

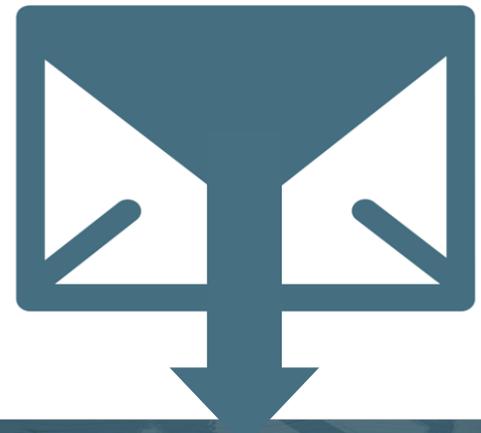
Reach 2,000 Building Material Distributors and Supplier Decision Makers Monthly

NBMDA Channel Connection Media Kit

NBMDA *Channel Connection* is a monthly electronic news and information service for building material distributors and suppliers nationwide. The e-newsletter tackles today's most relevant issues and is delivered to the inboxes of distributors, suppliers 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



NBMDA

CHANNEL CONNECTION

APRIL 8, 2016



UPG Members SAVE BIG on Verizon

22% off corporate lines **18%** off employee lines [Join now for free >](#)

Weston Premium Woods Banks on People, Relationship



Weston Premium Woods was built on the entrepreneurship of its people and strong relationships with its partners, according to the Canadian distributor's executive vice president, Michael Shapiro, who does double duty as Weston's general manager, addresses how the industry in general is at risk of losing both of these valuable assets. From Ontario, he also tells that price isn't everything – and why. [Read More](#)

From "Weston Premium Woods Banks on People, Relationships"

Share

NEWS FROM NBMDA

- WIC Announces 2018 and 2019 Dates and Locations
- Did You Know? NBMDA and Talent Management Leader Caliper Strengthen Partnership
- New Discounts from NBMDA's Savings4Members
- Register for the 2017 NASSTRAC Shippers Conference and Transportation Expo
- CEO/Upper Management Gathering in San Antonio, TX
- Obituary Announcement: NBMDA Past Presidents, Robert Martin and Joseph Hays Wimsatt
- HR Q&A: Repeal of the Affordable Care Act
- Events
- Partners

**Italian technology
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Channel Connection is Now Mobile-Responsive!

The new *Channel Connection* layout is designed with you in mind! Readers can now view *Channel Connection* on their mobile device and small tablets – which means better views of your ads!

◆ 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.

Note: Font size will decrease on mobile devices and small tablets.

Dimensions: 670 pixels X 160 pixels

File formats: JPEG or GIF

JPEG max file size: 100k

GIF max file size: 1000k

◆ 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.

Note: Font size will decrease on mobile devices and small tablets.

Dimensions: 670 pixels X 160 pixels

File formats: JPEG or GIF

JPEG max file size: 100k

GIF max file size: 1000k

◆ Featured Content

The Featured Content sections of the publication are included within 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.

Note: Font size will decrease on mobile devices and small tablets.

Dimensions: 300 pixels X 250 pixels

File formats: JPEG or GIF

JPEG max file size: 100k

GIF max file size: 1000k

Body text: 50-75 words

◆ 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.

Note: Font size will decrease on mobile devices and small tablets.

Dimensions: 300 pixels X 250 pixels

File formats: JPEG or GIF

JPEG max file size: 100k

GIF max file size: 1000k

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	\$2,226	\$3,986	\$6,678
Standard News Banner Ad	\$1,670	\$2,783	\$4,856
Featured Content	\$1,839	\$3,035	\$4,867
Tile Ad	\$1,113	\$2,001	\$3,339

Special bundles and sponsorship discounts available.

Sponsorship & Advertising

Contact Robb Shrader at 312.673.5581 or sales@nbmda.org

