

NLBMDA GREEN UPDATE

REACH  
3,700

LBM DEALERS

BI-WEEKLY

MEDIA KIT



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**NLBMDA** NATIONAL LEED AND BUILDING MATERIALS ASSOCIATION  
**Green Update**  
 A news and information resource from NLBMDA.

Sept. 12, 2011  
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**LEED 2012: The USGBC adds teeth, real-time reporting to its green building ratings**  
*from Fast Company*  
 If you're paying attention, you no doubt have seen the plaques placed near the doors of major new commercial buildings, announcing an impressive LEED rating. For building owners, in this real estate cycle and all those that will follow it, a good LEED rating shows that you're thinking about the planet. And for renters, it shows that your landlord is working to reduce costs and make the workplace more healthy. Everyone wins. But what does your skyscraper's gold or platinum LEED rating really mean? [More](#)

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**Energy Star certification now available for multifamily high-rise buildings**  
*from Sustainable Business*  
 The U.S. Environmental Protection Agency announced that new multifamily high-rise residential buildings are now eligible to qualify as Energy Star. In the past, only single family homes and units in low-rise multifamily buildings were eligible. EPA says expanding the Energy Star eligibility will save money and help protect the environment, while providing property owners a way to increase the value of their assets. [More](#)

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**PRODUCT SHOWCASES**

**Dean's Office Machines**




Dean's Office Machines has been invited by Elon University to demonstrate their "Green Initiatives" in the office equipment and printing industry. Dean's has been a leader in introducing new energy star compliant equipment and eco-friendly product lines. [More info](#)

**Starbucks Coffee Company**



It's the same rich and creamy caramel macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a cafe macchiato is espresso marked with a little milk. [More info](#)

**Internet Explorer 8 Upgrade**



Upgrade to Internet Explorer 8 for safer, more secure browsing. You get built-in security features, faster page and tab loading, and integrated Bing Search and RSS for all the information you need in one convenient place. [More info](#)

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**Greening the US government**  
*from Sustainable Magazine*  
 During this year's NeoCon, the largest contract furniture trade show held in Chicago's Merchandise Mart, the U.S. Green Building Council introduced Leadership in Energy and Environmental Design Pilot Credit 43, which applies to all Building Design and Construction, Interior Design and Construction LEED rating systems. The pilot credit supports LEED's objective of encouraging building owners and facility managers to implement measurable green building goals as these relate to maintenance and furnishings, specifically. [More](#)

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**In Seattle, work starts on 'greenest' office building**  
*from The Green Building Times*  
 These days, there are plenty of "green" buildings, with solar heating, insulated windows, self-generated electricity. But what would it take to construct an office building at competitive leasing rates that generated its own energy and processed its own waste — for 250 years? That's what they're trying to find out in Seattle, where groundbreaking began recently on a six-story building billed as the greenest commercial building on earth. [More](#)

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**Case Study: LEED-Platinum co-op hits all the right notes**  
*from EcoHome Magazine*  
 In a New York City neighborhood known for an exceptionally high rate of asthma due in part to poor indoor air quality, a new multifamily development will help its low-income residents breathe easier. The Melody, a 63-unit LEED-Platinum co-operative housing complex in the South Bronx, will help residents enjoy healthy lives while providing them with an energy-efficient, affordable place to call home. [More](#)

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**Pivot3 Transforms How to Invest in Storage**  
 Pivot3 was founded in 2003 on the idea that a revolutionary scale-out architecture would deliver large-scale, high-bandwidth storage using off-the-shelf hardware components combined with specialized software. [More info](#)

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**Net-zero finds the mainstream**  
*from EcoHome Magazine*  
 Meritage Homes, the nation's 10th largest builder operating in Western and Southern markets from Florida to California, unveiled what the company says is the first production net-zero home in the country. The 3,391-square-foot home built in Meritage's Verano community in Buckeye, Ariz., is framed with staggered 2x6 stud walls, insulated with Demilec spray foam, and includes double-glazed low-E windows, 14-SEER air conditioning equipment, programmable thermostats and controls, Energy Star appliances, and LED and CFL lighting. [More](#)

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# 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.

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 26 emails to the 3,700 LBM Dealers (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$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**



Product Showcase  
**\$1500**

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Lorem ipsum dolor  
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dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

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



Lorem ipsum dolor  
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  
**\$1000**

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



Lorem ipsum  
dolor sit amet  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eius-  
mod tempor

Traditional Text Ad  
**\$500**

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

# CONTACT US

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# THE NLBMDA GREEN UPDATE, POWERED BY MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS AND INFORMATION TO LUMBER AND BUILDING MATERIAL DEALERS 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 lumber and building material dealers, the NLBMDA Green Update 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.

NLBMDA GREEN UPDATE  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN NLBMDA GREEN UPDATE:



## CREDIBLE SOURCE

For over 90 years, our members have turned to the association as the informational authority of the industry. Advertising in NLBMDA Green Update solidifies your place among weekly information provided to NLBMDA members.



## TARGETED DISTRIBUTION

Advertising in NLBMDA 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 NLBMDA 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, NLBMDA Green Update ensures your ad will be seen every week by our 3,700 subscribers.



## AFFORDABLE

Advertising in NLBMDA 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 NLBMDA 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 NLBMDA Green Update.



## TRACK CAMPAIGN EFFECTIVENESS

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