



absda

Atlantic Building Supply Dealers Association

ABSDA.CA

MEDIA PLANNER



**Stand out in Atlantic Canada's Building
Supply Industry with ABSDA!**

FOR MORE INFORMATION, PLEASE CONTACT:

NAYLOR 
ASSOCIATION SOLUTIONS



REACH OVER 85% OF THE BUILDING SUPPLY DEALERS IN THE REGION!

The Atlantic Building Supply Dealers Association (ABSDA) is the collective voice of the Building Supply and Home Improvement Industry.

With a total membership of over **550 Member firms** involved in the Building Supply Industry in Atlantic Canada, ABSDA **unites the industry while meeting dealer and supplier needs.**

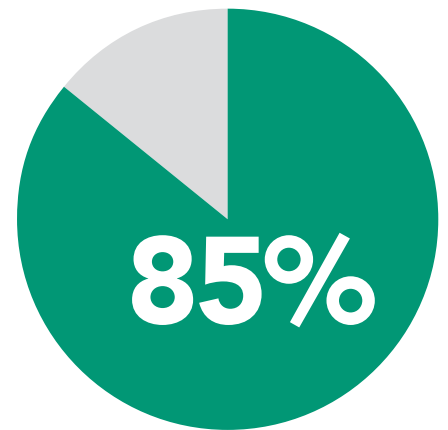
We represent the interests of members in the following provinces:

- Newfoundland + Labrador
- Nova Scotia
- Prince Edward Island
- New Brunswick

WHY DO BUSINESS WITH ABSDA 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.



Target members of an estimated \$39 billion industry. Contact your Naylor account executive today.



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.

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 magazine.

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

Full-Color Rates	1-2x	3-4x	5-6x
Outside Back Cover	\$ 1,909.50	\$ 1,759.50	\$ 1,609.50
Inside Front or Inside Back Cover	\$ 1,759.50	\$ 1,609.50	\$ 1,459.50
Full Page	\$ 1,509.50	\$ 1,359.50	\$ 1,209.50
1/2 Page	\$ 1,109.50	\$ 999.50	\$ 889.50
1/3 Page	\$ 759.50	\$ 679.50	\$ 609.50
1/4 Page	\$ 649.50	\$ 579.50	\$ 519.50
1/8 Page	\$ 409.50	\$ 369.50	\$ 329.50

Digital Edition Branding Opportunities

Sponsorship | \$950
Digital Belly Band | \$850

Skyscraper | \$1,100
Large Toolbar | \$300

Leaderboard | \$1,100



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.

For the latest online specs, please visit www.naylor.com/online specs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability 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. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC 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. Ads may also appear in an online version of the publication(s).

DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ABSDA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *ABSDA Building Supply News* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



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.



Large Toolbar | \$300

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,100

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$850

The Belly Band 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. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$1,100

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship* | \$950

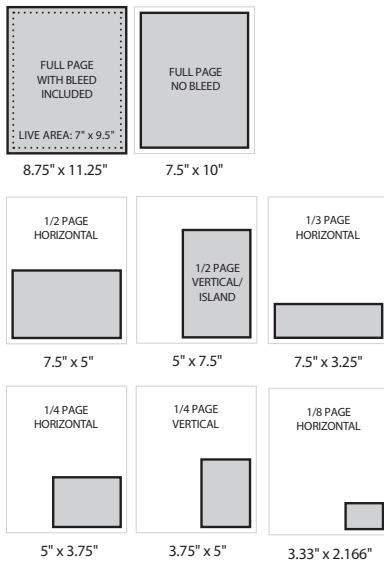
Your message will be prominently displayed directly across from the cover of the magazine.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

PRINT ADVERTISING SPECIFICATIONS

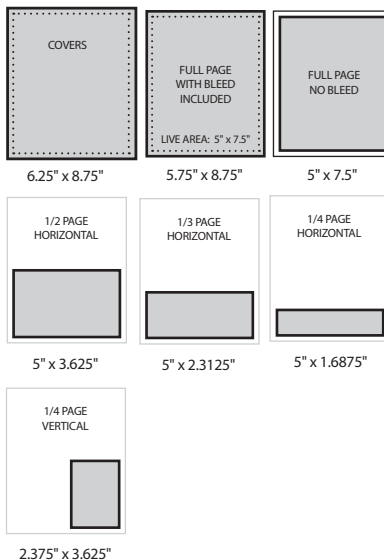
ABSDA BUILDING SUPPLY NEWS

Magazine Trim Size: 8.5" x 11"



ABSDA BUYER'S GUIDE

Buyers' Guide Trim Size: 5.5" x 8.5"



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability 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. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC 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. Ads may also appear in an online version of the publication(s).

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.

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.

Digital Edition

For more information, visit:

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

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"