

NDA NEWSLETTER

REACH 2000

DEMOLITION 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.

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 displays the NDA website interface with several advertising placements marked with letters A through G:

- A:** A commitment to sustainability banner for Armstrong.
- B:** A vertical skyscraper ad for Eagle Crusher featuring a demolition crane.
- C:** A horizontal banner for Buffalo Turbine.
- G:** A current promotion banner for Acturus offering 50% off direct marketing services.
- D:** A product showcase section with three items: CMRA, Pierce Demolition Booms, and Liebherr T450D Scraper Hauler.
- C/1:** A top/bottom banner for Apollo General Insurance Agency, Inc. offering demolition contractor insurance.
- E:** A callout text ad for InstaLink from Instantel.
- F:** A traditional text ad for NDA Newsletter.

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 2,000 Demolition 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



Product Showcase
\$2500

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



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Callout Text Ad
\$2000

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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THE NDA NEWSLETTER, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO DEMOLITION 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 companies that offer demolition services and represents 85% of the industry - the top-tier people in the industry.

NDA NEWSLETTER
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NDA NEWSLETTER:



CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in NDA Newsletter solidifies your place among weekly information provided to NDA members.



TARGETED DISTRIBUTION

Advertising in NDA Newsletter 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 NDA Newsletter 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, NDA Newsletter ensures your ad will be seen every week by our 2,000 subscribers.



AFFORDABLE

Advertising in NDA Newsletter 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 NDA Newsletter 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 NDA Newsletter.



TRACK CAMPAIGN EFFECTIVENESS

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