



# 2021 WDMA ADVERTISING GUIDE

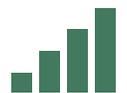
The Window & Door Manufacturers Association (WDMA) defines the standards of excellence in the residential and commercial window, door and skylight industry and advances these standards among industry members. WDMA's digital publications deliver business intelligence and association news to industry professionals every week.

## WHY ADVERTISE?

- Delivers your message directly to the inbox of more than 2,500 decision-makers on a regular basis
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Universal 27% open rate for each e-newsletter
- Limited available ad space makes each position exclusive
- Advertising campaigns that include digital opportunities benefit from an effective and economical way to increase your company's brand awareness and product visibility while also driving traffic directly to specific sections of your website.



**EXPAND**  
your reach



**INCREASE**  
brand awareness



**REINFORCE**  
your presence



**GROW**  
your message  
frequency

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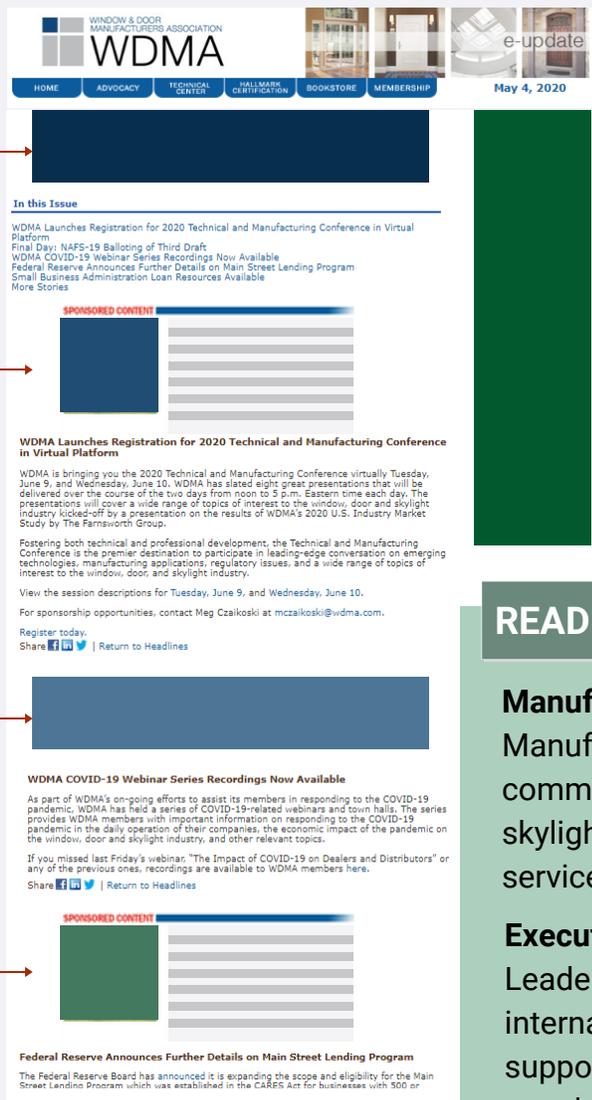


## E-NEWSLETTERS

### NEWS AND INSIGHTS FOR THE WINDOW, DOOR AND SKYLIGHT INDUSTRY

JPG or GIF format only • File size 40k max

Prices are for one news brief's 90 day cycle (13 weekly issues PLUS 3 monthly issues)



#### PREMIUM BANNER

This premium position is the first ad within the news.

SIZE: 468 x 80 px  
COST: \$2,000/48 issues

#### PREMIUM PRODUCT SHOWCASE

Highlight a product or service using this showcase, which is embedded in the body of the news.

SIZE: 150 x 150 px + text  
COST: \$2,000/ 48 issues

#### STANDARD BANNER

Stand out within the body of the news content using this placement.

SIZE: 468 x 80 px  
COST: \$1,500/ 48 issue.

#### STANDARD PRODUCT SHOWCASE

Highlight a product or service using this showcase, which is embedded in the body of the news.

SIZE: 150 x 150 px + text  
COST: \$1,500/ 48 issues

#### PREMIUM SKYSCRAPER

This premium position is the first of all vertical ads and towers over the others.

SIZE: 150 x 600px  
COST: \$2,000/ 48 issues

### READERSHIP HIGHLIGHTS

#### Manufacturers & Suppliers

Manufacturers of residential and commercial windows, doors and skylights; component suppliers; service and machinery suppliers.

#### Executives & Decision-Makers

Leadership from national and international corporations that support the manufacturing and supply of windows, doors and related products and services.

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## E-BLASTS & RETARGETING

REACHING WDMA MEMBERS AND WEBSITE VISITORS DIRECTLY WITH YOUR BRAND

### PRODUCT SHOWCASE

#### Dedicated Sponsored Email

WDMA's exclusive sponsored email allows you to draw attention to your sales and marketing campaign. Your personalized and customized message will be emailed directly to an audience of 2100 recipients.

**Pricing:** \$1,200 (member), \$2,000 (non-member)

**Schedule:** Monthly

**Materials to supply:** Banner image 650x200px high, HTML layout with embedded hyperlink(s), up to 150 words of copy plus head line and up to two images (PNG), subject line

YOUR  
CUSTOMIZED  
MESSAGE HERE

### REACH WDMA WEBSITE VISITORS WITH YOUR MESSAGE

#### Retargeting Campaigns

WDMA now offers the ability for you to reach WDMA web visitors with a digital retargeting campaign from wdma.com. Select a webpage from our website (homepage and event pages included) and start reaching visitors with your digital advertising.

**Pricing:** \$2,500-\$5,000

*\*Opportunity available May 1*

#### Display Ad Sizes

Square and Rectangle  
200 × 200 Small square  
240 × 400 Vertical rectangle  
250 × 250 Square  
250 × 360 Triple widescreen  
300 × 250 Inline rectangle  
336 × 280 Large rectangle  
580 × 400 Netboard

#### Mobile

300 × 50 Mobile banner  
320 × 50 Mobile banner  
320 × 100 Large mobile banner



#### \*Acceptable File Types

Formats: GIF, JPG, PNG

Max Size: 150KB

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# PRODUCTION CALENDAR

IMPORTANT DATES AND DEADLINES TO  
PLAN YOUR WDMA ADVERTISING SCHEDULE

January						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

E-Update	Innovation Technology Update	Green Update
<p>All artwork is due the the Thursday prior to run date</p> <p><i>Holidays</i></p>		