



NATIONAL PLASTERERS COUNCIL

# 2016 – 2017 MEDIA GUIDE

## Build your company's exposure through NPC's Integrated Media Offerings

### EDUCATE THE MARKET

In today's market consumers want information! ...And they will get it. *The question is, where will they get it? If you are not supplying the resources they need, you can bet your competition will fill that void. Be sure your message is heard!*

In 2016 NPC is proud to offer space on our popular website, [www.npconline.org](http://www.npconline.org), where you may provide the information and answers the market desires. Help make NPC *the resource* for industry information and promote your company's value proposition.

### TECHNICAL PAGES

The NPC will build a page just for you! All you have to do is supply written content and any artwork or pictures you would like included on your company's page. NPC will pull together a page for your review and approval. These pages are designed to fill [www.npconline.org](http://www.npconline.org) with the very latest in educational and technical information from the industry. (*NPC reserves the right to edit the content for grammar and syntax.*)

Yearly | \$2500 per page

### BE AN NPC FEATURED MEMBER

Become an NPC Featured Member and your company photo or logo will appear under your listing. Have access to adding up to 10 custom profile pages, including links to YouTube videos and other sites relevant to your company.

Feature your company's projects with a photo gallery and be featured on [www.npconline.org](http://www.npconline.org) as our Featured Member!

Yearly | \$200 per page

### HOT LINKS

NPC accepts new materials from all of its members. When your firm offers pictures, reports, data, or any other form of content, then NPC credits your company with supplying that information. Now, you can turn that 'tag' into a hot link! When a visitor clicks on your link, they will be sent to your website. For a nominal fee, turn the credit you get into a lead opportunity. The more materials you supply, the more links you can get. One fee covers all your offerings!

Yearly | \$150



LET NPC ASSIST YOU IN CAPTURING YOUR SHARE OF THIS LUCRATIVE MARKET.

phone: 847.416.7272 email: [info@npconline.org](mailto:info@npconline.org) Questions? Mila Pandzic at [mpandzic@tso.net](mailto:mpandzic@tso.net)



## NATIONAL PLASTERERS COUNCIL

### Advertising on the National Plasterers Council's website is a great way to reach your audience!

Members log on to [www.npconline.org](http://www.npconline.org) to learn about upcoming association events and discover ways to maximize their NPC membership. In addition, prospective customers visit NPC online to find the right service provider or supplier for their project. Advertising on [www.npconline.org](http://www.npconline.org) offers several cost-effective opportunities to position your company as a leader in the industry.

The NPC website has **2,400+ monthly visits** with **75% new visitors**; an average of **17,000+ pageviews** per month. NPC has **1,100+ subscribers** to our email communications; and our online directory has **1,500 digital views per month!**

## BANNER ADS

Banner ads are available on a variety of pages. Choose the placement and size that works best for you.

### SUBPAGE BANNERS

#### Right Rail

Your ad will appear on all [www.npconline.org](http://www.npconline.org) pages *except* the homepage.

#### Button/Half Banner

(220 x 60 pixels)

Monthly: **\$150**

Quarterly: **\$400**

Yearly: **\$1000**

#### Square Banner

(220 x 220 pixels)

Monthly: **\$325**

Quarterly: **\$900**

Yearly: **\$2750**

#### Footer

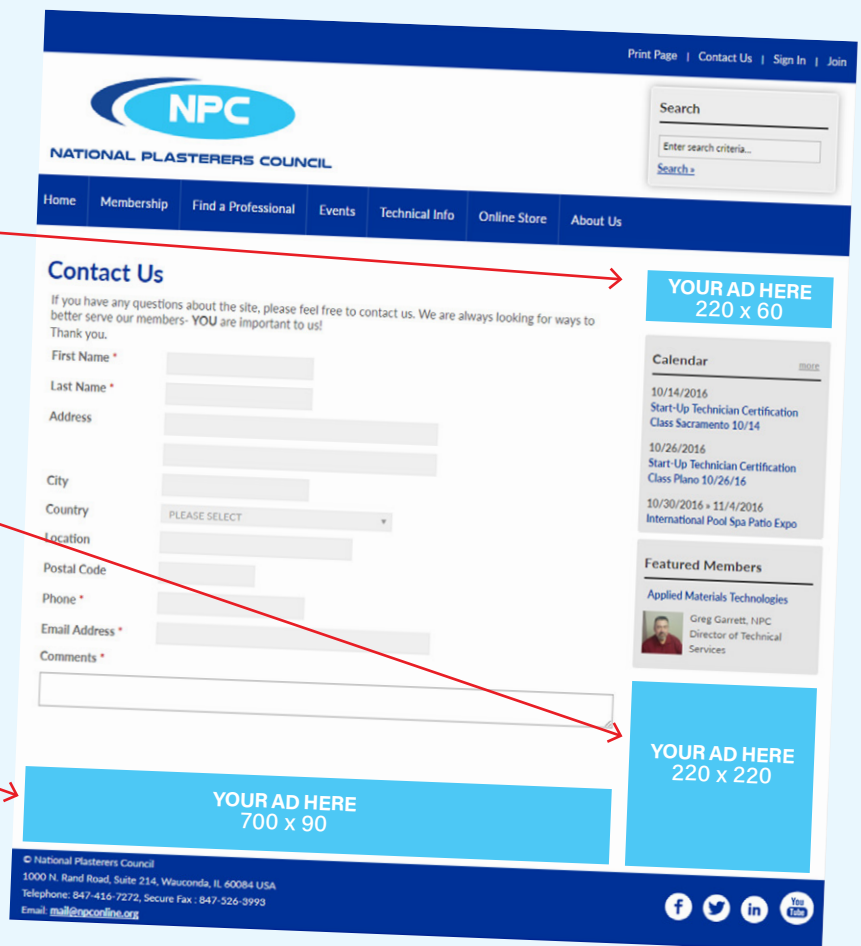
#### Full Banner

(700 x 90 pixels)

Monthly: **\$250**

Quarterly: **\$800**

Yearly: **\$2500**



### SUBPAGE OPPORTUNITIES:

- Find a Professional Page: 1,100 monthly visitors
- Technical Info Page: 800 monthly visitors
- Start-Up Cards Page: 450 monthly visitors
- Or choose to pick your own page

### Banner Ad Specifications

Files should be 72dpi. Formats: jpg, gif, and png image formats (animation is acceptable); File size needed: under 500 kB

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