

NACD Newsbrief

REACH

1,200

CHEMICAL DISTRIBUTING PROFESSIONALS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.

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ATC INDUSTRIAL GROUP
PASSION FOR GROWTH

nacd
National Association of Chemical Distributors
NACD NewsBrief
Weekly News and Information from the National Association of Chemical Distributors

US chemical leader sees progress with new Congress
ICIS News
The U.S. chemicals industry has an opportunity to make major progress on key regulatory and energy issues with the new 112th Congress that will convene in January, according to a leading sector official. Cal Dooley, president of the American Chemistry Council (ACC), told a press conference that the recent elections "will have some bearing on how we continue to advance our industry's priorities." Dooley said the ACC and its member firms are committed to getting reform and modernization of the Toxic Substances Control Act (TSCA), the principal U.S. statutory program for regulation of chemicals in commerce. [MORE](#)

EPA will test 134 more chemicals for endocrine disruption
Environment News Service
The U.S. Environmental Protection Agency has identified a list of 134 chemicals that will be screened for their potential to disrupt the endocrine system. Endocrine disruptors are chemicals that interact with and possibly disrupt the hormones produced or secreted by the human or animal endocrine system, which regulates growth, metabolism and reproduction. The agency will begin issuing orders requiring data for the second group of 134 chemicals beginning in 2011. [MORE](#)

Incoming chairman takes aim at IST
OHS Online
The Republican congressman set to chair the U.S. House Homeland Security Committee beginning in January 2011 has said he'll offer a CPATS reauthorization bill that does not require covered facilities to use inherently safer technologies (IST). This would please chemical manufacturers and differs from H.R. 2869, the reauthorization bill that passed the U.S. House of Representatives a year ago, which would require facilities to evaluate IST and would give DHS the authority to impose IST on high-risk facilities. The bill has been bottled up in the Senate since its passage in the House. [MORE](#)

FMCSA to keep CSA cargo scores private
Fleet Owner
The Federal Motor Carrier Safety Administration said it will not publish scores for the cargo-related behavior analysis and safety improvement category (BASIC) of the new Comprehensive Safety Analysis 2010 safety program, withholding them from public view on the agency's website until it can craft a more accurate methodology for reporting them. This is good news for the trucking industry on several fronts, according to Rob Abbott, Vice President of Safety Policy for the American Trucking Associations. [MORE](#)

Legislative update: NACD signs Senate letter supporting moratorium on EPA greenhouse gas regulations
NACD
As a follow-up to letters sent before Congress recessed for the election, a joint industry group, including NACD, sent a letter on Oct. 28 to key members of the Senate leadership and Appropriations Committee in support of a moratorium on the U.S. Environmental Protection Agency's (EPA) greenhouse gas (GHG) emissions regulations in the next continuing resolution to fund the federal government. Congress did not address this issue in the continuing resolution passed in late September and set to expire on Dec. 3. Without action, the new GHG rules will take effect on Jan. 2. [MORE](#)

Regulatory update: FMCSA releases document on CSA 2010
NACD
The Federal Motor Carrier Safety Administration (FMCSA) has released a new information piece, "CSA 2010 and Drivers - Separating Fact from Fiction." This document addresses questions that the agency has received from drivers on the Safety Measurement System (SMS), the Pre-Employment Screening Program (PSP) and FMCSA authorities regarding drivers. [MORE](#)

Business management specialists for the process industry
Ball from the ground up for Process Manufacturers and Chemical Distributors, our applications go to work for you to streamline and improve all aspects of your business operation. [MORE](#)

PRODUCT SHOWCASES

Environmental Services
Environmental performance comes from years of experience. Experience the performance of Burns & McDonnell. We can help you with your environmental needs.

Contract Transportation
Aswanet Logistics provides a variety of transportation management services to keep up with our customers' ever-changing needs. For many of our customers, we are involved in local drayage and delivery, management of IT, and TL, freight, parcel management, freight brokerage, and contract dedicated fleet management operations.

Chempaq ERP Systems
What makes Chempaq unique? Nearly 30 years of continued development. Chempaq is the only Enterprise Resource Planning (ERP) solution that is developed specifically for Process Manufacturers and Chemical Distributors. Our industry focus, knowledge, and expertise are our strength and our software products include the most industry comprehensive features in the market today.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,200 Chemical Distributing Professional (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2500

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aliqua. Ut enim ad minimum veniam, quis.

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE NACD NEWSBRIEF, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO CHEMICAL DISTRIBUTING
PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of owners, CEOs, managers, presidents and vice presidents of chemical distribution companies - the top-tier people in the industry.

THE NACD NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE NACD NEWSBRIEF:



CREDIBLE SOURCE

For over 39 years, our members have turned to the association as the informational authority of the industry. Advertising in the NACD NewsBrief solidifies your place among weekly information provided to NACD members.



TARGETED DISTRIBUTION

Advertising in the NACD NewsBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to the NACD NewsBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the NACD NewsBrief ensures your ad will be seen weekly by our 1,200 subscribers.



AFFORDABLE

Advertising in the NACD NewsBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the NACD NewsBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the NACD NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.