NLBMDA E-Update, Green Update, Workplace Safety Update, and Energy Efficiency E-Update

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 Update, and Energy Efficiency E-Update deliver vital news and business intelligence to industry professionals every week.

Audience Profile

CIRCULATION
Green Update: 6,590
E-Update and Workplace Safety Update: 5,900
Includes 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
18% average unique open rate.

READERSHIP
Lumber & Building Material Dealers
Lumber Yard Operators
Contractors

NEWSBRIEF TOPICS INCLUDE
- Building Standards & Reports
- Regulatory Standards & Certifications
- 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 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 120 x 600px
COST $2,795/13 issues

Standard Skyscraper
Use this large space to tell your story.
SIZE 120 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

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

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.