

HPBA WEEKLY NEWSCAST

REACH

4,000

INDUSTRY 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.

The screenshot shows a website layout with several advertising spots:

- A:** A banner at the top for Lennox fireplaces with the text "Get inspired with Lennox fireplaces" and a "CLICK HERE FOR INSPIRATION" button.
- B:** A vertical "DAMPER SPECIAL" sidebar on the right side of the page, listing various damper products with prices like "\$20 off" and "\$10 off".
- C:** A "The GUARANTEED Solution to Smoking Fireplaces" advertisement for EXHAUSTO, featuring a phone number and website.
- E:** A "One Earth, One Vision" advertisement for earth's flame, promoting a 30% tax credit for biomass stoves.
- F:** A "SIMPSON Dura-Vent" advertisement for a chimney system, including contact information.
- C1:** A "NEW! 78% Efficient Wood Furnace" advertisement for Energy King, offering a 30% tax credit.
- D:** A "PRODUCT SHOWCASES" section at the bottom featuring three products: the ENERGY KING Model 3850X Wood Furnace, Tyler Technology Solutions for Retailers, and the RHEE 750 ETR fireplace.

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 13 emails to 4,000 industry professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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**

Product Showcase
\$2950

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



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**

Callout Text Ad
\$2000

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



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Traditional Text Ad
\$1500

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

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE HPBA WEEKLY NEWSCAST, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO LEADERS IN THE HEARTH, PATIO
AND BARBECUE PRODUCTS INDUSTRIES.

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 industry manufacturers, retailers, distributors, manufacturers' representatives, service and installation firms, and other companies and individuals having business interests in and related to the hearth, patio, and barbecue products industries, HPBA Weekly NewsCast 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.

NYSH&TA HOSPITALITY HEADLINES
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN HPBA WEEKLY NEWSCAST:



CREDIBLE SOURCE

For over 30 years, our members have turned to the association as the informational authority of the industry. Advertising in HPBA Weekly NewsCast solidifies your place among weekly information provided to HPBA members.



TARGETED DISTRIBUTION

Advertising in HPBA Weekly NewsCast 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 HPBA Weekly NewsCast 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, HPBA Weekly NewsCast ensures your ad will be every week by our 4,000 subscribers.



AFFORDABLE

Advertising in HPBA Weekly NewsCast 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 HPBA Weekly NewsCast 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 HPBA Weekly NewsCast.



TRACK CAMPAIGN EFFECTIVENESS

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