

# 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

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

## 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



## 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

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