professionals

15,000+

Engaged Email Subscribers

37.6%

Email Open Rates

176,000

Annual Website Users

33 CHAPTERS

Across North America

**IIBEC CONSULTANTS INFLUENCE OVER \$2 BILLION
IN ANNUAL BUILDING ENCLOSURE MATERIAL
SPECIFICATIONS.**

MEET THE IIBEC AUDIENCE

WHO YOU'LL REACH

- » Building Enclosure Consultants
- » Architects
- » Engineers
- » Building Enclosure Commissioning Providers
- » Building Scientists
- » Quality Assurance Observers
- » Facility Managers
- » And More

BUILDING ENCLOSURE EXPERTISE

56%
Roofing

39%
Waterproofing

34%
Exterior Walls

MARKETS THEY INFLUENCE

IIBEC professionals bring their expertise to projects across key building sectors.

- » Municipal & Government
- » K-12 Education
- » Higher Education
- » Healthcare
- » Commercial
- » Multi-Unit Housing
- » Data Centers
- » And More

AN ENGAGED AUDIENCE

15,000+
Email Subscribers

37.6%
Email Open Rate

4.8%
Click Rate

176K+
Website Users

281K+
Website Sessions

August 1, 2025–August 1, 2026

WHY MANUFACTURERS CHOOSE IIBEC

REACH THE PROFESSIONALS WHO INFLUENCE BUILDING ENCLOSURE DECISIONS

Connect with the professionals who evaluate, recommend, specify, and help solve building enclosure challenges.

REACH PROFESSIONALS EARLIER

Build awareness while enclosure professionals are researching solutions and developing project recommendations.

CONNECT WITH TRUSTED TECHNICAL ADVISORS

Reach consultants, architects, and engineers who advise owners and project teams on building enclosure decisions.

REACH ACROSS THE ENCLOSURE

Connect with professionals in roofing, waterproofing, exterior walls, commissioning, and more.

BUILD TECHNICAL CREDIBILITY

Go beyond brand awareness by educating the market and demonstrating your technical expertise.

STAY VISIBLE YEAR-ROUND

Maintain your presence across IIBEC's print, digital, email, education, and event channels.

TURN AWARENESS INTO UNDERSTANDING

Help professionals understand where your solutions fit, how they perform, and the problems they solve.

CHOOSE YOUR 2027 MARKETING CAMPAIGN.



TECHNICAL LEADERSHIP

**Build
authority.**

Share technical expertise, research, case studies, and building science content with IIBEC's professional audience.

\$5,995



PRODUCT LAUNCH

**Spotlight
what's new.**

Create coordinated visibility for a new product, technology, service, or innovation across IIBEC channels.

\$7,495



EVENT IMPACT

**Be seen throughout
the event.**

Extend your event presence beyond the booth with digital visibility before and throughout the event.

\$5,995

PLUS available • \$9,995



FIRST-TIME ADVERTISER

**Increase visibility
with IIBEC.**

An accessible, multi-channel introduction to IIBEC advertising created exclusively for new advertisers.

\$1,995

PLUS available • \$2,995

BUILD AUTHORITY. LAUNCH WHAT'S NEXT.

Whether you're sharing expertise or introducing something new, these campaigns put your message across IIBEC's print, digital, email, and social media channels.

TECHNICAL LEADERSHIP — \$5,995

SAVE \$3,205 vs. individual rates

Position your company as a trusted technical resource.

YOUR CAMPAIGN INCLUDES

- » **Sponsored Technical Article**
One sponsored article in *IIBEC Interface*, appearing in print and digital.
- » **Dedicated Sponsored Email**
Your message delivered directly to 15,000+ IIBEC subscribers.
- » **IIBEC.org Advertising**
One month of visibility on IIBEC.org.
- » **Digital IIBEC Interface**
One month of digital edition advertising.
- » **LinkedIn Article Promotion**
One IIBEC LinkedIn promotion, extending the reach of your sponsored article.

BEST FOR: Research • Case Studies • Technical Resources • Building Science • Best Practices

PRODUCT LAUNCH — \$7,495

SAVE \$5,705 vs. individual rates

Put your newest innovation in front of the building enclosure community.

YOUR CAMPAIGN INCLUDES

- » **Dedicated Product Announcement Email**
A dedicated message introducing your product to IIBEC subscribers.
- » **Sponsored Technical Article**
Tell the technical story behind your innovation in *IIBEC Interface*, print and digital.
- » **Weekly Enclosure Advertising**
One month of newsletter visibility.
- » **IIBEC.org Advertising**
One month of visibility on IIBEC.org.
- » **Digital IIBEC Interface**
One month of digital-edition advertising.
- » **Product Spotlight**
Exclusive product/innovation feature in *The Weekly Enclosure*.
- » **LinkedIn Product Spotlight**
Extend the launch through IIBEC's LinkedIn audience.

BEST FOR: New Products • New Systems • Technology • Services • Major Initiatives

WHICH CAMPAIGN IS RIGHT FOR YOU? Have expertise to share? *Technical Leadership Campaign* | Have something new to introduce? *Product Launch Campaign*

MAKE AN IMPACT. START SOMETHING NEW.

Whether you're maximizing your presence at an IIBEC event or advertising with IIBEC for the first time, these campaigns make it easy to expand your reach across multiple channels.

EVENT IMPACT — \$5,995 4 AVAILABLE*

SAVE \$3,405 vs. individual rates

Extend your presence beyond the booth.

Build awareness before attendees arrive and stay visible throughout the event with coordinated digital and on-site exposure.

- » 3 months of event website advertising
- » 3 months of weekly event email advertising
- » One daily event email

BEST FOR: Exhibitors looking to increase pre-event awareness and drive on-site engagement.

WANT TO MAXIMIZE YOUR EVENT PRESENCE?

EVENT IMPACT PLUS — \$9,995 2 AVAILABLE*

SAVE \$6,305 vs. individual rates

Everything above, PLUS:

- » All daily event emails
- » Exclusive mobile app push notification
- » Ad in on-site program

BEST FOR: Exhibitors and sponsors seeking maximum event visibility and repeated attendee engagement.

*Event Impact and Event Impact PLUS share limited event inventory; availability is subject to premium campaign reservations.

FIRST-TIME ADVERTISER — \$1,995

SAVE \$2,405 vs. individual rates

New to IIBEC advertising? Start here.

Introduce your company to the IIBEC audience through a multi-channel digital campaign created exclusively for first-time advertisers.

- » One month of IIBEC.org advertising
- » One month in an *IIBEC Interface* email
- » One month of RSS email advertising

BEST FOR: Companies ready to explore IIBEC advertising and build initial awareness with building enclosure professionals.

WANT TO ADD PRINT?

FIRST-TIME ADVERTISER PLUS — \$2,995

SAVE \$3,105 vs. individual rates

Everything above, PLUS:

Half-page advertisement in *IIBEC Interface*, appearing in print and digital.

WHICH CAMPAIGN IS RIGHT FOR YOU? Heading to an IIBEC event? *Event Impact Campaign* | New to IIBEC advertising? *First-Time Advertiser Campaign*

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.

2027 IIBEC Interface Themes

Month	Subject
January/February*	Balconies and Decks
March/April**	Steep-Slope Metal Roofing
May/June	IIBEC International Convention and Trade Show
July/August	Storefront and Curtainwall Systems
September/October***	Exterior Rainscreen Systems
November/December	Building Fire Safety

Bonus Distribution:

* International Roofing Expo

** IIBEC International Convention and Trade Show

*** IIBEC Building Enclosure Symposium

We encourage advertisers to include their booth number in their advertisement.

6 issues
per year

Readers say they
read cover to cover

4,000 print subscribers:

» Nearly 2/3 share
with colleagues

» 22% keep back issues
for reference

Ads appear in both
print + digital editions

IIBEC.ORG



2027 IIBEC INTERFACE PRINT RATES & SPECS

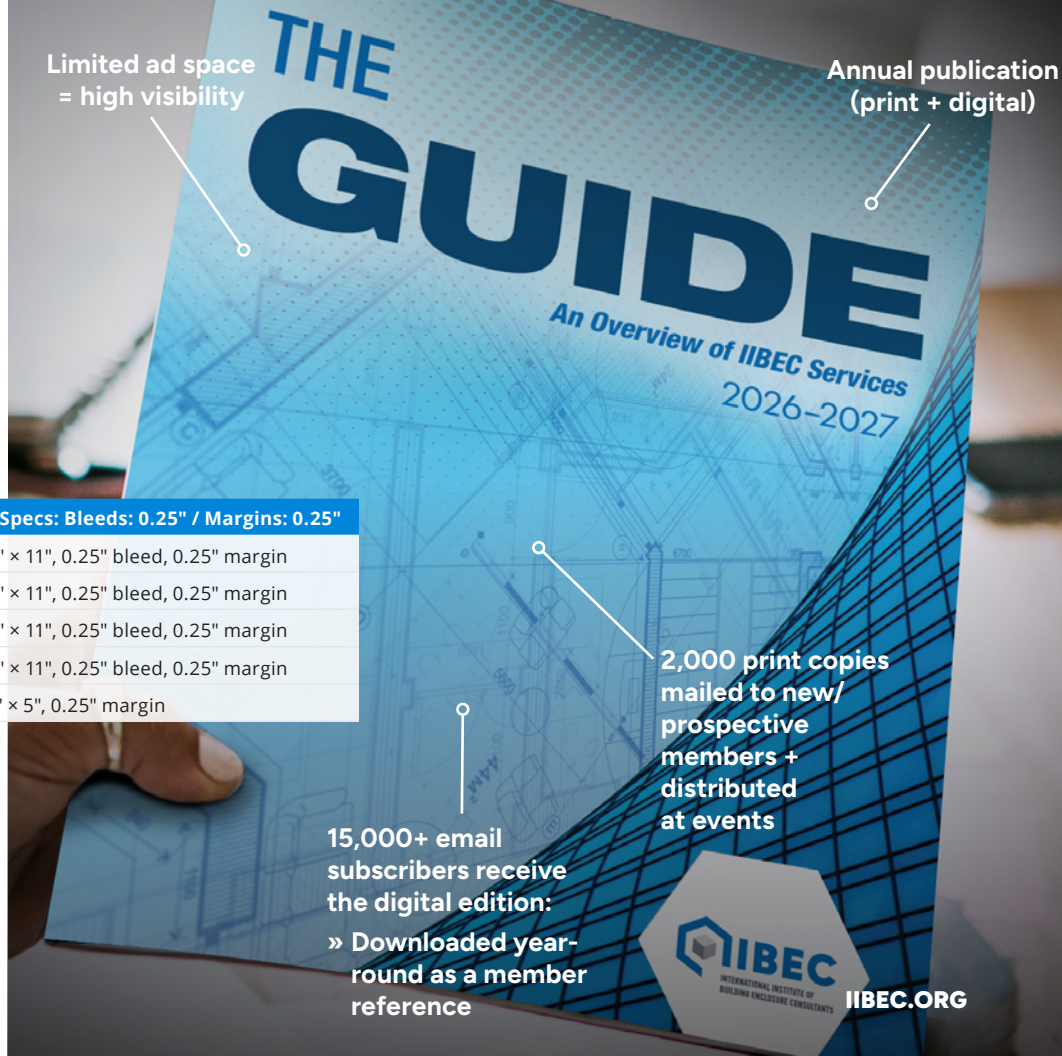
Type of Ad	1 Ad	3-4 Ads (Rate per ad)	5-6 Ads (Rate per ad)	Ad Specs: Bleeds: 0.25" / Margins: 0.25"
One-Third Page	\$1,400	\$1,250	\$1,160	2.3889" × 10"
Quarter-Page Island	\$1,400	\$1,250	\$1,160	4.9375" × 5"
Half-Page Island	\$1,700	\$1,450	\$1,360	4.9375" × 7.5"
Half-Page Horizontal	\$1,700	\$1,450	\$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, or 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

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.

2027 The Guide Print

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



SPONSORED CONTENT

LIMIT: Only 2 Sponsored Content articles available per issue

Print and digital editions of *IIBEC Interface*

Quantity	1 article	3-4 articles	5-6 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

WANT TO EXTEND THE REACH OF YOUR ARTICLE? Ask about the *Technical Leadership Campaign*

SPONSORED CONTENT IN *IIBEC INTERFACE*

Elevate your company's visibility and credibility with a **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.



SPONSORED MONTHLY EMAIL

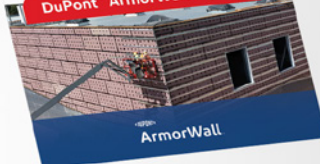
Reach a highly engaged audience of more than 15,000 subscribers with a dedicated sponsored email. Only two sponsored emails are sent per month, ensuring your message stands out. Advertisers provide the content, which is reviewed for clarity and format before distribution, giving you a direct line to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



A MESSAGE FROM OUR FRIENDS AT DUPONT

•DUPONT•

DuPont™ ArmorWall™ System



Five performance layers.
One streamlined system.

With the DuPont™ ArmorWall™ System, you can have it all in just one product. The R-1 system delivers a water-resistive barrier, continuous air barrier, structural sheathing, continuous insulation and tie performance all in one integrated exterior sheathing system.

Quantity

Rate for each email

1 email

\$3,000

3-5 emails

\$2,850

6-12 emails

\$2,650

LIMIT: Only 2 Sponsored emails available per month.

35.2%

AVERAGE OPEN RATE

3.1%

AVERAGE CLICK-THROUGH RATE

» **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**.



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

LAUNCHING SOMETHING NEW? Ask about the **Product Launch Campaign**.





ADDITIONAL EMAILS

REACH MORE THAN 15,000 IIBEC SUBSCRIBERS

IIBEC INTERFACE MONTHLY EMAIL

Reach 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 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

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



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.
- » **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

Your ad is included in each newsletter of the sponsored month.



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 350 attendees each day of the symposium.
- » Perfect for real-time engagement during the event.

Email Type	Rate
Welcome Email or Daily Event Email	\$900 each

» *Discounted if purchased with multiple daily emails*

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

- » Be one of four 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	\$1,750

WANT MORE REACH AT AN IIBEC LIVE EVENT? Ask about the **Event Impact Campaign**.



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: 336 × 280 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	\$1,750	\$1,500

IIBEC.ORG

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.

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	3–4 months	5–6 months
Rate per month	\$1,300	\$1,200	\$1,100



LET'S BUILD YOUR 2027 CAMPAIGN

NOT SURE WHICH ADVERTISING OPTION IS RIGHT FOR YOUR GOALS?

Whether you're looking to build technical leadership, launch something new, maximize your presence at an IIBEC event, or simply get started, we can help you create the right mix of opportunities to reach building enclosure professionals.

HAVE SOMETHING DIFFERENT IN MIND?

Let's talk. Custom advertising combinations and opportunities may be available based on your goals and timing.

Contact:

Arissa Cooper
Director of Marketing & Sales

acooper@iibec.org





SUMMARY OF AVAILABLE OPPORTUNITIES

	Opportunities	Price Range
Print Advertising (<i>IIBEC Interface</i> & Publications)	<i>IIBEC Interface</i> Journal Ads; <i>The Guide</i>	\$750 – \$4,950
Sponsored Content	Sponsored Articles in <i>IIBEC Interface</i> ; Sponsored Monthly Email	\$2,650 – \$3,000
Newsletters	<i>The Weekly Enclosure</i> ; <i>IIBEC Interface</i> Monthly Email; <i>Under Our Roof</i> ; <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> ; <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)	6 issues: January/February; March/April; May/June; July/August; September/October; November/December	See page 10	5th of the month before your ad runs (e.g., materials for a September/October ad are due August 5)
<i>The Guide: An Overview of IIBEC Services</i> (five available))	2027–2028 issue; Available in Summer 2027	Full page: 8.5" × 11", 0.25" bleed, 0.25" margin Half page: 7.5" × 5", 0.25" margin	July 1, 2027
Sponsored Content in <i>IIBEC Interface</i> (only two available per issue)	6 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/February: November 1, 2026 March/April: January 2, 2027 May/June: March 1, 2027 July/August: May 1, 2027 September/October: July 1, 2027 November/December: September 1, 2027
Sponsored Monthly Email (only two available per month 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> (two 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> (two available per month)	6 emails: 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 Our Roof Education Monthly Newsletter Email</i> (two 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)
<i>RSS Email</i> (two 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)
<i>On-Site Trifold Program</i> (two available per event)	Available at the 2027 IIBEC International Convention & Trade Show and the 2027 IIBEC BES	3.5" × 8.5", 0.25" bleed, 0.25" margin	2027 IIBEC Convention: Due February 1, 2027 2027 IIBEC BES: Due August 1, 2027

SPECIFICATIONS & DEADLINES continued

Publication / Ad Type	Availability	Ad Specs	Due Date
Weekly Event Emails (one available per month)	Available when registration opens for both the 2027 IIBEC International Convention & Trade Show and the 2027 IIBEC BES One email sent per week.	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 (one available per event day)	Available in the Welcome Email and daily attendee emails for both the 2027 IIBEC International Convention & Trade Show and the 2027 IIBEC BES	728 × 90 px; URL	Due one month prior to each event
IIBECConvention.org Website Sponsorship (two available per month)	Available 3 months prior to the start of the 2027 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 (four 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 (one placement per specification, per issue)	6 issues: 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/October ad are due August 5)

Contact:

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