

NADRA INDUSTRY UPDATE

REACH

10000

DECK AND RAILING PROFESSIONALS

EVERY WEEK

MEDIA KIT



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.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The screenshot shows a website layout with several advertising spots. At the top, there is a navigation bar with links like 'Home', 'Gallery', 'Find Deck Builders', 'About', 'Join', and 'Members'. Below this, there are several content blocks:

- A:** A large banner for 'TyREX Tools for the 21st Century'.
- B:** A vertical skyscraper ad for 'NADRA' with the text 'INDUSTRYupdate'.
- C:** A horizontal banner for 'Juradek' with the subtext 'ifedek'.
- G:** A current promotion banner for '30% OFF Direct Marketing Services' and 'FREE Payment Account Setup'.
- F:** A vertical ad for 'Tiger Claw Hidden Deck Fasteners'.
- C/1:** A horizontal banner for 'true weather protection'.
- D:** A product showcase section with three items: 'Everflashing, the leading edge in deck flashing', 'Wood Treated Right', and 'Viance'.
- E:** A callout text ad for 'Bullets for Building'.

At the bottom of the page, there is a footer with contact information for NADRA Industry Update and a 'Recent Issues' section.

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 1000 Deck and Railing Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$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



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Product Showcase
\$2950

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



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Callout Text Ad
\$2500

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



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Traditional Text Ad
\$1500

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



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Current Promotion
\$2250

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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NADRA INDUSTRY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO DECK AND RAILING 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. Delivered to the inboxes of deckbuilders, manufacturers, dealers/distributors, wholesalers, retailers, and service providers nationwide, the NADRA Industry Update keeps professionals informed of topics that impact their skill or practice. Subscribers are decision-makers with purchasing power – the top-tier professionals in the deck and railing industry.

NADRA INDUSTRY UPDATE
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NADRA INDUSTRY UPDATE:



CREDIBLE SOURCE

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



TARGETED DISTRIBUTION

Advertising in NADRA Industry 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 NADRA Industry 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 weekly publication, NADRA Industry Update ensures your ad will be seen every week by our 1000 subscribers.



AFFORDABLE

Advertising in NADRA Industry 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 NADRA Industry 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 NADRA Industry Update.



TRACK CAMPAIGN EFFECTIVENESS

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