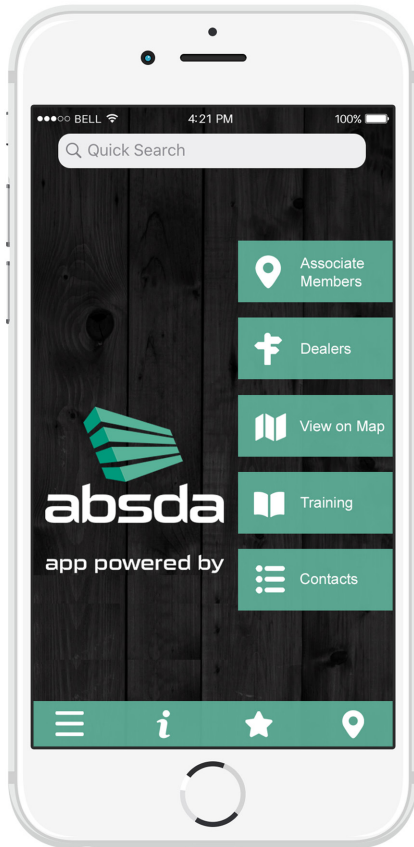


Digital Buyer's Guide

MEDIA KIT



We're putting
the app together
now for release
in 2023.

Reserve your
space today.



Our new ABSDA App puts the power of your Association into the palm of your hand. The new App gives Members a **search engine** to find everything ABSDA, including a searchable database of our Members, and their products and services. That means 85% of the building supply dealers in the Atlantic provinces, the partners and suppliers you rely on every day, are no further away than your mobile device. The App also gives members easy access to important association and member information.

Digital Buyer's Guide

ABSDA is transitioning our traditional paper-based **Buyer's Guide**—from a yearly print publication—to a digital online version that provides unique Member-to-Member opportunities.

The digital buyer's guide offers all the valuable membership information of the tradition paper-based version with the added benefit of better functionality and new search capabilities. Members will reference the ABSDA App on their mobile device throughout the year and use it as a resource and networking tool. Advertising in the ABSDA App keeps your company's brand, products and contacts in front of our members year round, 24/7.

The following pages outline the ways your organization can participate in the Digital Buyer's Guide, and the opportunities to promote your products and services.

FEATURES

The Atlantic Building Supply Dealers Association digital app lists Atlantic Canadian retailers of lumber, building materials, and hardware as well as suppliers who are manufacturers, distributors, buying groups, wholesalers, or service firms.



Retailers

The retailers section shows retailers of lumber, building materials, and hardware by region.



Suppliers

Find manufacturers, distributors, buying groups, wholesaler or service firms selling products or providing services to the retail lumber, building materials, and hardware trade.



Our Supporters

A special "thank you" is extended to our advertisers as listed for their excellent support.



Map

Tapping the Map button will show all the lumber and hardware retailers on the map.



Bookmark Your Favourites

Tap the star on any page to bookmark it. To view your bookmarks, tap the star on the top navigation bar.



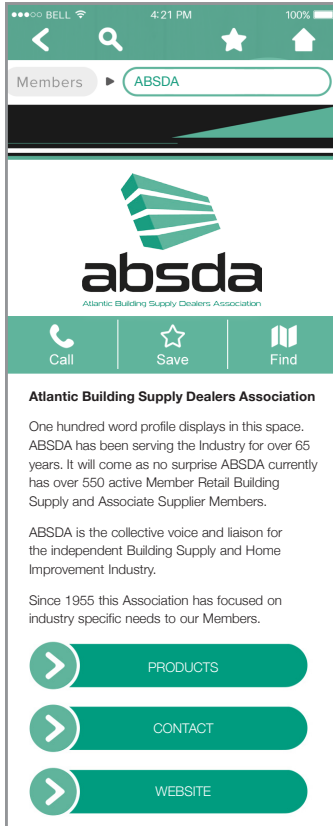
Push Notifications

Allow push notifications to stay up-to-date on everything from special offers to regional events.

Three profile choices to promote your business

Choose the profile that works best for your company

1 Basic

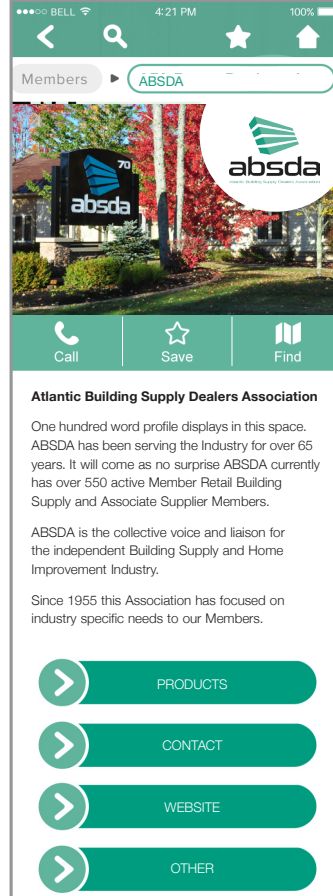


BASIC PROFILE

Basic profile listings include:

- Prominent logo
- 1 primary company contact
- One-touch contact for phone and email
- 1 URL link
- 100 word company profile
- 5 products or services listing

2 Enhanced

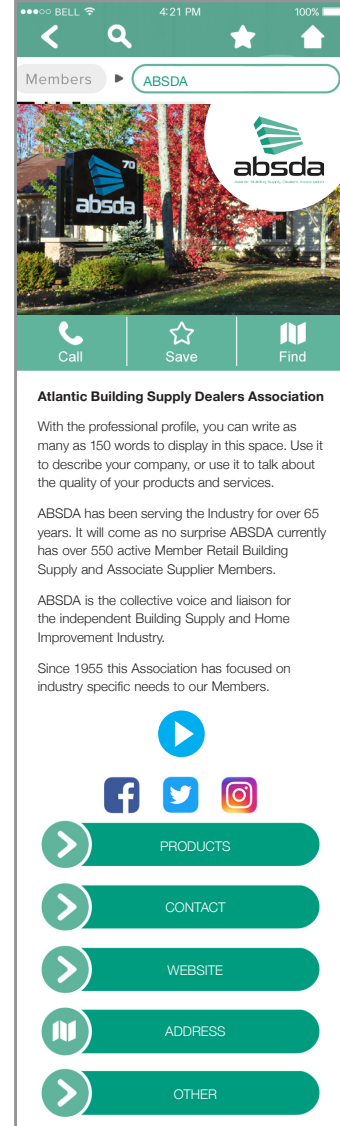


ENHANCED PROFILE

Enhanced profile listings include:

- Prominent logo
- 2 Promotional photographs
- 2 primary company contacts
- One-touch contact for phone and email
- 2 URL links
- 100 word company profile
- 10 products or services listing

3 Professional



PROFESSIONAL PROFILE

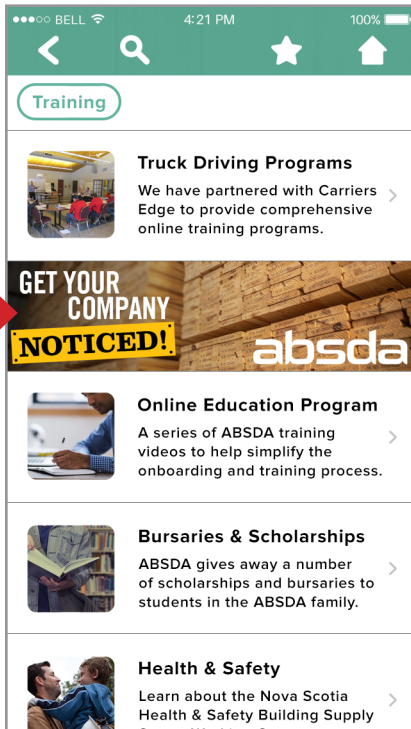
Professional profile listings include:

- Prominent logo
- Full digital connectivity including email, website, social media, and up to 4 URLs.
- Up to 5 promotional photos
- 1 video
- Multiple company contacts
- One-touch contact for phone and email
- 150 word company profile
- Unlimited products or services listing

Boost Your Exposure

Three ways to drive traffic to your listing

1 Banner

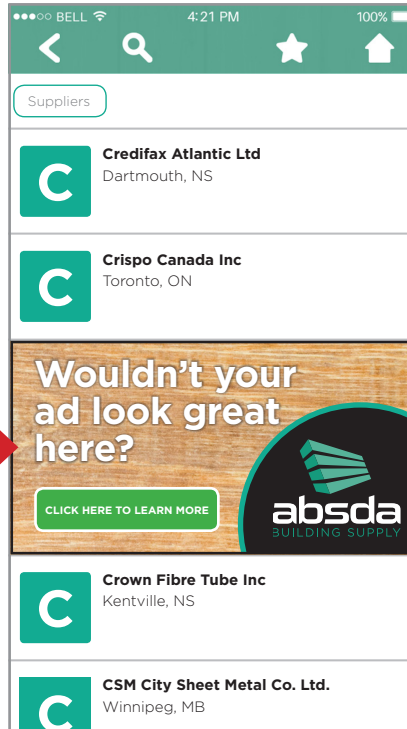


BANNER ADS

Place a banner ad to rotate randomly through the profile listings.

- **945 x 250 pixels**
- Banners will be linked to the URL of a landing page of your choice to learn more about your business offerings
- Only a limited number are available on a first-come, first-served basis
- JPEG and PGN files accepted.
- Banners can be purchased in either the Retailers or Suppliers section. Banners are placed every 5th listing and are awarded on a first-come, first-served basis.

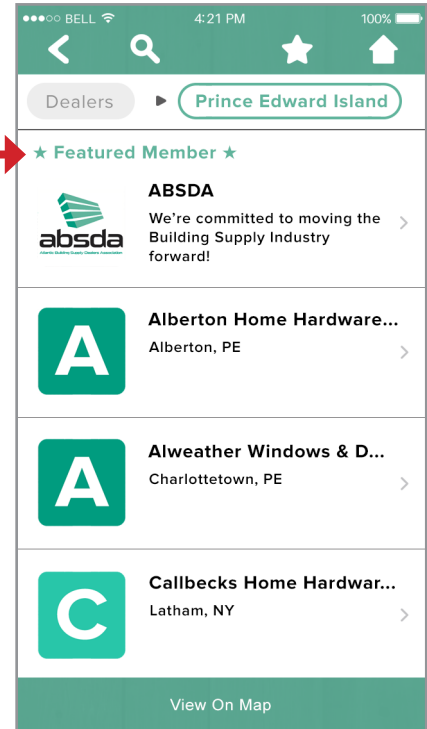
2 Double Banner



DOUBLE BANNER ADS

- **2 banners: 945 x 250 pixels each**
- Maximize your exposure with a double banner! Double banners can appear as one image with one URL link or two separate images with two URL links
- Only a limited number are available on a first-come, first-served basis
- JPEG and PGN files accepted.

3 Featured Member



FEATURED MEMBER

- **Includes logo and up to 10 categories**
- Make sure your listing is seen first! Our featured pick placement allows your enhanced listing to rotate through the top position within the supplier section.

Rates 2023

Promote your business and drive traffic to your profile listing

All options and rates are for 12 months. Rate are net and per insertion. Profile boosters (banner ads, double banner ads, and featured member) are limited in supply. Reservation is on a first-come, first-served basis.

Member Profiles	Rate*
Basic - 12 Months	\$299.00
Enhanced - 12 Months	\$499.00
Professional - 12 Months	\$999.00

Profile Boosters	Rate*
Banner Double Ad Package - 12 Months	\$999.00
Banner Ad - 12 Months	\$749.00
Featured Member Package (includes logo and up to 10 categories)	\$449.00

* HST not included

INDICATE YOUR DIGITAL PROFILE CHOICE

☐ Basic ☐ Enhanced ☐ Professional

CHOOSE YOUR PROFILE BOOSTER

☐ Banner ☐ Double Banner ☐ Featured Member

Closing Date: 28th February 2023

Company Name

Contact Person

Address

City **Province** **Postal Code**

Phone **Email**

Atlantic Building Supply Dealers Association

70 Englehart Street, Dieppe NB E1A 8H3

Phone: 506-858-0700

Email: melanson@absda.ca

www.absda.ca

(HST #106736168)

Method of Payment

- ☐ Invoice our firm
☐ Cheque enclosed
☐ Visa
☐ Mastercard

Card #

Expiry CVV#

Conditions: Orders are accepted subject to terms and conditions of this rate card and to any conditions imposed by government regulations. Invoices are payable thirty (30) days from the date of issue. Multiple units of space in one issue are charged at the individual space rate.

The advertiser and/or agency assumes any and all liability for all content and subject matter of all accepted advertisements and also assumes responsibility for any loss and/or costs resulting from any claims made against the publisher. The liability of the publisher for errors is limited to that portion of the advertisement in which the error occurs and the liability for any damages resulting from errors will not exceed the amount charged for the advertisement in question.

The publisher will be under no liability for failure to insert any advertisement. All advertising copy is subject to the approval of the publisher.