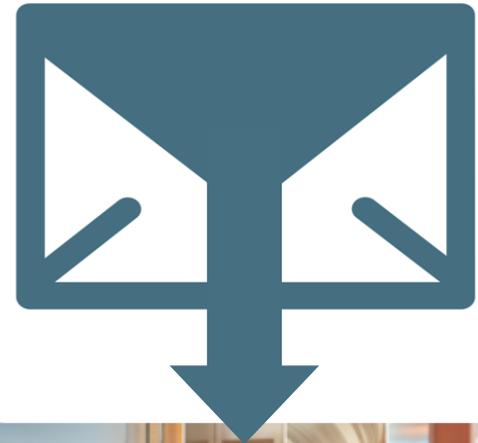


Reach 1,500 Building Material Distributors and Manufacturer Decision Makers Monthly



NBMDA Channel Connection Media Kit

NBMDA Channel Connection is a monthly electronic news and information service for building material distributors and manufacturers nationwide. The e-newsletter tackles today's most relevant issues and is delivered to the inboxes of distributors, manufacturers and service providers from the specialty building material and cabinetry industries — the top-tier people in the industry. This highly engaged and influential audience is reading NBMDA Channel Connection!

Reasons to promote your brand in NBMDA Channel Connection:

- ➔ The industry's most credible source of news & information
- ➔ Distribution to an influential and exclusive audience
- ➔ Circulation to permission-based subscriber lists
- ➔ Highly relevant and meaningful news readers can use

The screenshot shows the NBMDA Channel Connection website for October 2015. The header includes the NBMDA logo and navigation links: About, Join, Events, Education, and Contact Us. Below the header are several featured articles and advertisements. On the left, there are ads for 'hardware' (q-hardware.com) and 'IMG' (International Markets Group) with the text 'Maximize Margins Buying DIRECT INTERNATIONALLY IMG is your Proven Solution!'. The main content area features an article titled 'Atlantic Plywood Workers a "Resource" for the Distributor, Its Customers' with a photo of Martin Wojcik, Vice President of Sales and Marketing. Below this is a 'Wilsonart' advertisement with the tagline 'EXPLORE NEW SURFACES'. On the right side, there are four vertical thumbnails for 'Chemcraft' (innovative wood coatings), 'NBMDA Economic Outlook Reports', 'NBMDA Quarterly Sales Trend Report', and 'NBMDA Sales Resource Center'. A 'Headlines' section at the bottom lists news items such as 'Attend the First-Time Attendee Reception at 2015 NBMDA Annual Convention' and 'NBMDA Welcomes New Distributor and Manufacturer Members'.

Rise Above the Clutter:

NBMDA Channel Connection covers issues critical to distributors, manufacturers and service providers from the specialty building material and cabinetry industries.

◆ Top News Banner Ad

The top news banner ad position is the publication's premier position and will provide your company with the utmost exposure to our valuable audience.

Dimensions: 468 pixels X 80 pixels

File formats: JPEG or GIF

Max file size: 75k

◆ **NEW!** Featured Content

The Featured Content sections of the publication are included alongside news items and are intended to be sponsored content, ideally highlighting new products, research or data for NBMDA members. In addition to the image link, content links are available upon request.

Image dimensions:

150 pixels X 150 pixels

File formats: JPEG or GIF

Max file size: 75k

Body text: 50-75 words

◆ Standard News Banner Ad

Prominently placed within the body of the news, the standard news banner ad enables your high-impact message to produce results every week.

Dimensions: 468 pixels X 80 pixels

File formats: JPEG or GIF

Max file size: 75k

◆ Tile Ad

Tile ads are industry-standard sized tiles and give both the visibility you desire and a way to use existing ad inventory to ensure consistent branding and messaging.

Dimensions: 150 pixels X 150 pixels

File formats: JPEG or animated GIF with approval

Max file size: 75k

Ad Rates Circulation: 2,500 per issue/one per month	3 Month (3 issues)	6 Month (6 issues)	Full Year (12 issues)
Top News Banner Ad	\$2,055	\$3,600	\$6,175
Featured Content	\$1,700	\$2,800	\$4,500
Standard News Banner Ad	\$1,540	\$2,570	\$4,115
Tile Ad	\$1,025	\$1,850	\$3,085

Special bundles and sponsorship discounts available.

Sponsorship & Advertising

Contact Robb Shrader at 312.673.5581 or sales@nbmda.org

