

NLBMDA Green Update, E-Update & Workplace Safety Update

COVERING THE LUMBER AND BUILDING MATERIAL INDUSTRY

The National Lumber and Building Material Dealers Association (NLBMDA) represents operators of lumber yards and component plants that serve home builders, subcontractors, general contractors and consumers in the construction, repair and remodeling of residential and commercial structures. NLBMDA Green Update, E-Update & Workplace Safety Update deliver vital news and business intelligence to industry professionals every week.



Audience Profile

CIRCULATION

7,500+ NLBMDA members, building material dealers, suppliers and company executives

ADDED VALUE

Your ad will also be included in the **Coalition for Home Energy Efficiency's** monthly e-newsletter, *Energy Efficiency E-Update*, reaching 25,000 readers!

- 3,000 building material dealers
- 5.000 window and door industry professionals
- 17,000 energy efficiency advocates

ACTION TAKEN

17.5% average unique open rate

READERSHIP

- Lumber & Building Material Dealers
- Lumber Yard Operators
- Contractors

NEWSBRIEF TOPICS INCLUDE

- Building Standards & Reports
- LEED Certification Updates
- Regulatory Standards
- Association News & Events
- Workplace Safety & OSHA Regulations



Ad Specs + Pricing

SALES INQUIRIES

Cameron Diggs (202) 367-2495 cdiggs@townsend-group.com

JPG or GIF format only • File size 40k max Prices are for one 90 day cycle (13 weekly issues PLUS 3 additional monthly issues)

Premium Banner

This premium position is the first ad below the masthead and appears before the news content.

SIZE 468 x 80px COST \$2,795

Premium Product Showcase

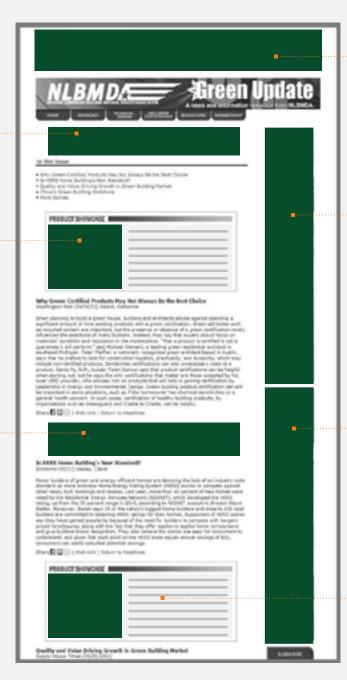
Highlight a product or service using this showcase, which is embedded in the body of the news.

SIZE 150 x 150px + text cost \$2,795

Standard Banner

Stand out within the body of the news content using this placement.

SIZE 468 x 80px COST \$2,145



Premium Leaderboard

This exclusive position provides maximum visibility for your company.

SIZE 7288 x 90px COST \$3,250

Premium Skyscraper

This premium position is the first of all vertical ads and towers over the others.

SIZE 120 x 600px COST \$2,795

Standard Skyscraper

Use this large space to tell your story.

SIZE 120 x 600px COST \$2.145

Standard Product Showcase

Highlight a product or service using this showcase, which is embedded in the body of the news.

SIZE 150 x 150px + text COST \$2,145

Content Marketing Opportunities

- THEME FOCUSED EDITIONS based on topics formulated jointly with our professional editorial staff
- THOUGHT LEADER ARTICLES based on interviews with your executives
- CASE STUDIES of success stories told by your clients, woven together with custom content