

# #The Signatory

## MEDIA KIT 2024

Targeted advertising in *The Signatory* magazine connects you with finishing contractor industry decision-makers, opening the door to thousands of new prospects and potentially increasing your revenue.

### FOR MORE INFORMATION

p. 217.279.0514 | ff. 800.572.0011 x8005

[CLICK HERE TO SIGN UP TODAY!](#)



IN PARTNERSHIP WITH





## BACKGROUND

FCA International (FCA) is an international trade association representing the largest group of contractors engaged in architectural glass & metal, drywall finishing, flooring, industrial coating, painting & wallcovering and sign & display work. FCA members share a common mission—to provide their customers with the highest quality craftsmanship in the finishing trades.

The association wants their members to use their membership to the fullest extent, which is why they created *The Signatory* magazine for their use! By advertising in the magazine, you are not only promoting your business to potential clients, but also giving other members the opportunity to do member-to-member business with you.

**Contractors make up 98.3% of the recipients of the magazine!**



# LOOKING TO GET YOUR BUSINESS IN FRONT OF THE FINISHING CONTRACTORS INDUSTRY THROUGHOUT NORTH AMERICA?

## 5,000+ REACH PER ISSUE

FCA International is comprised of contractors throughout North America who perform work in the architectural glass & metal, drywall finishing, flooring, industrial coating, painting & wallcovering, and sign & display trades and more!

## DISTRIBUTION

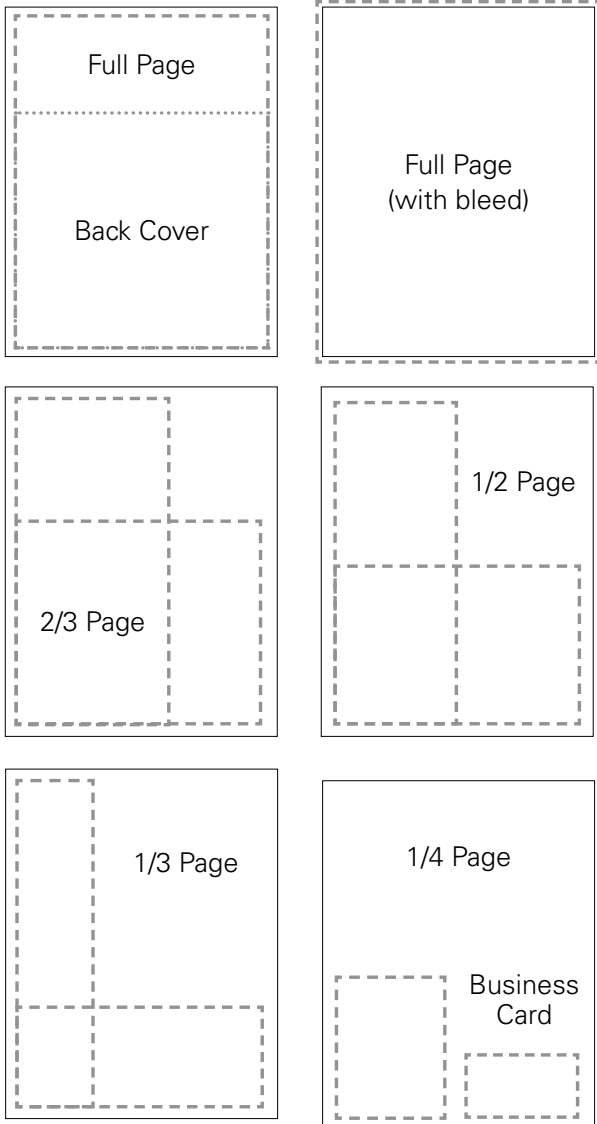
FCA INTERNATIONAL REPRESENTS THE **LARGEST COMMUNITY OF FINISHING CONTRACTORS** IN NORTH AMERICA.



# AD SPECIFICATIONS

*Ad Specs (width by height)*

- Two-Page Spread (with bleed)..... 17.25" x 11.125"
- Back Cover..... 8.625" x 8.375"
- Full Page ..... 8" x 10.5"
- Full Page (with bleed) ..... 8.625" x 11.125"
- 2/3 Page..... 4.75" x 10"
- 1/2 Page Horizontal..... 7.5" x 5"
- 1/2 Page Vertical ..... 3.75" x 10"
- 1/3 Page Horizontal..... 7.5" x 3.125"
- 1/3 Page Vertical ..... 2.5" x 10"
- 1/4 Page..... 3.75" x 5"
- Business Card..... 3.5" x 2"



# ADVERTISING RATES

*All rates listed are per issue.*

## SPECIFICATIONS

**Color Space:** Full Color | **Frequency:** Bi-Annual  
**Binding:** Saddle-Stitch | **Trim Size:** 8.375" x 10.875"

Full Color Rates	1 Issue	4 Issues
Back Cover	\$2,299	\$2,199
Inside Front Cover	\$2,099	\$1,999
Inside Back Cover	\$2,099	\$1,999
Full Page	\$1,999	\$1,899
2/3 Page	\$1,699	\$1,599
Half Page	\$1,299	\$1,199
Third Page	\$999	\$899
Quarter Page	\$799	\$699
Business Card	\$499	\$399



# AD MATERIAL CALENDAR

## FALL/WINTER 2022

Artwork Deadline: October 27, 2022  
Estimated Delivery: Early December

## SPRING/SUMMER 2023

Artwork Deadline: March 3, 2023  
Estimated Delivery: Early April  
*International Leadership  
Council Meeting*

## FALL/WINTER 2023

Artwork Deadline: October 12, 2023  
Estimated Delivery: Late November



### TO SUBMIT ARTWORK

magazine@eandmsales.com

## DIRECT MAIL

Direct mail is interactive, it's memorable, and it can have a big reach. All that your direct mailers need to have is something identifying you or your business, a call to action (CTA), and a way for your customers to contact you. The rest is up to you! The direct mailer is a double-sided postcard, so please submit two artwork files at the specs provided below. The direct mailer will be polybagged with the magazine.



### VERTICAL OPTION

Two-sided: Front & Back  
Bleed Specs: 4.25" width x 6.25" height  
Trim Size: 4" width x 6" height



### HORIZONTAL OPTION

Two-sided: Front & Back  
Bleed Specs: 6.25" width x 4.25" height  
Trim Size: 6" width x 4" height

1 Issue Rate	Annual Rate	Frequency Available
\$4,200	\$8,400	2

The pricing for Annual Rate above will cover all of the issues produced for the magazine. The cost listed covers the copies of the magazine mailed to the membership, but additional copies of the postcard are available upon request. Any extra copies will result in an additional charge.

### FILE SETUP

Files should be 300 DPI for better resolution. As a general rule, higher resolution files provide a nicer output. Please include a (0.25") bleed around your postcard document. Please submit in PDF or TIF format.

## FOR MORE INFORMATION

Caleb Tindal, Magazine Manager, E&M Consulting, Inc.  
p. 217.279.0514 | tf. 800.572.0011 x107  
caleb@emconsultinginc.com



### E&M ADDRESS

1107 Hazeltine Boulevard, Suite #350, Chaska, MN 55318  
p. 800.572.0011 | fx. 952.448.9928



**5,000+**

With 5,000+ readers of The Signatory to reach per issue and print and online versions available, there are innumerable ways to be seen.



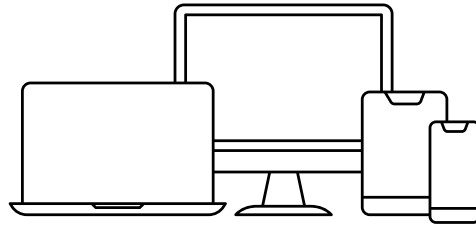
## TARGETED

The Signatory is a recognized and targeted industry publication with established readership and trusted content.



## REACH

Reach the largest group of contractors providing their customers with the highest quality craftsmanship in the finishing trade throughout North America.



## DIGITAL EDITION

In addition to print, The Signatory magazine is also available to members in a fully interactive digital version.

Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

Digital Mag Banner	1 Issue	4 Issues	Ad Specs
Digital Link	\$199	\$199	See Below*
Single Box	\$299	\$249	833 x 1146px
Double Box	\$399	\$299	833 x 2363px
Full Side Banner	\$579	\$499	833 x 3583px
Double Side Banners	\$999	\$899	Two @ 833 x 3583px

(Width by Height)

\* Link your magazine advertisement to your website. The advertising link is clickable from the online copy and connects viewers to your company's website. (Only available if a display ad was purchased in the printed version of the magazine.)

## GIF ANIMATION UPGRADE

### LENGTH



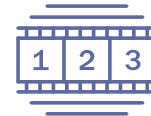
**10 Seconds** or less to maintain maximum exposure

### LOOP



Set Loop as **Forever** to ensure the GIF continues to cycle

### FRAMES



Maximum **3 Frames** for the most exposure

### TYPE



**Larger Text & Fewer Words** to increase legibility

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the **Digital Edition** of the magazine.

### SUBMITTING FILES

You can either submit:

1. An upload-ready GIF
2. 3 Designed Images to be converted into the frames of the GIF
3. Or we can create the 3 images to be converted into a GIF

**ADDITIONAL FEE PER ISSUE: \$400**

### NOTE FOR PRINT AD ANIMATION UPGRADE:

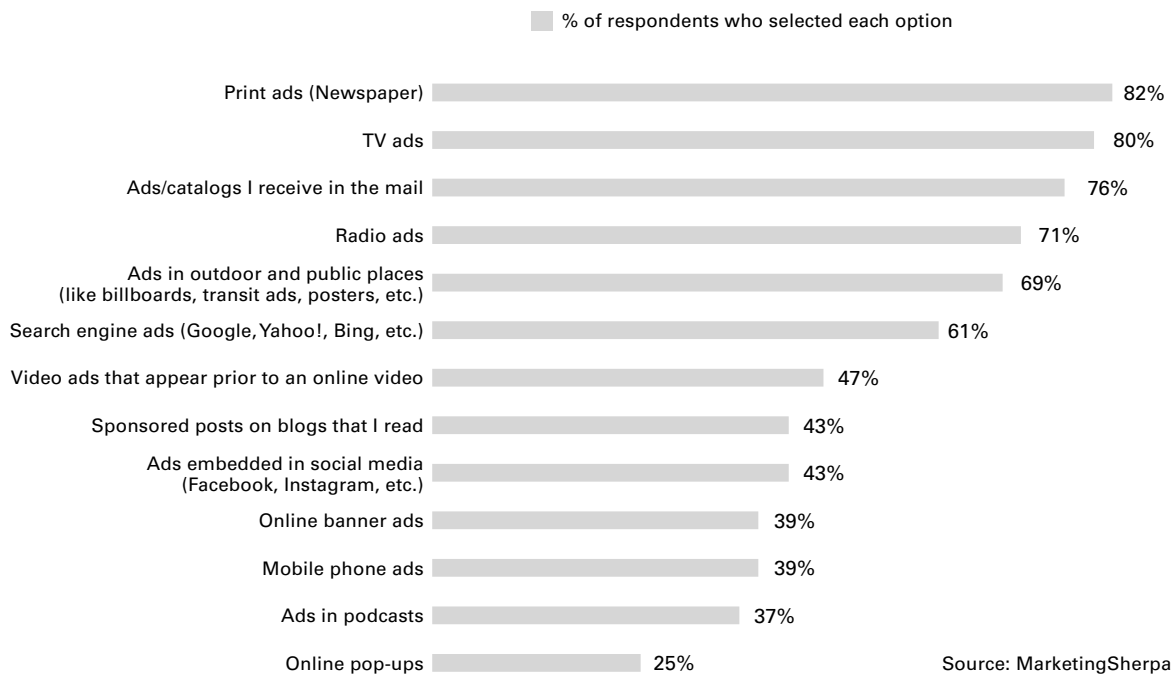
We can use the same artwork placed in the printed edition as one of your 3 frames, or if you want, feel free to send something different. However your GIF must be the same ad specs as your original print ad.

## WHY ADVERTISING IN PRINTED PUBLICATIONS MATTER

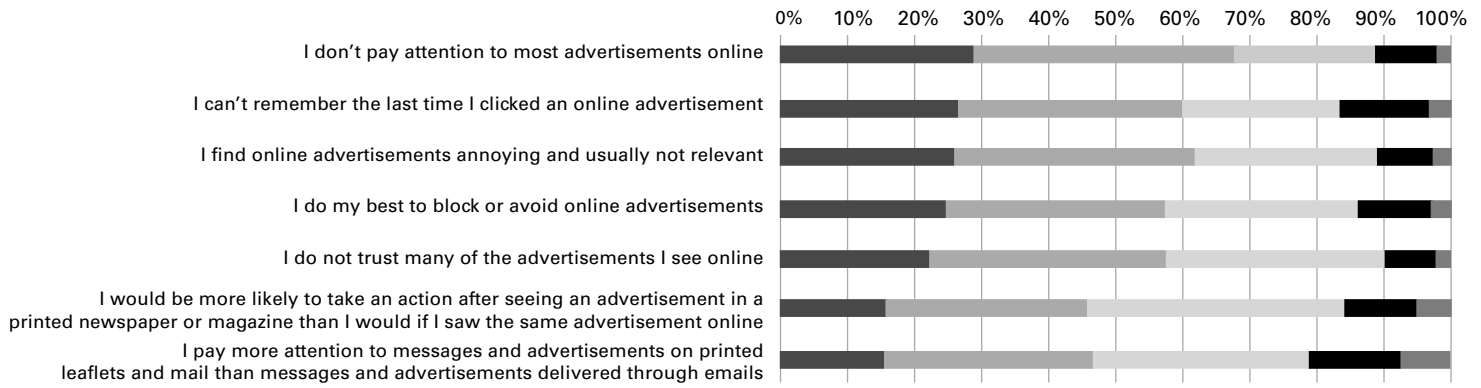
We are surrounded by digital media, and while online content is widely accessible today, too much can lead to “information overload” and general reader disengagement. Advertising in a printed publication is a strategic investment, and if you are looking to get your products and services in front of the right readers, trust the facts. Placing an ad in a printed publication is the way to go.

Consumers find print ads to be more trustworthy, and in a study conducted by MarketingSherpa, 82% of respondents said they trust print ads when making important purchasing decisions. Print ads drive consumer action.

### Q. IN GENERAL, WHICH TYPE OF ADVERTISING CHANNELS DO YOU TRUST MORE WHEN YOU WANT TO MAKE A PURCHASE DECISION?



Association members view their printed publications as valued resources—and printed advertisements as credible. In a global research study conducted by Two Sides, 58% of participants said they don’t trust the majority of the ads they view online, and many reported they try to avoid online advertisements entirely.



Source: Two Sides

Strongly Agree Agree Neither Agree or Disagree Disagree Strongly Disagree

**75%**  
prefer to read printed magazines over digital options.

**65%**  
believe they gain a deeper understanding of the story when they read from print media.

**52%**  
agreed that they spend too much time on electronic devices.

**46%**  
indicated that they would be more likely to take action after seeing an advertisement in a printed magazine than they would if they saw the same ad online.

**80%**  
of all respondents read a printed magazine at least once a month.

There's also a psychological aspect to printed ads. In research commissioned by the Postal Service Office of Inspector General, consumers were found to process digital ads more quickly, but they were more engaged with print ads. And, over time, research participants showed a greater recall rate for printed ads. Readers of printed publications tend to be more engaged, and increased engagement leads to sales!

## OUTCOMES BY MEDIA TYPE SUMMARY

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	the amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.

With printed ads, you have more flexibility. Choosing to place an ad in your association's magazine or directory connects you with thousands of like-minded industry professionals, and provides you with targeted exposure to the right individuals every time.

# PROMOTE YOUR BRAND AND BE SEEN

# 98.3%

EACH ISSUE IS SENT TO CONTRACTORS AND LEADERSHIP OF LOCAL CONSTRUCTION ASSOCIATIONS. CONTRACTORS MAKE UP 98.3% OF THE READERSHIP.

# 100,000+

FCA MEMBERS EMPLOY OVER 100,000 EMPLOYEES ANNUALLY.

# 100 MILLION+

FCA MEMBERS ARE RESPONSIBLE FOR OVER 100,000,000 MAN HOURS OF WORK ANNUALLY.



For more information,  
contact E&M at p. 800.572.0011  
advertising@eandmsales.com



Published bi-annually, *The Signatory* magazine is a one-stop-shop for finishing contractor industry news written for professionals in the field. As a recognized industry publication with established readership and trusted content, it makes a targeted impact. Advertise directly to your peers and get noticed.

# 7,000+

FCA INTERNATIONAL REPRESENTS THE LARGEST COMMUNITY OF FINISHING CONTRACTORS IN NORTH AMERICA.

ARCHITECTURAL GLASS & METAL: **1,300** CONTRACTORS  
**18%** OF TOTAL MEMBERSHIP

DRYWALL FINISHING: **1,974** CONTRACTORS  
**28%** OF TOTAL MEMBERSHIP

FLOORING: **152** CONTRACTORS  
**2%** OF TOTAL MEMBERSHIP

INDUSTRIAL COATING: **274** CONTRACTORS  
**4%** OF TOTAL MEMBERSHIP

PAINTING & WALLCOVERING: **3,187** CONTRACTORS  
**44%** OF TOTAL MEMBERSHIP

SIGN & DISPLAY: **280** CONTRACTORS  
**4%** OF TOTAL MEMBERSHIP