WWW.LBMAO.ON.CA

THE LUMBER AND BUILDING MATERIALS ASSOCIATION OF ONTARIO MEDIA KIT

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

LBMAO eNews | Monthly eNewsletter

LBMAO Website Sales | Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR ASSOCIATION SOLUTIONS





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

LBMAO represents more than 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 ENEWS

NAYLORNETWORK.COM/LBM-NWL

Emailed to 900 decision makers on a monthly basis

LBMAO Audience Retargeting

Use LBMAO's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.



LBMAO Website

www.lbmao.on.ca

Receives more than 1,540 page views per month!

- 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 **more than $1.06 billion on products and services annually.***

Let us customize an advertising plan to get your brand noticed!

Contact your Naylor account executive today!

LBMAO
THE LUMBER AND BUILDING MATERIALS ASSOCIATION OF ONTARIO

*Source: IBISWorld report 44419CA

LBMAO WEBSITE

Advertising on the The Lumber and Building Materials Association of Ontario 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:

- **More 860 visits per month**
- **More than 1,540 page views per month**
- **More than 85% of visits are from new visitors.**

**Traffic numbers from 01/2018 - 06/2018*





1 Leaderboard Ads

(728 x 90 pixels)

12 months | $1,525 **6 months** | $840

Two ad positions (top and bottom) available with 4 advertisers rotating through both positions.

A 320 x 50 artwork size will also be needed for this position in order to appear on mobile devices.

2 Medium Rectangle Ads

(300 x 250 pixels)

12 months | $1,865 **6 months** | $1,025

Three ad positions with 3 advertisers rotating through each position.

For the latest online specs, please 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 ENEWS

ABOUT THE ENEWSLETTER WWW.NAYLORNETWORK.COM/LBM-NWLT

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 900 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**



- **On average, www.lbmao.on.ca receives:**
- **292 unique opens per month**
- **More than 640 total opens**

***Traffic numbers from 02/2018 - 07/2018**



Rectangle Ads (300 x 100 pixels)

1 **12 Months |** $3,475

- Only 8 spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2 Sponsored Content

12 Months | $3,500

- 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 50-70 words

Distributed on the 1st Monday of each month.

Sections include

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

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.
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

AUDIENCE RETARGETING

EXTEND YOUR REACH

beyond the LBMAO website and keep your brand top of mind with leading retail lumber, building materials, and hardware trade industry professionals, such as hardware manufacturers and distributors. The LBMAO website has **over 18,400 pageviews every year** from LBMAO members and other industry professionals that **spend more than $1.06 billion** on products and services annually. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

Targeting Tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the *category* or *keywords* of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

HOW RETARGETING WORKS



User visits our website → **After leaving our site** → **Your ad displays to that user around the web** → **User clicks ad and takes action!**

PROGRAMMATIC PACKAGES

GO	PRO	PRO+
12-Month Contract	6-Month Contract	3-Month Contract
24,000 Approximate Impression Goal Monthly	36,000 Approximate Impression Goal Monthly	48,000 Approximate Impression Goal Monthly
INCLUDES:	INCLUDES:	INCLUDES:
✔ Standard Month End Results	✔ Standard Month End Results	✔ Standard Month End Results
✔ End of Campaign Performance Metrics	✔ End of Campaign Performance Metrics	✔ End of Campaign Performance Metrics
	✔ Strategic Insights/Recommendations	✔ Customized Campaign Reporting
		✔ Campaign Optimization
		✔ Creative Optimization
		✔ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

NAYLOR PROGRAMMATIC NETWORK