

WDMA GREEN UPDATE

REACH 400

WINDOW AND DOOR INDUSTRY PROFESSIONALS

BI-WEEKLY

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.

The screenshot shows a website layout with several advertising placements marked with letters A through F:

- A:** A horizontal banner at the top left with the text "See how we've enhanced our two brands to better meet your needs." and a "NOW OPENING" badge.
- B:** A vertical skyscraper ad on the right side featuring a person's face and the text "Focused on Perfecting Adhesives".
- C:** A horizontal banner below the main article with the text "EDTM Glass, Window & Film Test Equipment".
- C/1:** A horizontal banner at the bottom left for "Franklin International" with the tagline "Smart adhesives. Personalized people."
- D:** A product showcase section with three columns: "Accoya", "Retractable Screen Solutions", and "WTS Paradigm". Each column includes a photo and a short description.
- E:** A callout text ad for "ECI" with the text "The Leader in Industry-Specific Business Software" and "ECI Software Solutions is making business systems more affordable through 40 down, 0% interest financing."
- F:** A traditional text ad at the bottom left for "WDMA Green Update" with contact information for James DeBols.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to the 400 Window and Door Industry Professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$1750/\$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



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Product Showcase
\$1500

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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WDMA GREEN UPDATE, POWERED BY MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS AND INFORMATION TO WINDOW, DOOR AND SKYLIGHT INDUSTRY 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 residential and commercial window, door and skylight industry professionals. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

WDMA GREEN UPDATE
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN WDMA GREEN UPDATE:



CREDIBLE SOURCE

For over 83 years, our members have turned to the association as the informational authority of the industry. Advertising in WDMA Green Update solidifies your place among weekly information provided to WDMA members.



TARGETED DISTRIBUTION

Advertising in WDMA Green Update 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 WDMA Green Update 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 bi-weekly publication, WDMA Green Update ensures your ad will be seen every week by our 400 subscribers.



AFFORDABLE

Advertising in WDMA Green Update 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 WDMA Green Update 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 WDMA Green Update.



TRACK CAMPAIGN EFFECTIVENESS

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