

NCMA E-NEWS BRIEF

REACH

4,300

CONCRETE MASONRY PROFESSIONALS

EVERY 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 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.

Mobile version RSS Subscribe Unsubscribe

Home Resources Events Professional Development Laboratory Directories Membership July 2, 2010

A PUTTING CONCRETE INTO SHAPE

B e-news Brief

C Sustained recovery under way in 46 states

C1 Small business to benefit from health care reform

E Gator Maxx Sand "The Concrete Solution"

D Block USA Turfstone™ by Basalite Our Only Business is Concrete Color

F Columbia Concrete products equipment

NCA e-News Brief
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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 4,300 Concrete Masonry Professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minimum veniam, quis nostrud exercitation ullamco laboris nisi. [More](#)

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



Callout Text Ad
\$1000

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minimum veniam, quis. [More](#)

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



Traditional Text Ad
\$500

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE NCMA E-NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO CONCRETE MASONRY PROFESSIONALS WORLDWIDE.

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 concrete masonry professionals - the top-tier professionals in the industry.

NCMA E-NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NCMA E-NEWS BRIEF:



CREDIBLE SOURCE

For eight years, our members have turned to the association as the informational authority of the industry. Advertising in NCMA e-News Brief solidifies your place among weekly information provided to NCMA members.



TARGETED DISTRIBUTION

Advertising in NCMA e-News Brief 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 NCMA e-News Brief 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, NCMA e-News Brief ensures your ad will be seen every week by our 4,300 subscribers.



AFFORDABLE

Advertising in NCMA e-News Brief 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 NCMA e-News Brief 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 NCMA e-News Brief.



TRACK CAMPAIGN EFFECTIVENESS

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