



North American Building Material Distribution Association

ADVERTISING OPPORTUNITIES

READY, AIM, WIN
WITH NBMDA DIGITAL ADVERTISING OPTIONS

The Audience You Need: *Reach 2,000 interior building material distribution professionals monthly*

Engaged With What They Read: *26% average unique open rate for Channel Connection Brief*

Advertising That Puts You in the Position to:

- *Connect with potential new distributors*
- *Launch new products*
- *Position your brand with the distributor community*
- *Reach top distribution decision-makers*
- *Announce the availability of distribution opportunities in select region*

Pricing is for one 90-day cycle and includes three issues of the Channel Connection Brief newsletter (if applicable). Special pricing options are available for first-time advertisers. Custom advertising bundles are also available.

BRAND AWARENESS PACKAGE: \$7,500

Exclusive 90-day advertisement

Growing your business requires brand exposure and name recognition. Increase the visibility of your brand with these opportunities designed to put your brand front and center, and encourage new business. Banner ads and social media posts get your name in front of prospects with real buying power.

- **Banner ad on NBMDA homepage**
 - o 728x90
- **Tile ad in Channel Connection Brief**
 - o 300x250
- **Banner ad on Channel Connection website**
 - o 324x1060
- **Social media posts**
 - o Content will be posted to NBMDA's LinkedIn and Facebook pages monthly*

NEW PRODUCT LAUNCH PACKAGE: \$5,000

Exclusive 90-day advertisement

Are you launching a new product line? Make a splash and place your new product in front of your target audience. Showcase your brand new product or service with the following opportunities designed to help you sell more effectively. A dedicated email and sponsored content allow you to dig deeper into your product's value proposition power.

- **Banner ad on Channel Connection homepage**
 - o 1060x150
- **Email blast**
 - o Content sent directly to all NBMDA contacts
- **Blog post on Channel Connection website**
 - o Content will be posted to Channel Connection and will be permanently archived on the website. Sponsored content is promoted once in Channel Connection Brief and twice via NBMDA's LinkedIn and Facebook pages*



A LA CARTE: \$2,500 (EACH)

Choose from any of the following opportunities to expand your reach into NBMDA's network.

- **Banner ad on Channel Connection homepage**
 - o 640x150
- **Banner ad on Channel Connection article page**
 - o 324x1060
- **Blog post on Channel Connection website**
 - o Content will be posted to Channel Connection and will be permanently archived on the website. Sponsored content is promoted once in Channel Connection Brief and twice via NBMDA's LinkedIn page*

SALES INQUIRIES

Contact Scott Narug at 312.673.5974
or snarug@nbmda.org

Please note all images must be in JPEG (max file size 100k) or GIF (max file size 1000k).

*Content is supplied by sponsor and subject to NBMDA approval. NBMDA's custom content studio can also collaborate with you to develop your content for an additional fee. If you are interested in this option, please consult Scott Narug.

FOLLOW US ON SOCIAL

