

MEDIA KIT

REACH ONTARIO'S \$1.49 BILLION LUMBER AND BUILDING MATERIALS INDUSTRY!

*LBMAO eNews | Monthly eNewsletter
LBMAO Website Sales*

FOR MORE INFORMATION, PLEASE CONTACT:

www.lbmao.on.ca

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NAYLOR 
ASSOCIATION SOLUTIONS



Reach Ontario's \$1.49 billion lumber and building materials industry!

LBMAO represents over 550 retail and supplier members across Ontario in the retail lumber, building materials and hardware trade industry.

Our members include: **home improvement retailers, building materials manufacturers, hardware manufacturers, distributors, buying groups, wholesalers and service providers.**



• LBMAO represents the **leading retailers, buying groups, distributors and manufacturers in the Ontario lumber and building materials industry.**



• The lumber and building materials industry in Ontario is spending an average of **\$1.06 billion** on products and services annually.*

LBMAO Website
www.lbmao.on.ca
Receives over **1,813 page views per month!**

LBMAO eNews

naylornetwork.com/lbm-nwl

Emailed to **over 1,000 decision makers** on a **monthly basis**



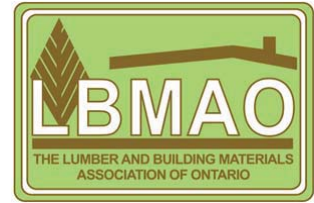
**Let us customize an advertising plan to get your brand noticed!
Contact your Naylor account executive today!**



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*Source: IBISWorld report is 44419CA

LBMAO eNews



About the eNewsletter www.naylornetwork.com/lbm-nwl

Now more than ever, professionals consume information on the go. **LBMAO eNews** allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of over 1,000 decision-makers on a regular basis
- In addition to LBMAO members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other LBMAO publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Horizontal Banner (468 x 60 pixels)

12 Months | \$3,650.00

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner (120 x 240 pixels)

12 Months | \$3,650.00

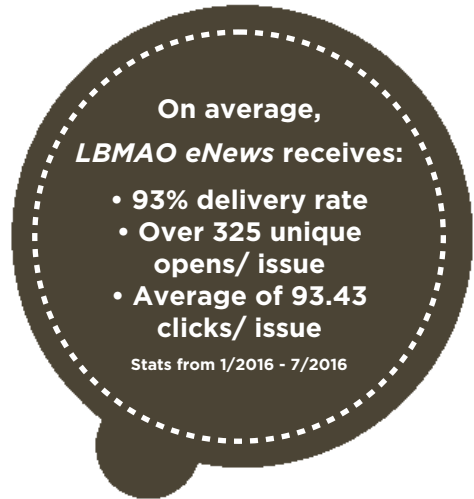
- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed on the 1st Monday of each month.

Sections include:

- Calendar of Events & Seminars
- What's New
- Health and Safety Compliance
- Industry News

Online Specifications - For more information, visit: www.naylor.com/onlinespecs



On average, **LBMAO eNews** receives:

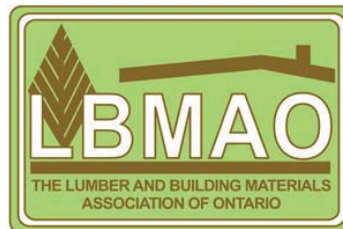
- 93% delivery rate
- Over 325 unique opens/ issue
- Average of 93.43 clicks/ issue

Stats from 1/2016 - 7/2016

We would appreciate your comments or suggestions. Your email will be kept private and confidential.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

LBMAO eNews



eNewsletter Branding Opportunities

To be included in the *LBMAO eNews*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Vertical Banner

12 Months | \$3,650.00

Horizontal Banner

12 Months | \$3,650.00

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

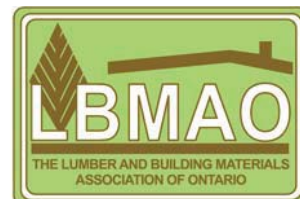
Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (LBM-N0018)

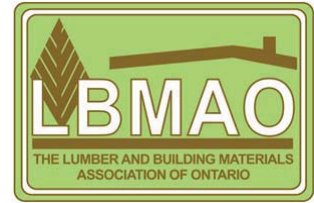
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LBMAO Website



Advertising on the LBMAO Website – www.lbmao.on.ca

Advertising on the LBMAO website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.lbmao.on.ca to learn about upcoming association events and discover ways to maximize their LBMAO membership. Advertising on www.lbmao.on.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of lumber and building material professionals.

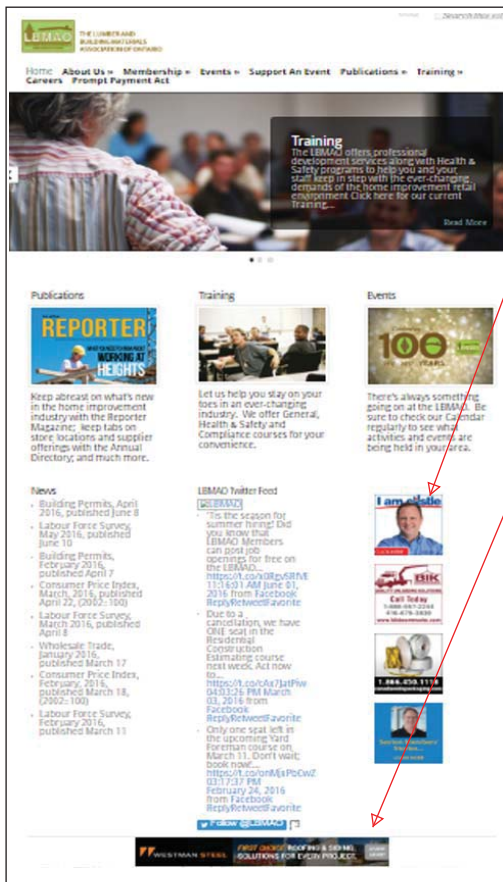
Features of LBMAO website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, www.lbmao.on.ca receives:

- Nearly 958 visits per month
- 1,813 page views per month
- 70% of visits are from new visitors.

*Traffic numbers from 01/2016 - 07/2016



Tile Ads

(125 x 125 pixels)

12 months | \$1,775 6 months | \$975

Only four ad spaces available with two advertisers rotating in position, run of site.

Horizontal Banner Ad

(468 x 60 pixels)

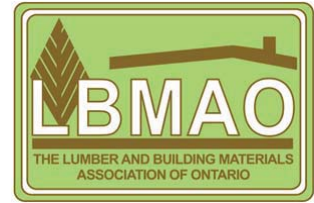
12 months | \$1,450 6 months | \$800

Only one ad space available with two advertisers rotating in position, run of site.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

LBMAO Website



Website Space Reservation

To reserve your space on the *LBMAO* website, please select from the options below, then return this completed form to your Naylor account executive.

Tile Ads

6 Months | \$975 12 Months | \$1,775

Horizontal Banner Ad

6 Months | \$800 12 Months | \$1,450

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (LBM-W0018)

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