

NJBMDA eNEWS

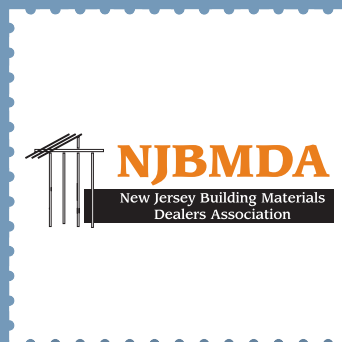
REACH

350

NEW JERSEY BUILDING MATERIALS 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 LOWER LEADERBOARD**
The lower leaderboard gives your company a prominent position right under the association's masthead.
- C/1 TOP/BOTTOM SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F FEATURED COMPANY AD**
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- G 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.
[Click here to advertise in this news brief.](#)

A

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Find products for your remodeling project

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NJBMDA BULLETIN
New Jersey Building Materials Dealers Association

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A Weyerhaeuser
BlueLinX America's Largest Distributor of BUILDING PRODUCTS ONLINE

C

MAKING THE MOST OF OUR RESOURCES

State legislature pushes bills allowing logging on state-owned lands
The Star-Ledger
Lawmakers will soon consider a controversial plan to allow commercial lumberjacks to chop and sell trees from New Jersey's private state-owned forests, a first-of-its-kind measure that has outraged many of the state's leading scientists and environmental groups. Supporters of the estimated \$2.7 million program say it would help the state raze 800,000 acres of land back to health by removing trees and allowing sunlight to feed new growth, creating new habitats and reducing the risk of fires. **MORE**

From wind turbine to wetlands garden, Cape May has very green plans
Press of Atlantic City
Cape May has revealed "green" plans for its proposed 38-acre park, plush with a wetlands garden, green roofs, aqueducts funneling reusable rainwater, a wind turbine and nature trails. The city has received a \$450,000 state Green Acres grant to acquire land for the project and plans to match that with its own open space funds. **MORE**

Port Authority to spend \$39M on terminal road work
The Journal of Commerce
The Port Authority of New York and New Jersey approved spending \$39 million on one of the main roadways serving the New Jersey container terminals and a culvert at Berth 3 in the Port Newark Container Terminal. The work is part of the restructured lease agreement the agency signed with PNYC in June that provides \$500 million in private capital investment to upgrade the existing facility. The restructured lease will guarantee an annual increase in cargo container volume from Mediterranean Shipping Co. **MORE**

'Cautious optimism' is consensus at Iselin business forum
The Record
New Jersey business leaders see economic growth but don't expect it to be robust in 2012. New Jersey and the nation are en route to recovery, although next year will likely be only moderately better than 2011, speakers said at the annual forum of one of the state's largest trade groups. Business leaders from banking, insurance, construction, accounting and other industries told attendees at the New Jersey Business and Industry Association event that their sectors have definitely gotten better. **MORE**

C1

MSI STOCK CLEARANCE

Showcase

GRIP-RITE **REEB** **MRS**

Grip Rite **FYPON**

Grip-Rite Fasteners is the most popular brand of fasteners in the U.S. Grip-Rite offers the widest selection of hand drive nails and screws under one brand, in a multitude of packaging options. **ProPack** offers custom-design 1 1/2 and 1 3/4 Grip-Rite packaged nail and screw display for your store, tailored to your customer base.

Reeb is the largest Fypon urethane molding and network distributor in the United States. Our inventory of over 500 of the most popular Fypon blue drives us to sell at least 80% of the Fypon orders in the Midwest in three days or less.

The FastenerMaster GatherScreen enables you to replace missing outer spikes once and for all. They are easier than gutter spikes, as they fit old worn spike holes tightly. The spikes get into your gutter. This new-style Fastener gives you holding power even in old spike holes.

G

Newark archdiocese schools to benefit from solar project
Sustainable Business
Schools are on a roll implementing energy efficiency and renewable energy that's saving them big bucks on energy bills so that their often-constrained budgets can be used elsewhere. The Archdiocese of Newark expects to save \$120,000 in annual energy costs when a 1.5 MW system is installed by Borrego Solar Systems, Inc. The largest project is at Paramus Catholic Regional High School, where the 20,000 square-foot roof is covered by solar panels, producing 30 percent of the school's electricity. **MORE**

Log exports: The controversial economic driver
Forest Industry Network
Never has a positive economic driver in the British Columbia economy suffered so much negative publicity as has log exports. Some support the notion of selling a manufactured log to a country that can then use it to make wood products, while others believe that all logs should be processed locally and in doing so create jobs and improve the British Columbia economy. **MORE**

Featured Companies

ENAP, Inc.
ENAP's membership is composed of independent retail lumber dealers located throughout the entire East Coast and expanding west of the Mississippi River. **MORE**

Pennsylvania Lumberman's Mutual Insurance Company
We at PLM have strong ties to the wood industry, and we have worked very hard at maintaining our commitment to our customers and the wood niche. **MORE**

1st building in Harrison Station mixed-use development opens
The Jersey Journal
The first building in the \$750 million Harrison Station mixed-use development recently opened. The new development includes a beach volleyball court, landscaped courtyard with a pool, and a state-of-the-art fitness center just steps from the Harrison PATH station. Developers Ironstate Development Company and the Pegasus Group also announced the next phase of the Harrison Station mixed-use development. A new 136-room LEED-certified Element by Starwood hotel will begin construction in early 2012. **MORE**

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Presented by **MULTI TRIFLEX**
7701 Lux Colaba Rd., Ste. 100, Irving, TX 75039

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 350 New Jersey building materials professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$2250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1250

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 laboris nisi. **More**

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

CONTACT US

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 Ut enim ad minimum veniam, quis. **More**

Featured Company Ad
\$1000

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



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Traditional Text Ad
\$500

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

NJBMDA eNEWS, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO NEW JERSEY BUILDING MATERIALS
PROFESSIONALS.

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. Delivered to the inboxes of New Jersey building materials professionals, NJBMDA eNews keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

NJBMDA eNEWS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NJBMDA ENEWS:



CREDIBLE SOURCE

For 130 years, our members have turned to the association as the informational authority of the industry. Advertising in NJBMDA eNews solidifies your place among weekly information provided to NJBMDA members.



TARGETED DISTRIBUTION

Advertising in NJBMDA eNews 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 NJBMDA eNews 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, NJBMDA eNews ensures your ad will be seen weekly by our 350 subscribers.



AFFORDABLE

Advertising in NJBMDA eNews 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 NJBMDA eNews 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 NJBMDA eNews.



TRACK CAMPAIGN EFFECTIVENESS

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