

NLBMDA E-Update, Green Update, Workplace Safety & Risk Management, and Supplier Community Connections.

NEWS AND INSIGHTS FOR 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 E-Update, Green Update, Workplace Safety & Risk Management Newsletter, and our Supplier Community Connections newsletter deliver vital news and business intelligence to industry professionals every week.

Audience Profile

CIRCULATION

Your ad will reach a total of 25,000 readers!

Includes NLBMDA members, building material dealers, suppliers and company executives.

ADDED VALUE

Your ad will also be included in the Supplier Community Connections quarterly publication.

Ask us about our limited time offer to have your ad featured on NLBMDA's website! (*Members only offer*)

ACTION TAKEN

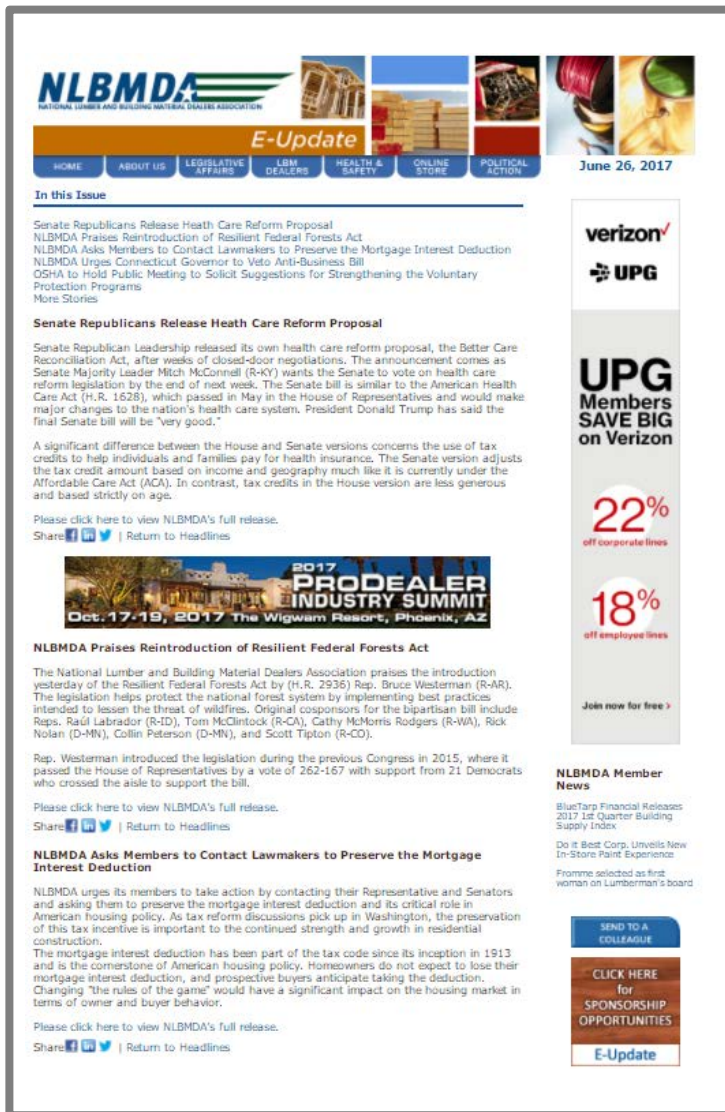
29% average total open rate
18% average unique open rate.

READERSHIP

Lumber & Building Material Dealers
Lumber Yard Operators
Contractors

NEWSBRIEF TOPICS INCLUDE

- Federal Legislative & Policy Issues
- Federal Regulatory Codes & Standards
- Association News & Events
- Workplace Safety & OSHA Regulations



Ad Specs + Pricing

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 \$2,795/13 issues

Premium Product Showcase

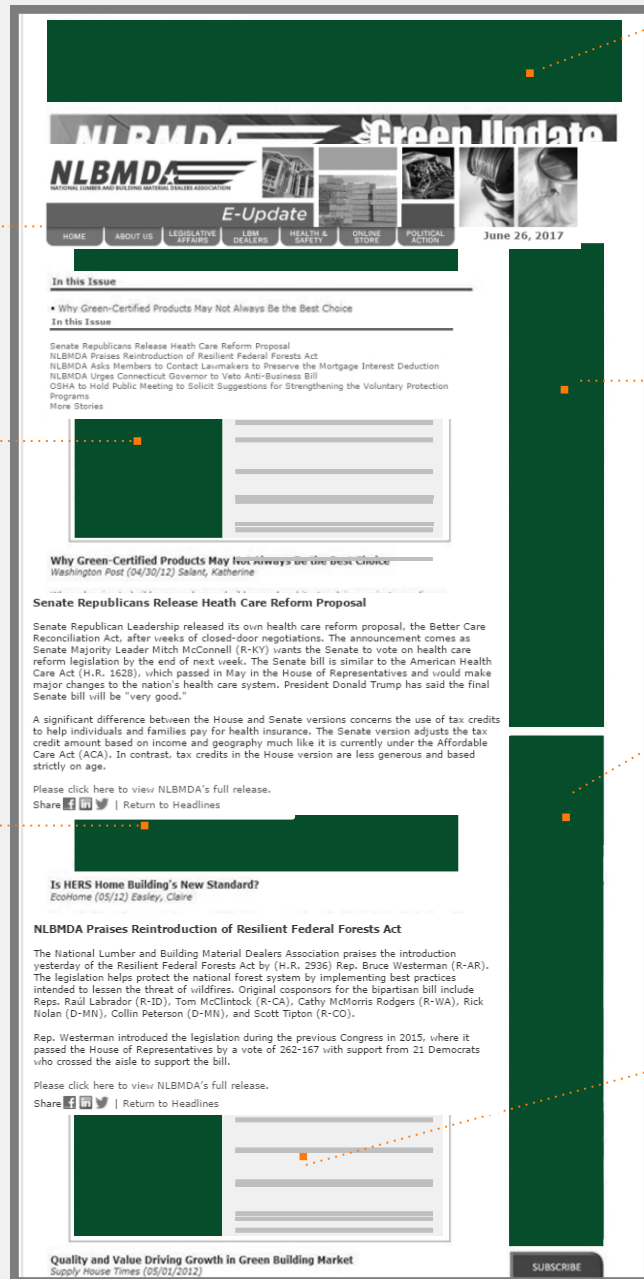
Highlight a product or service using this showcase, which is embedded in the body of the news.

SIZE 150 x 150px + text
 COST \$2,795/13 issues

Standard Banner

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

SIZE 468 x 80px
 COST \$2,145/13 issues



Premium Leaderboard

This exclusive position provides maximum visibility for your company.

SIZE 728 x 90px
 COST \$3,250/13 issues

Premium Skyscraper

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

SIZE 150 x 600px
 COST \$2,795/13 issues

Standard Skyscraper

Use this large space to tell your story.

SIZE 150 x 600px
 COST \$2,145/13 issues

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 \$2,145/13 issues

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.

MORE ABOUT NLBMDA E-NEWSLETTERS

NLBMDA E-Update (Association Member Newsletter)



The E-Update provides the latest news for NLBMDA members from the association. NLBMDA members receive critical information that can directly impact their businesses on an array of topics ranging from code & regulatory and legislative topics, to association news and events.

NLBMDA Workplace Safety & Risk Management Update



NLBMDA Workplace Safety & Risk Management Update is a monthly executive summary of noteworthy articles focused on occupational safety and health topics for lumber and building material dealers and industry professionals nationwide. Our editorial staff monitors nearly 12,000 newspapers, business publications, Web sites, national and international wire services, and other periodicals to create an informative and easy-to-consume news brief for busy executives.

NLBMDA Green Update



NLBMDA Green Update is a monthly executive summary of noteworthy articles for professionals in the residential and commercial window, door and skylight industry. Our editorial staff monitors nearly 12,000 newspapers, business publications, Web sites, national and international wire services, and other periodicals to create an informative and easy-to-consume news brief for busy executives.

NLBMDA Supplier Community Connections



NLBMDA Supplier Community Connections is a newsletter is designed to provide supplier and manufacturer member community the opportunity to showcase their support for the LBM industry. The Supplier Community Connections newsletter features stories on how members are giving back to their communities, their customers, and the LBM industry at large. Some topics include community charity involvement; awards or recognition for LBM dealers given by members; ways the member company is working with dealers to grow their business; and employee incentive programs.