

e-News Ad Specs + Pricing

Take advantage of advertising opportunities in NCMA's weekly eNews electronic newsletter. Distributed weekly to over 10,000 concrete masonry, hardscapes, and manufactured stone veneer industry professionals, it is an ideal vehicle to promote your company and products to the industry.

LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

ad dimensions: 728 x 90 pixels

member: \$2500 **non-member:** \$2600

SKYSCRAPER

This premier position provides your company with top exposure and quality traffic.

ad dimensions: 120 x 600 pixels

3 locations to choose from:

TOP **member:** \$2000 **non-member:** \$2100

MIDDLE **member:** \$1800 **non-member:** \$1890

BOTTOM **member:** \$1760 **non-member:** \$1848

BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

ad dimensions: 468 x 60 pixels

3 locations to choose from:

TOP **member:** \$2000 **non-member:** \$2100

MIDDLE **member:** \$1800 **non-member:** \$1890

BOTTOM **member:** \$1760 **non-member:** \$1848

PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

ad dimensions: 175 x 125 pixels

member: \$1500 **non-member:** \$1575

FEATURED COMPANY

Integrated into the feel of the newsletter, a featured company ad targets your buying audience with an image, 5-word headline and 25-word description.

ad dimensions: 125 x 100 pixels

member: \$1250 **non-member:** \$1312

TRADITIONAL TEXT AD

Leverage the power of words with a 5-word headline and 15-word text ad to drive traffic to your website.

ad dimensions: 125 x 100 pixels

member: \$1000 **non-member:** \$1050

Acceptable file formats are PNG, GIF, JPG.

Send artwork to:

Kevin Murawinski

kmurawinski@ncma.org.

Closing date: Friday the week before issue date.

Prices listed above are for placement in 13 issues (one 90-day cycle). All prices net.

For information on ad purchases and frequency discounts, Contact:

Janis L. Mason

847-234.6402 (office) | 312-560-3081 (cell) | jmason@ncma.org

e-News Ad Sample Sizes

LEADERBOARD

728 X 90

BANNER

468 X 60

PRODUCT SHOWCASE

175 X 125

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SKYSCRAPER

120 X 600

**FEATURED
COMPANY**

125 X 100

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**TRADITIONAL
TEXT AD**
125 X 100

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