



absda

Atlantic Building Supply Dealers Association

MEDIA PLANNER



absda.ca

FOR MORE INFORMATION, PLEASE CONTACT:

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acaroyannis@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Dear Members and Supporters,

The Atlantic Building Supply Dealers Association is pleased to announce that we have chosen to work with Naylor Association Solutions as our official integrated media communication partner. Naylor provides advertising, publication and media services that build your company's image and links your brand with buyers who **represent more than 85% of the building supply dealers in Atlantic Canada**. We are partnering with Naylor to provide the following:

- *ABSDA Building Supply News* print magazine
- *ABSDA Building Supply News* digital magazine
- *ABSDA Buyer's Guide*, print and digital annual publication
- *ABSDA* monthly eNewsletter
- Official ABSDA Website, advertising sales on www.absda.ca/

By affiliating your organization with ABSDA, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in our membership.

ABSDA is proud to serve as Atlantic Canada's leader in the building supply industry. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor Association Solutions has crafted custom communication solutions for businesses like yours. When you advertise with ABSDA through Naylor, you can expect top-quality exposure to key decision-makers with purchasing power, professional advertising design services and ongoing customer service support

Naylor is also committed to complying with the standards established by American and Canadian Anti-Spam Legislation. If you do not wish to be emailed by a Naylor representative, please contact Kim Davies at kdavies@naylor.com immediately to have your address removed from Naylor's lists.

Tell Atlantic Canada's building supply industry about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in ABSDA media.

Yours very truly,

ATLANTIC BUILDING SUPPLY DEALERS ASSOCIATION

A handwritten signature in black ink, appearing to read "Denis Melanson", written in a cursive style.

Denis Melanson
President

Who We Are



The ABSDA Advantage

The **Atlantic Building Supply Dealers Association** is the collective voice of the building supply and home improvement industry. With a total membership of close to **600 member firms** involved in the building supply industry in Atlantic Canada, ABSDA unites the industry while meeting dealer and supplier needs.

We represent the interests of members in Newfoundland, Nova Scotia, Prince Edward Island, Labrador, and New Brunswick and provide a forum of cooperation within the trade, working towards the development and advancement of the entire building supply industry.

Why do business with our members?

Our membership provides a unique opportunity for businesses involved in the building supply industry to further their reach by showcasing their products and services to a very specific and targeted audience.

Our members represent **85%** of the building supply dealers in the Atlantic provinces in Canada. Nationally, the building supply industry is worth an estimated **\$39 billion** annually.

Close to
600
member firms

85%
of the industry in
our region



Building Supply NEWS

Our Official Magazine

ABSDA Building Supply News is the official five time a year magazine of the Atlantic Building Supply Dealers Association. Delivered both in print and digital formats, our publication allows you to connect to our members regularly. The magazine is also archived on our website, so members can revisit past issues.

ABSDA Building Supply News features articles focusing on legislative updates, association news and information on the top product and service suppliers in the industry.



The ABSDA Buyer's Guide

The annual *ABSDA Buyer's Guide* is a spiral bound 5.5" x 8.5" publication that allows members to access important association and member information.

Members reference their *Buyer's Guide* throughout the year and use it as a networking and resource tool. Advertising in the *ABSDA Buyer's Guide* allows you to keep your company's brand and products in front of our members year round.



**Let us customize an
advertising program that
fits your budget.
Contact your Naylor
representative today!**

Net Advertising Rates

All rates include an Ad Link in the digital edition of the publication.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x/2x	3x/4x	5x/6x
Outside Back Cover	\$ 1,869.50	\$ 1,719.50	\$ 1,579.50
Inside Front or Inside Back Cover	\$ 1,719.50	\$ 1,569.50	\$ 1,429.50
Full Page	\$ 1,469.50	\$ 1,319.50	\$ 1,179.50
1/2 Page	\$ 1,079.50	\$ 969.50	\$ 859.50
1/3 Page	\$ 739.50	\$ 669.50	\$ 589.50
1/4 Page	\$ 629.50	\$ 569.50	\$ 499.50
1/8 Page (magazine only)	\$ 399.50	\$ 359.50	\$ 319.50

Tab (Buyer's Guide only) Full Page/ Full Colour: \$1,569.50

Premium Advertising Options - Ask your representative for specifications.

Digital Edition Branding Opportunities

Sponsorship | \$850.00

Skyscraper | \$1,100

Toolbar | \$300.00

Digital Belly Band | \$850.00

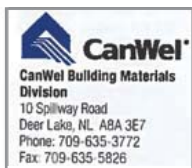
Leaderboard | \$1,100 (magazine only)

Online Specifications - For more information, visit: <http://www.naylor.com/digitalmagspecs/>

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.

Member Listing Enhancement



Draw attention to your business by adding your full color logo to your listing in ABSDA Buyer's Guide. Your logo will increase awareness of your brand and make your listing stand out.



Digital Edition - www.absda.ca/publications

In addition to print, *Building Supply News* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ABSDA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Toolbar (250 x 50 pixels) | \$300.00

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$1,100

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Leaderboard (728 x 90 pixels) | \$1,100

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure. This option is available only in the magazine.

Digital Sponsorship (550 x 480 pixels) | \$1,100

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Digital Edition Belly Band | \$850

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition - www.absda.ca/publications

In addition to print, the *ABSDA Buyer's Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ABSDA's website. An archive of the ABSDA Buyer's Guide is available, securing your ad a lasting online presence.*

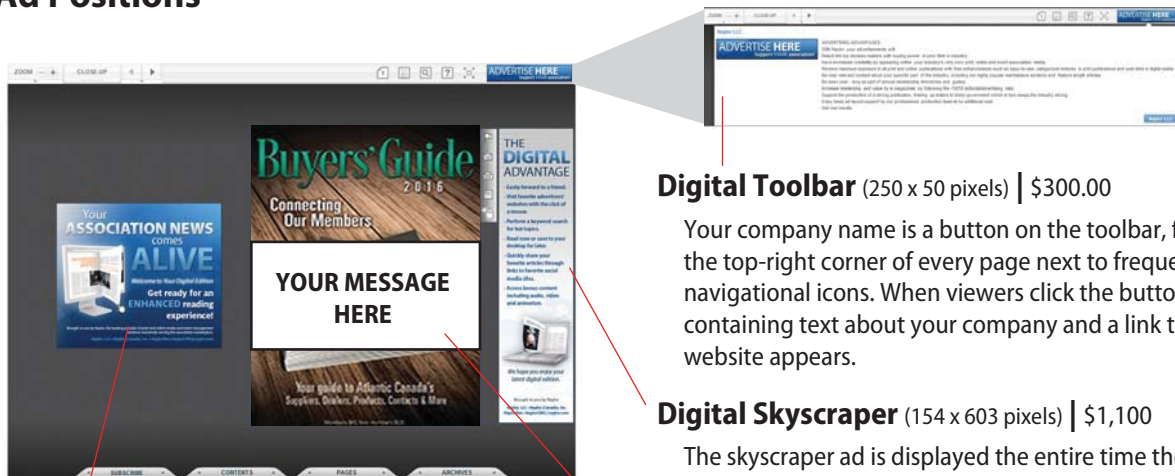
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire guide
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$1,100

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar (250 x 50 pixels) | \$300.00

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (154 x 603 pixels) | \$1,100

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Belly Band (414 x 223 pixels) | \$850

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Print Advertising Specifications

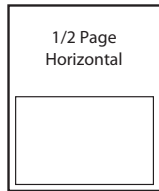
Magazine Trim Size: 8.5" x 11"



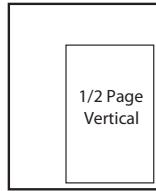
8.75" x 11.25"



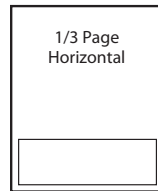
7.5" x 10"



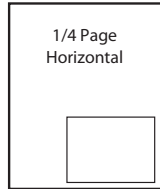
7.5" x 5"



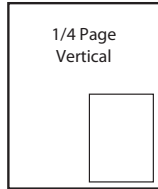
5" x 7.5"



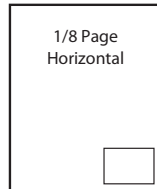
7.5" x 3.25"



5" x 3.75"



3.75" x 5"

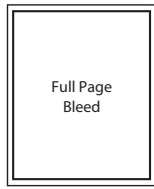


3.33" x 2.166"

Buyer's Guide Trim Size: 5.5" x 8.5"



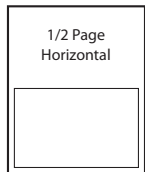
6.25" x 8.75"



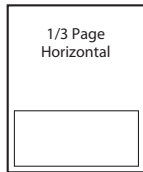
5.75" x 8.75"



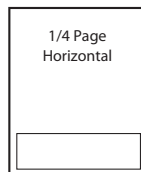
5" x 7.5"



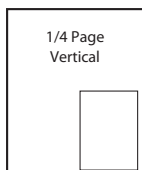
5" x 3.625"



5" x 2.3125"



5" x 1.6875"



2.375" x 3.625"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

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.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Magazine:

DPS Live Area: 15.667" x 10"

Full-Page Live Area: 7.5" x 10"

Buyer's Guide:

Full Page Live Area: 5" x 7.5"

Digital Edition - For more information, visit:

<http://www.naylor.com/digitalmagspecs/>

Advertising on the ABSDA Website – www.absda.ca

Advertising on the ABSDA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to absda.ca to learn about upcoming association events, discover ways to maximize their ABSDA membership and view the latest issues of *Building Supply News* digital edition. Advertising on absda.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of building supply professionals.

Features of ABSDA website advertising:

- Cross-promoted in other ABSDA publications and communication pieces
- 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, absda.ca receives:

- Approximately 2,100 visitors per month
- 7,900 page views per month

*Traffic numbers from 07/16 - 1/17



Half Skyscrapers | \$1,350 for 12 months

Three positions available on the right hand side of the website. Run-of-site with a total of 3 rotations each.

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

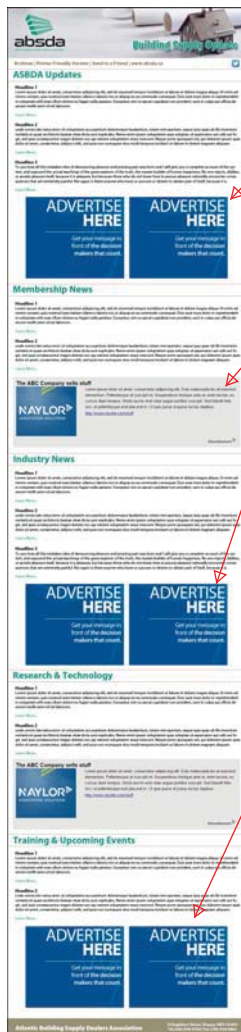
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Building Supply Update* eNewsletter 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 1,000 decision-makers on a regular basis
- In addition to ABSDA 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 ABSDA 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



Top 4 Rectangles (300 x 250 pixels)

12 Months | \$1,900

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

Sponsored Content

12 Months | \$1,600

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

Lower 2 Rectangles (300 x 250 pixels)

12 Months | \$1,400

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

Distributed Monthly

Sections include

- ABSDA Updates
- Membership News
- Industry News
- Research and Technology
- Training and Upcoming Events

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.