

2025

LBMAO media kit



REPORTER
MAGAZINE



DIRECTORY
APP



ENEWS &
WEBSITE



EVENT
SPONSORSHIP

By advertising in our publications,

you are giving your company **unparalleled reach to the most influential decision makers in the LBM retail sector** along with their employees who actually drive the industry at the grassroots level.

No other group in Ontario can boast the reach that we can: opportunities that bridge the divide between buying group affiliations, unify our industry and offer exceptional value.

With options in both print and digital, our publications provide direct access to hundreds of retailers in the lumber and building materials industry at **some of the lowest rates around!**

REACH OVER

600

RETAIL DEALERS
IN ONTARIO

The LBMAO

REPORTER

The official publication of the Lumber and Building Materials Association of Ontario

Published 6 times annually. Mailed to every LBM retailer in Ontario and nearly 200 key suppliers in the industry for a readership of over 1100. Also published online with active links for additional exposure on the LBMAO website.

Net Colour Rates	1-3 issues	4-6 issues
Full page	\$1675	\$1300
1/2 page	\$900	\$725
1/3 page	\$600	\$500
1/4 page	\$475	\$375

**Please add 20%
to all rates for
non-members**

Cover & Premium Positions

Advertorial	\$1900	(1 per issue)
Double page spread	\$2650	\$2100
Inside front	\$1925	\$1485
Back cover	\$2150	\$1720

Mechanical Requirements

Full page	7" x 9.5"		
1/2 page	horiz. 7" x 4.58"	vert. 4.58" x 7"	
1/3 page	horiz. 7" x 3.33"	square 4.58" x 4.58"	
1/4 page	3.33" x 4.58"		
Type size:	7" x 9.5"		
Trim size:	8.375" x 10.875"		
Bleed size:	8.625" x 11.125"		
Halftone screen:	133 lines up to 150 lines		



Please note: We use a PC platform. Submit artwork in press-quality PDF format and include bleeds for full page ads ONLY. Any other submissions or alterations required will incur additional costs. **Submit art to Carolyn Buffa: cbuffa@lbmao.on.ca**

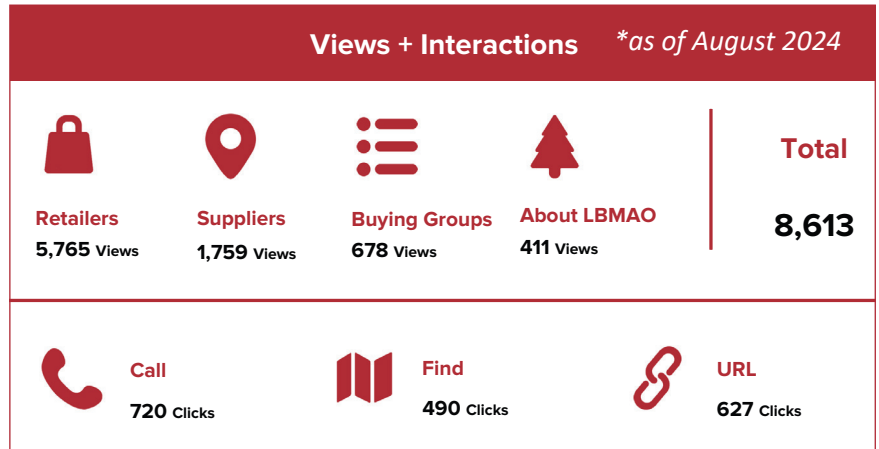
Order Confirmation Company _____		Contact _____		
Billing Address _____	City _____	Province _____ PC _____		
Telephone _____	E-mail _____			
Issue	Size/Position	Rate	HST	Total
Jan/Feb				
Mar/Apr				
May/Jun				
Jul/Aug				
Sep/Oct				
Nov/Dec				
Authorized Signature _____			Date _____	

Sales Contact: Gail Gwozdz, LBMAO info@lbmao.on.ca, T: 905-625-1084, TF: 888-365-2626

Terms: LBMAO assumes no responsibility whatsoever, except to the extent of a one-time paid advertisement of the same specification in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month, compounded to yield 26.82% per year on overdue accounts. In the event of a contract cancellation, the advertiser or agency agrees to repay LBMAO any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.

DIRECTORY APP

All the valuable membership information from the print directory but with better functionality and search capabilities. List the products you carry so retailers will find you when they search for that product.



MAKE SURE YOUR COMPANY STANDS OUT!

Amp up your company's visibility to dealers with an **enhanced profile**.

Features:

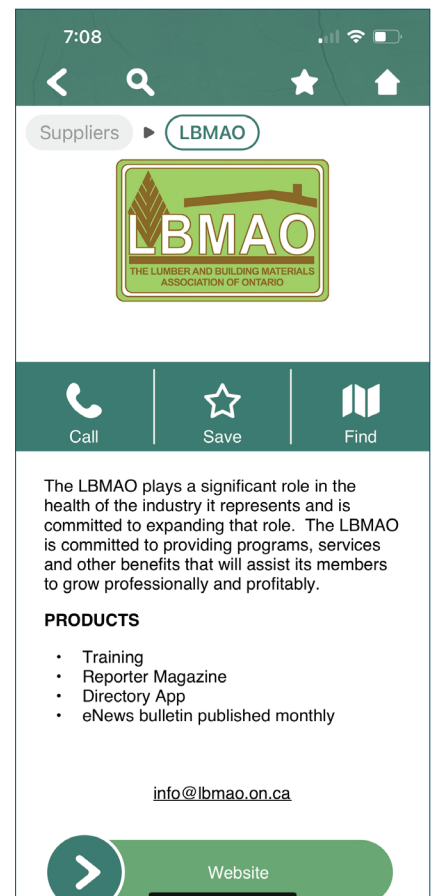
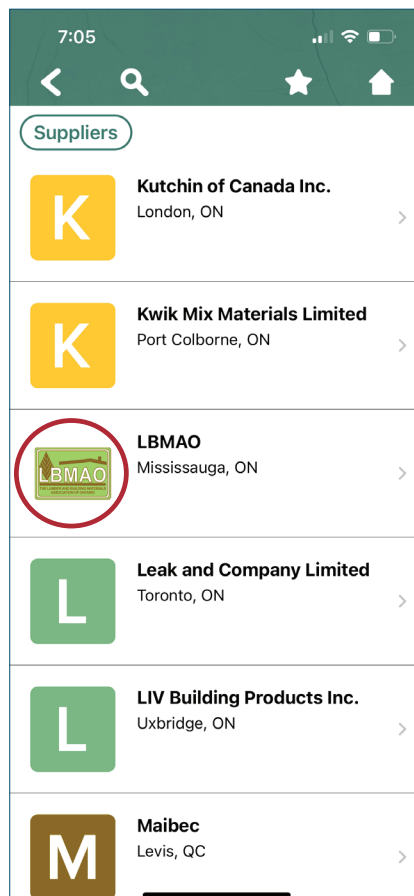
- Logo in supplier listing
- Logo on profile page
- 100 word company profile
- 5 product or services listings
- One-touch contact for phone, e-mail & website
- Map link to your location

JUST
\$299
FOR THE
WHOLE YEAR!

Order Confirmation

Company _____
 Contact _____
 Billing Address _____

 City _____ Province _____
 PC _____
 Telephone _____
 E-mail _____



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eNEWS & WEBSITE



Now more than ever, professionals consume information on the go. Our **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 more than 600 decision-makers on a monthly 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

Advertising on the **LBMAO website** is a great way to reach member and non-member visitors and reinforce your marketing message. Advertising on 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.

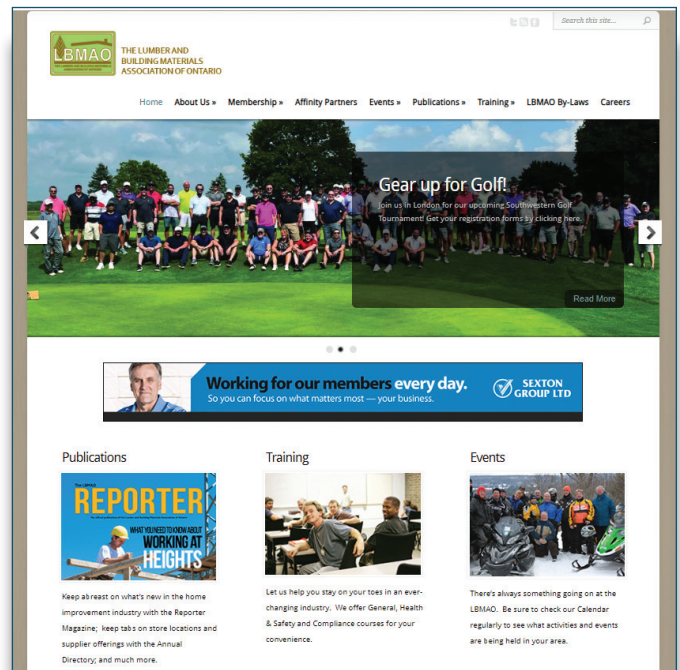
Features of LBMAO website advertising:

- 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, lbmao.on.ca receives:

- 500+ new users each month
- 1,300+ page views each month

**Traffic numbers from December 2023 – May 2024*



SCAN FOR RATES



EVENT SPONSORSHIP

These events are unique networking opportunities where buying group affiliations melt away and lasting bonds are formed with fellow members for the good of the industry. Market your company and have a grand time doing it!



EVENT	PACKAGE	WHAT YOU GET	ITEM
SNOWMOBILE DAY <i>A snowy blast of adventure in 'Snowmobile Paradise'</i>	\$500	<ul style="list-style-type: none"> Onsite signage and acknowledgement Logo in Reporter event coverage 	1
ANNUAL GENERAL MEETING <i>A chance to get involved in your association and have your say. Once the formalities have concluded, the fun begins! Hosted at a different location with a new theme every year.</i>	PLATINUM \$1000	<ul style="list-style-type: none"> Logo on event signage/slideshow Logo in Reporter event coverage Free 1/4 page ad in the Reporter (\$475 value) Logo in Directory App 	2
	GOLD \$750	<ul style="list-style-type: none"> Logo on event signage/slideshow Company name in Reporter event coverage Logo in Directory App 	3
	SILVER \$500	<ul style="list-style-type: none"> Logo on event signage/slideshow Company name in Reporter event coverage 	4
ANNUAL PETER MILLER MEMORIAL COOL CAR & MOTORCYCLE RIDE <i>Join us as we cruise through a scenic route in Ontario (in convertibles, vintage autos or on motorcycles). You'll also have the opportunity to visit LBMAO retailers along the way while enjoying refreshments.</i>	\$1000	<ul style="list-style-type: none"> Plant tour of sponsor's facility and lunch Logo on event signage Logo in Reporter event coverage 	5
	\$500	<ul style="list-style-type: none"> Logo on event signage Company name in Reporter event coverage 	6

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EVENT	PACKAGE	WHAT YOU GET	ITEM
GOLF TOUR <i>Four tournaments throughout the summer, coming to a community near you! Enjoy golfing on some of our province's prettiest courses with industry friends. (Pricing is for one tournament unless otherwise stated)</i>	TITLE SPONSOR 4 TOURNAMENTS (MAX 1) \$5000	<ul style="list-style-type: none"> 2 all-inclusive golf registrations (lunch, cart, golf, dinner) for each of our 4 tournaments Signage at golf course Verbal recognition at dinner Logo on LBMAO Golf web page Logo on all promotional materials Logo in Reporter event coverage 	7
	HOLE-IN-ONE (MAX 2) \$1000	<ul style="list-style-type: none"> Company signage and tent on hole Insurance provided by the LBMAO Lunch & dinner for 2 staff members 	8
	HOLE SPONSOR + (MAX 2) \$750	<ul style="list-style-type: none"> Company signage and tent on hole Lunch & dinner for 1 staff member 	9
	BASIC HOLE SPONSOR \$500	<ul style="list-style-type: none"> Company signage on hole 	10
VENDOR TOUR <i>An informative day of networking as we visit 4 LBMAO vendors that are leaders in their fields. Learn from them how to increase sales, build margins or increase efficiency in your store.</i>	BREAKFAST \$1000	<ul style="list-style-type: none"> Vendor to showcase their company to tour participants over working breakfast Logo in Reporter event coverage 	11
	VENDOR STOP (MAX 4) \$1000	<ul style="list-style-type: none"> Vendor to showcase their company to tour participants at their facility Logo in Reporter event coverage 	12
BEVERLEY EDEY MEMORIAL BURSARY <i>Honouring the memory of Beverley Edey, iconic LBM trailblazer, set up to assist others in achieving their education goals in the industry</i>	\$1000	<ul style="list-style-type: none"> Logo on bursary application Logo on bursary marketing materials Logo in Reporter coverage 	13

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EVENT SPONSORSHIP

Payment Form

Thank you for your generous support!



Company _____
Address _____
Tel () _____ E-mail _____
Contact _____ Title _____

PACKAGE ITEM NUMBER(S)	TOTAL
Subtotal	
13% HST (HST # R105225775)	
TOTAL	

Payment Information:

Cheque VISA MasterCard Please invoice
my company

Credit Card Information:

Card # _____ Expiry _____
Cardholder Name _____ Signature _____
E-mail address for receipt _____

Please mail form with cheque or e-mail with payment information to:

120 Traders Blvd E, Unit 112, Mississauga, ON L4Z 2H7

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