

NTA BLOG

REACH 500

TEXTILE AND APPAREL SECTOR PROFESSIONALS

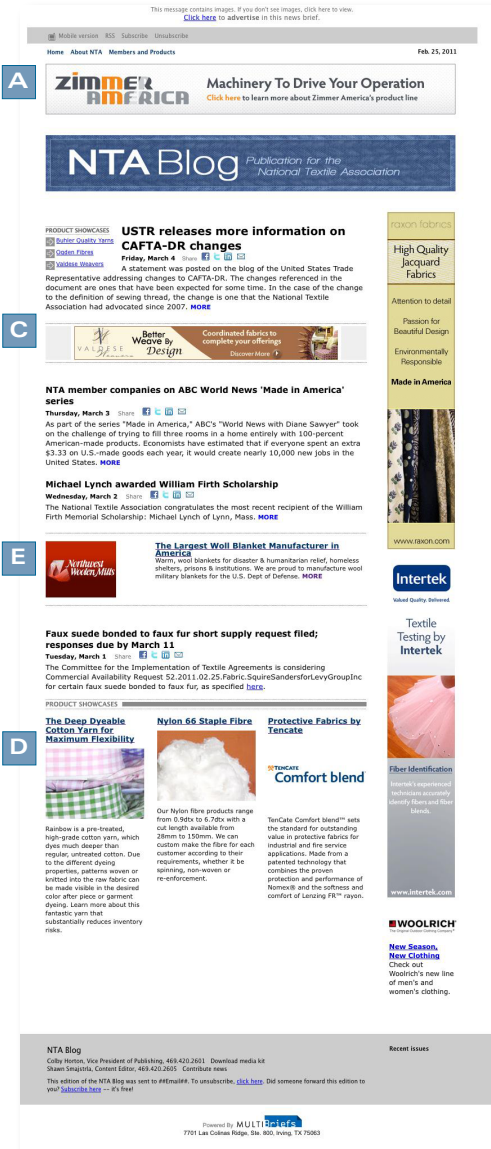
EVERY DAY

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 TOP 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.

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 13 weeks of emails to the 500 textile and apparel sector professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top Banner
\$1750

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
\$1250

Lorem ipsum dolor
 Lorem ipsum dolor
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 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
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$500

Lorem ipsum
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 Lorem ipsum
 dolor sit amet,
 consectetur

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

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THE NTA BLOG, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO THE U.S. TEXTILE AND APPAREL
INDUSTRIES, SUPPLIERS AND CONSULTANTS
TO THAT INDUSTRY AND INTERNATIONAL
ENTITIES WITH AN INTEREST IN THE U.S.
TEXTILE AND APPAREL MARKET.

The NTA Blog tackles today's most relevant issues, gathered from sources like Textile World, Furniture Today, Women's Wear Daily, as well as U.S. government notices and news of interest to the U.S. textile industry. Delivered to the inboxes of CEOs, sales staff, government relations staff, regulatory affairs professionals, and human resource professionals at U.S. textile companies nationwide, the NTA Blog keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NTA BLOG
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NTA BLOG:



CREDIBLE SOURCE

For over 156 years, our members have turned to the association as the informational authority of the industry. Advertising in NTA Blog solidifies your place among weekly information provided to NTA members.



TARGETED DISTRIBUTION

Advertising in NTA Blog 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 NTA Blog 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, NTA Blog ensures your ad will be seen daily by our 500 subscribers.



AFFORDABLE

Advertising in NTA Blog 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 NTA Blog 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 NTA Blog.



TRACK CAMPAIGN EFFECTIVENESS

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