

The voice of the | commercial | retail | fabrication industry

glass[®] magazine

- commercial
- retail
- fabrication

2009 Media Kit



There has never been a better time to advertise in Glass Magazine!

We offer targeted advertising opportunities and great cross-over from print to online. Every issue of Glass Magazine has content targeted specifically to three key segments of the glass and glazing industry:



Commercial Glass

Features and departments targeted to glazing contractors, architects, building owners, developers



Retail Glass

Features and departments written specifically for glass shops that sell to homeowners and combination shops



Fabricated Glass

Features and departments directed to fabricators, distributors and manufacturers

Sales Team

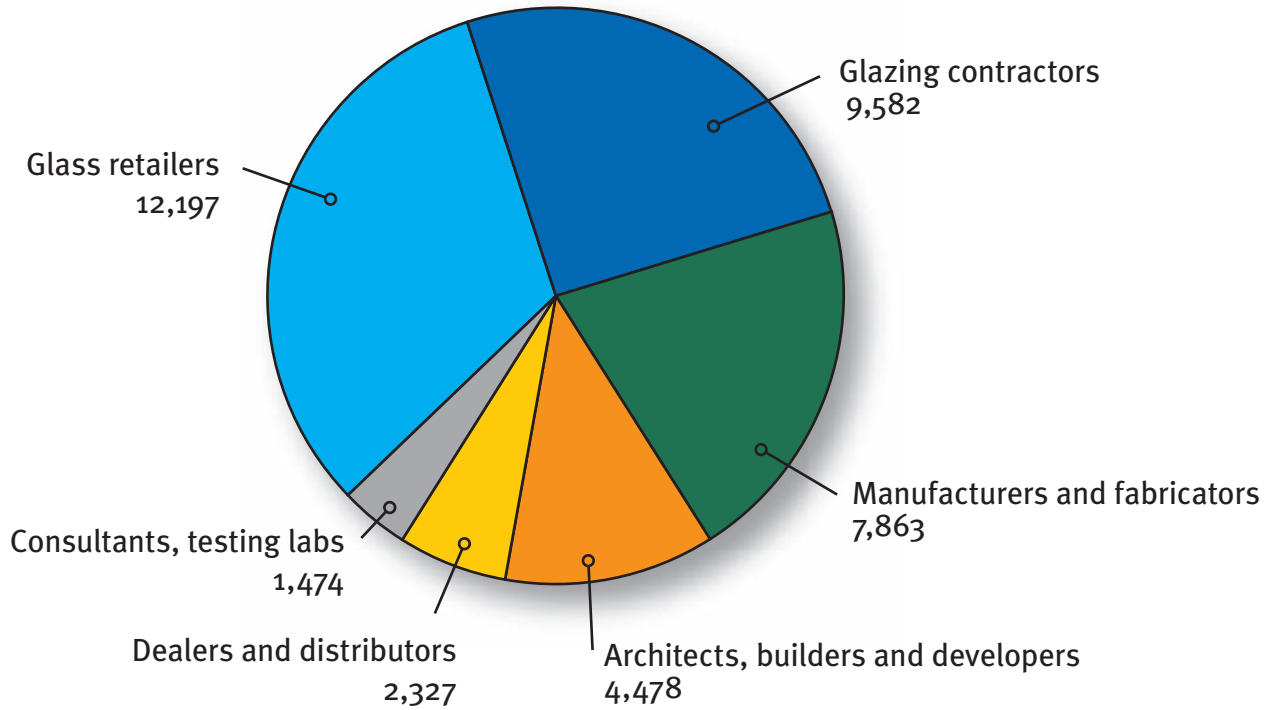
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Glass Magazine has a qualified circulation of 37,921¹



¹ Publisher's projections for June 2009 Publishers Statement as of June 1, 2009.



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Issue Focus

commercial

retail

fabrication

Trucks, Handling & Transporting

Storefronts & Entrances

Mirrors

Glass Laminating

Editorial Submissions: May 15 | Reserve Ad Space: June 20 | Ad Materials: June 25

July/August

GlassBuild America Preview

Interior Glass

Tools & Supplies

Beveling & Edging

Bonus Distribution at AAMA Meeting, Sept. 20–23; GlassBuild America, Sept. 30–Oct. 2

Editorial Submissions: July 10 | Reserve Ad Space: Aug. 1 | Ad Materials: Aug. 5

[Show Catalog Combo Rate ❖](#)

September

2009 Crystal Achievement Awards

Bonus Distribution at GlassBuild America, Sept. 30–Oct. 2

Editorial Submissions: Aug. 11 | Reserve Ad Space: Sept. 3 | Ad Materials: Sept. 5

[Awards Sponsorship ❖](#)

October

Succession Planning

Metals, Finishes & Fabrication

Machinery

Metal Fabrication

Editorial Submissions: Sept. 10 | Reserve Ad Space: Oct. 3 | Ad Materials: Oct. 7

November

Global Glass Update

Adhesives & Sealants

Hardware

Glass Storage & Handling

Editorial Submissions: Oct. 10 | Reserve Ad Space: Nov. 3 | Ad Materials: Nov. 6

December

❖ Contact your sales representative for details

Content and deadlines subject to change without notice.

Send your products, people, news and story ideas to the editor responsible for our four industry segments—commercial, retail, auto and fabrication—or to the senior editor for appropriate distribution.

Editor

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Managing Editor/News Editor

Fabrication Glass Editor

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703/442-4890 x150
Fax: 703/442-7972

Anything sent by regular mail or overnight delivery should be addressed to the managing editor at:

National Glass Association
8200 Greensboro Dr., Suite 302
McLean, VA 22102

Any questions? Please contact:

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nharris@glass.org
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Monthly in print

Magazine trim size 8.125" wide x 10.875" tall
Perfect bound, 150 line screen

2-pg. Spread (allow .25" gutter)
Trim 16.25" wide x 10.875" tall
Bleed 16.5" wide x 11.125" tall
Allow .375" safety area on all sides

Half-Spread (allow .25" gutter)
Trim 16.25" wide x 5.05" tall
Bleed 16.5" wide x 5.175" tall
Allow .375" safety area at left, right, bottom

Full Page
Trim 8.125" wide x 10.875" tall
Bleed 8.375" wide x 11.125" tall
Allow .375" safety area on all sides

2/3 Page Vertical 4.5" wide x 9.75" tall
Bleed 5.25" wide x 11.125" tall
Allow .375" safety area on bleed edge and bottom

1/2 Page Horizontal 7.25" wide x 4.5" tall
Bleed 8.375" wide x 5.175" tall
Allow .375" safety area at left, right and bottom

1/2 Page Vertical 3.5" wide x 9.75" tall
Bleed 4.25" wide x 11.125" tall
Allow .375" safety area on bleed edge, top and bottom

1/2 Page Island 4.5" wide x 7" tall

1/3 Page Vertical 2.25" wide x 9.75" tall
Bleed 3" wide x 11.125" tall
Allow .375" safety area on bleed edge, top and bottom

1/3 Page Square 4.5" x 4.5" square

Gallery Ad 3.5" wide x 3" tall

Electronic Media

We can accept PC or Macintosh versions of any of these software programs (in order of preference):

- PDF/X-4
- PDF/X-1a
- PDF—saved at 300 dpi or higher; all color items must be created as CMYK (process colors), composite only; embed all fonts; no OPI
- Adobe InDesign CS3 (version 5.0 or lower)
- Quark XPress (version 6.5 or lower)
- Photoshop—min. 260 dpi; saved as TIF, EPS or JPG
- EPS files with all fonts converted to outlines and graphics embedded

For each ad submitted, do one of the following:

- Fax a copy to 703/442-7972; please indicate the name of the magazine and issue in which the ad is to run.

- Include a low-resolution PDF or JPG with your email for proofing purposes.
- For native InDesign or Quark files—include layout, linked pictures, embedded pictures, screen fonts and printer fonts

Color Settings

All color used in the file must be a process build of CMYK (cyan, magenta, yellow, black). RGB images and Pantone colors will be converted to CMYK or closest process match. One Pantone color per ad may be printed for an add'l net charge of \$450 per insertion. Contact your sales representative for details.

Color Proofs

Color proofs are not required for ads supplied electronically, but are strongly recommended. NGA will not guarantee final color of digital ads unless some type of press-ready color proof is supplied. Color lasers can only be used for file comparison purposes.

Delivery Options

1. E-mail files to: gmaps@glass.org

First-time advertisers should send a second email without the attachment to confirm receipt of the materials. Fax a copy of the ad to 703/442-7972 or send a low-resolution PDF or JPG for proofing purposes. If a size limit has been placed on your address, refer to Option 2 as an alternative. Maximum attachment size accepted by NGA is 10 mb.

2. Upload files via the Web:

- Go to <http://teamworks.unitedlitho.com>
- Enter the user name: [glasmaga](http://teamworks.unitedlitho.com)
- Enter password: [glasmaga](http://teamworks.unitedlitho.com)
- To select the appropriate magazine, click the small square next to the folder icon, then click the folder icon itself.
- Select the issue in which the ad is to appear.
- Select the advertising folder.
- Click the first green button labeled "Upload" in the icon list at the far left and follow the instructions on screen.
- When the upload is complete, click the logout text in the upper right corner of the screen.

A PDF of these instructions can be downloaded from www.GlassMagazine.com. Go to the Advertising section and select the last option "Upload Ads" from the drop-down menu.

3. Send CDs with laser proof to:
National Glass Association
Attn: Production Manager
8200 Greensboro Dr., Suite 302
McLean, VA 22102-3881

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Weekly in electronic newsletter

e-glass weekly™ is distributed every Tuesday to more than 14,000 glass industry executives and decision-makers, including commercial glaziers and architects, retail glass companies, auto glass replacement and repair and fabricators, manufacturers and distributors.

e-glass weekly survey highlights tell the story¹

- 90% excellent to good rating for coverage of important industry news and trends
- 80% said e-glass weekly is relevant and useful
- 80% said the e-newsletter's length is "about right"
- 70% read it to keep up breaking industry news
- 61% said a once-a-week email is plenty!



Banner

Size: 475 pixels wide x 100 pixels tall

Skyscraper

Size: 124 pixels wide x 475 pixels tall

Prepare Your Ad

Color Mode: RGB

Accepted file formats: JP or GIF

File Size: Less than 20KB preferable

Submit Your Ad

Email your ad and the Web address to which the ad should be linked to bmoorman@glass.org at least one week before start date. Questions? Call Beth Moorman at 703/442-4890 x122.

Contact a member of the sales team for prices.

¹ Source: Publisher's own data.

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Daily on GlassMagazine.com



Search Sponsor

- Positioned adjacent to the search field, on every page
- Guaranteed to appear “above the fold”
- Limited to text (name of company) and small logo ONLY
- Exclusive position

Square

- Positioned in the right column, on every page
- Will typically appear “above the fold”
- Size: 250 pixels wide x 250 pixels tall

Leaderboard

- Appears on the Home Page ONLY
- Positioned in the middle of the content for excellent visibility
- Will typically appear “above the fold”
- Size: 728 pixels wide x 90 pixels tall

Skyscraper

- Appears on every page EXCEPT the Home Page
- Positioned in the left column
- At least part of the ad will typically appear “above the fold”
- Size: 120 pixels wide x 600 pixels tall

Photo Gallery Sponsor

Speak to a member of the sales team for sponsorship opportunities.

Additional Info

Contact a member of the sales team for prices.

Ads rotate with other ads, unless noted. No more than two ads will rotate in a given position at any time. Exclusive positioning available.

Accepted file formats: JPGs, GIFs, animated GIFs.

We will provide you with a monthly recap of statistics for your ad, including unique visitors and clicks.

Email your ad and the Web address to which the ad should be linked to bmoorman@glass.org at least one week before start date. Questions? Call Beth Moorman at 703/442-4890 x122.

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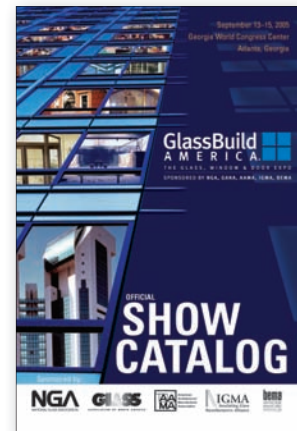
GlassBuild America Show Catalog

Glass Magazine produces the official directory for the industry's largest trade show in the Americas—and advertisers benefit!

The GlassBuild America Show Catalog—a handy 6-by-9-inch guide—is used by thousands of attendees from around the world who come to the show ready to buy. In 2009, GlassBuild America is back in Atlanta, Georgia, Sept. 30 - Oct. 2.

Here's why your ad belongs in the GlassBuild America Show Catalog:

- **Impact:** More than 9,000 attendees from the entire vertical marketplace, including
 - Glazing Contractors
 - Dealers of Glass, Mirrors, and Bath Enclosures
 - Dealers of Windows & Doors
 - Dealers of Auto Glass Replacement and Repair
 - Glass, Window and Door Manufacturers and Fabricators
- **Visibility:** Attendees use this guide to help them navigate the trade show and all the other activities during the trade show.
- **Credibility:** Organized by the National Glass Association, and hosted with partner organizations, the American Architectural Manufacturers Association (AAMA), the Glass Association of North America (GANA), the Insulating Glass Manufacturers Alliance (IGMA) and the Bath Enclosure Manufacturers Association (BEMA).
- **Size and scope:** Listed as one of the Top 200 trade shows in the U.S. by *Tradeshows Week* magazine for the past 4 years; covering more than 200,000 net square feet and 400+ exhibiting companies.



Don't miss this annual opportunity to get your message to buyers. If you're a Glass Magazine advertiser, you get extra visibility at **special combination rates**.

- When you place a display ad in both August and September issues you receive:
An ad of the same size and color in the show catalog for only \$375
- When you place a display ad in one of these issues you receive:
An ad of the same size and color in the show catalog for only \$625

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October awards issue Honor outstanding achievements

Congratulate industry innovation in commercial, retail and fabrication glass businesses. Crystal Achievement Award sponsors are recognized in the October issue and at GlassBuild America in Atlanta.



Categories include:

- New industry products, systems and applications, ranging from curtain wall systems and shower enclosures to machinery and tools
- Print and electronic marketing and advertising campaigns, web sites, retail show rooms and plant layouts

Display advertisers placing a half-page ad or larger in the October issue may purchase an additional full page 4-color ad for \$1,150 net.

Display advertisers placing a third-page or Gallery ad in the October issue may purchase an additional full page 4-color ad for \$1,435 net.

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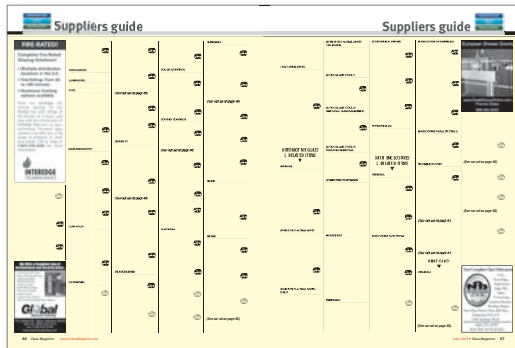
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Suppliers Guide

The industry's most comprehensive directory!



The Suppliers Guide section is the industry's supplier directory, appearing monthly except for March when the entire magazine becomes the SourceBook.

Advertisers can add company listings for the entire year at a minimal cost and also choose from display advertising options. For additional, online exposure, you can also combine your listings with eSourceBook.net which allows you to update your listings whenever you need to.

For more information and a complete list of categories, contact Jeff Smith at 540-234-9624 or e-mail: SuppliersGuide@GlassMagazine.com

Classifieds

Advertise used items for sale or job openings!

Glass Magazine's classified advertising is the industry's source for employment, business opportunities and used items for sale.

Options include:

- Display advertising for extra exposure.
- Combination rates when ads are placed in both Glass Magazine and Window & Door.
- Online advertising visibility at GlassMagazine.com

Advertise job openings in print and online at the NGA Employment Center to reach all segments of the glass industry. The site features a "Career Alert" tool that sends automatic emails to registered job seekers if your job matches their desired criteria.

For more information, contact Jeff Smith at 540-234-9624 or e-mail: Classifieds@GlassMagazine.com.

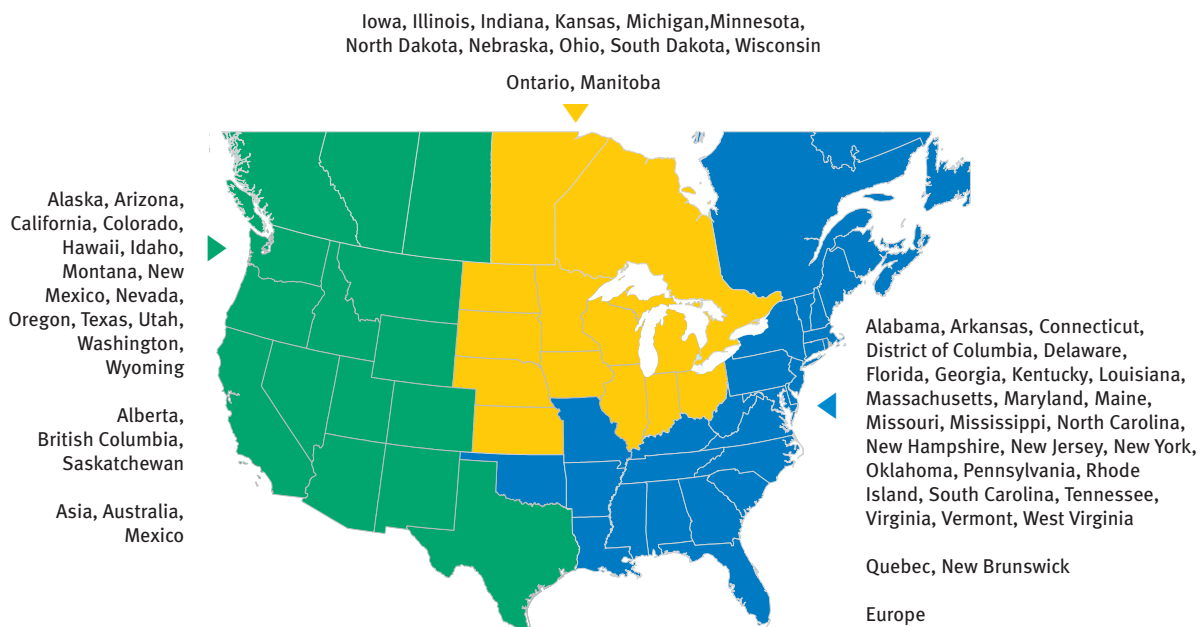


Sales Team

For all Non-Display print and online advertising, please contact
Jeff Smith at 540/234-9624
jsmith@glass.org

Step 1

Find the region in which your company is located.



Step 2

Find the sales rep who handles that region.

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Step 3

Contact your sales rep by phone, fax or e-mail for availability and pricing.