

# WDMA Green Update & E-Update

NEWS AND INSIGHTS FOR THE WINDOW AND DOOR MANUFACTURERS INDUSTRY

The **Window & Door Manufacturers Association (WDMA)** defines the standards of excellence in the residential and commercial window, door and skylight industry and advances these standards among industry members. *WDMA Green Update & E-Update* deliver business intelligence and association news to industry professionals every week.

## Audience Profile

### CIRCULATION

9,300+ industry professionals

### 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 window and door industry professionals
- 5,000 building material dealers
- 17,000 energy efficiency advocates

### ACTION TAKEN

19% average unique open rate

### READERSHIP

Manufacturers & Suppliers

Commercial and residential windows, doors and skylights

Executives & Decision Makers

Leadership from national and international corporations that support the manufacturing and supply of windows, doors and related products and services

### NEWSBRIEF TOPICS

LEED Certification updates, building standard reports, market research and data, green policy and standards, advocacy, education and more



**40 YEARS MAKING YOUR PROFILES STRONGER**  
Technical Expertise • Fully equipped labs • Integrated supply

**DURASTRENGTH**  
**PLASTISTRENGTH**

**GREEN UPDATE**  
HOME | ADVOCACY | TECHNICAL CENTER | HALLMARK CERTIFICATION | BOOKSTORE | MEMBERSHIP

**Help Save ENERGY STAR**  
Home Energy Efficiency | TAKE ACTION!

**In this Issue**

- The Green Rebuilding of Post-Katrina New Orleans
- New CEO of U.S. Green Building Council Named
- LEED for Resilience? Paying for Shock-Proof Infrastructure
- Greenbuild and NAHB Announce New Strategic Partnership
- More Stories

**PRODUCT SHOWCASE**  
**Do More With Fewer Profiles With REHAU System 700 Hung-Slider Design**

Can you make a window that meets the highest performance ratings, has the strength for big commercial projects, comes in single-hung, double-hung, single-slider, double-slider and fixed – with loads of design options? Yes. And not only can you deliver all this, but you can do it with just one system – while saving space and reducing costs. Visit our website to review specs or watch our System 700 webinar. **MORE**

**Webinar**

**The Green Rebuilding of Post-Katrina New Orleans**  
Time (08/28/15) | Worland, Justin

Actor Brad Pitt's Make it Right Foundation has helped make the rebuilding of post-Katrina New Orleans a model of sustainability and resilience. Make it Right helped build more than 100 LEED Platinum-certified homes in the Lower Ninth Ward, providing residents with healthier, more affordable homes. For these residents, both energy bills and trips to the hospital to treat asthma, prevalent in low-income communities, are significantly reduced. The Foundation also elevated the homes five to eight feet off the ground and provided roof access to help make the homes more flood-resistant and prevent occupants from being trapped during flooding. The city's master plan also includes funds to help fund elevated homes for those who cannot afford the expense. Following the Foundation's lead, several other nonprofits donated funds for rebuilding New Orleans to green building and hurricane-resistant standards. Green building group Global Green offers workshops on green building and inspections to identify cost-effective green improvements to homeowners in New Orleans. Global Green also works to encourage green building in the public sector, resulting in a public policy that new schools must be built to LEED Silver standards.

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**2015 U.S. Window and Entry Door Market Study Now Available**

**New CEO of U.S. Green Building Council Named**  
Multi-Housing News (09/08/15)

Maheesh Ramanujam, the U.S. Green Building Council's (USGBC) current chief operating officer (COO) will become the CEO after Rick Fedrizzi, the co-founder of USGBC, steps down at the end of 2016. Ramanujam was named USGBC's senior vice president of technology in 2009, and then became its COO in September 2011. At the end of 2012, he added president of the Green Building Certification Institute (GBCI) to his credentials, helping GBCI to broaden its offerings, serve a wider client base, and change its name to Green Business Certification. Prior to 2009, Ramanujam was COO of Emerysys, a business transformation consulting firm in North Carolina, where he was instrumental in the sale of IBM PC systems to Lenovo and IBM's printer divisions to Ricoh, as well as helping Lenovo establish successful global manufacturing and operating platforms. Originally from Chennai, India, Ramanujam holds a bachelor's of engineering in computer science from Annamalai University, where he began his career in software and systems analysis and product development.

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**PRODUCT SHOWCASE**  
**Best-in-Class REHAU System 2200 Steel Reinforced uPVC Patio Door**

At last, a sliding patio door that delivers all the benefits you want in one great system; great style ... R-5 energy efficiency ... DPS long-life structural strength ... and easy fabrication. From the 1 3/8 in. glazing channel and three-point locking system to the smooth operation of the saddle rail sash, this is a door that's engineered for top performance and great customer appeal. Reach into new markets with the REHAU System 2200 sliding patio door. **MORE**

**Homes Make as Much Energy as They Use**  
Scientific American (08/27/15) | Patterson, Rattana

**SUBSCRIBE**

## Ad Specs + Pricing

JPG or GIF format only • File size 40k max

Prices are for one newsbrief's 90 day cycle (13 weekly issues PLUS 3 monthly issues)

10 % discount for WDMA members

### Premium Banner

This premium position is the first ad within the news.

SIZE 468 x 80px  
 COST \$2,795

### Premium Product Showcase

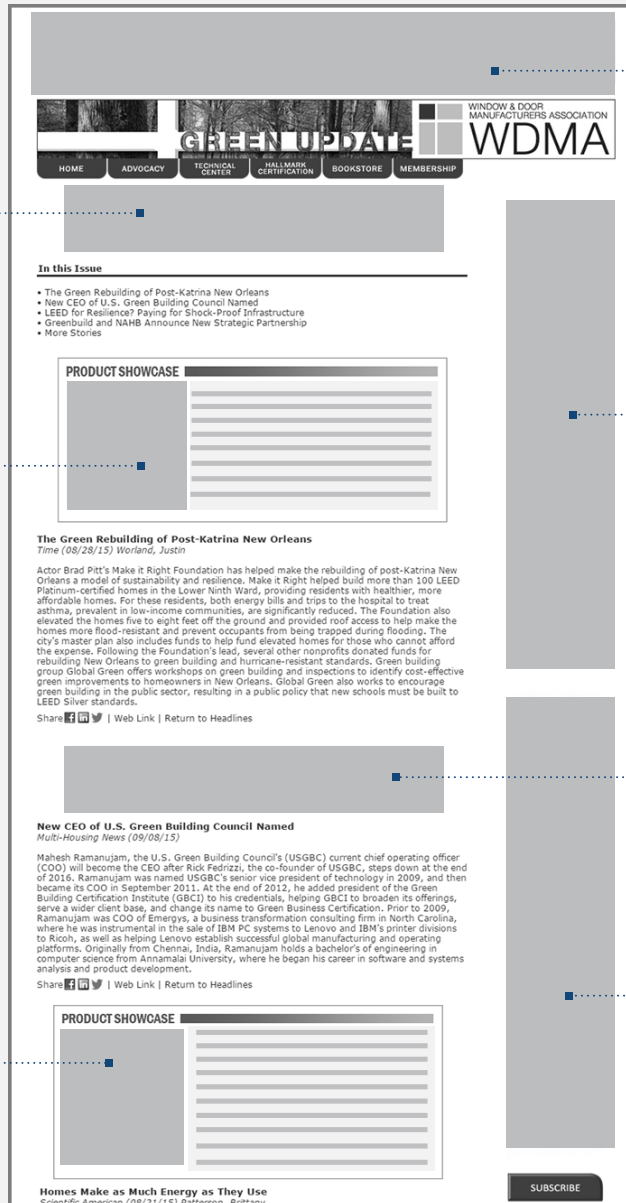
Highlight a product or service using this showcase, which is embedded in the body of the news.

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

### Standard 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



### Premium Leaderboard

This exclusive position provides maximum visibility for your company.

SIZE 728 x 90px  
 COST \$3,250

### Premium Skyscraper

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

SIZE 150 x 600px  
 COST \$2,795

### Standard Banner

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

SIZE 468 x 80px  
 COST \$2,145

### Standard Skyscraper

Use this large space to tell your story.

SIZE 150 x 600px  
 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