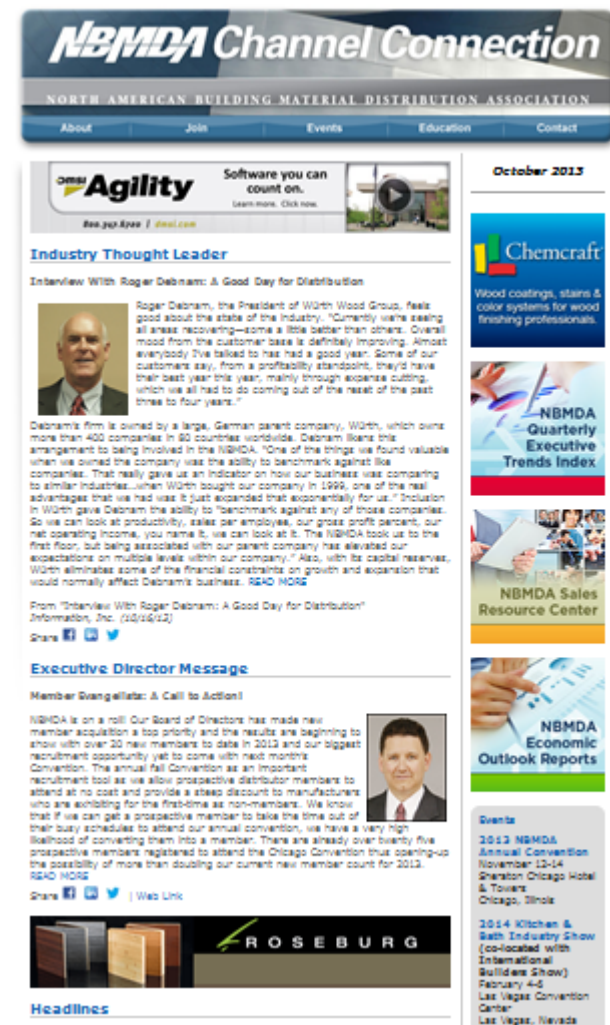


Reach 2,500 Decision-Makers and Influencers from the Leading Building & Woodworking Material Distributors Each Month

NBMDA CHANNEL CONNECTION MEDIA KIT

NBMDA Channel Connection is a monthly electronic news and information service for wholesale distributors of building materials and woodworking products from across the U.S. and Canada. NBMDA distributors operate over 800 distribution centers covering every state and each Canadian province. The e-newsletter monitors the leading trends and trend-setters and is delivered to the inboxes of senior executives, sales managers and branch managers — the top-tier people in the distribution channel. This highly engaged and influential audience is reading NBMDA Channel Connection regularly!



Who should advertise in NBMDA Channel Connection?

- ▶ Manufacturers looking to develop a distribution network throughout the U.S. and/or Canada
- ▶ Manufacturers looking to introduce a new product to the woodworking and kitchen & bath industries
- ▶ Service providers looking to reach the decision makers of the leading wholesale distributors within the building product and woodworking industries.

Rise Above the Clutter

NBMDA Channel Connection covers issues critical to distributors handling specialty building products, cabinet hardware, surfacing materials, wood panels, stains/finishes as well as related woodworking and kitchen & bath products. Attract attention from NBMDA's dedicated readers.



Advertising Options and Pricing

> 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*

> 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. If you unveil new products or services periodically, or just need to give added exposure to an existing offering, choose a Tile Ad to share your message with our audience.

*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
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 Scott Narug at 312.673.5974 or snarug@nbmda.org

