

GLASS[®] MAGAZINE

Digital Advertising Powered by Glass Magazine

The top-notch topics, content and contributors you expect from Glass Magazine, always online and delivered to inboxes every Tuesday.

Glass Magazine's online inventory is managed by editors and assessed by a team of digital content experts every week to make sure content is effective and impactful.

GlassMagazine.com

Billboards

900 pixels wide x 225 pixels tall
Three positions on the home page
From \$2,250 to \$2,650 per month, with frequency discounts available

Squares

450 pixels wide x 450 pixels tall
Square 1 appears on the home page;
Square 2 appears on interior pages
From \$945 to \$995 per month, with frequency discounts available

Sponsored Content: Trending Now

You supply a blog or article about anything you choose to highlight, we post it to our website with a featured link on our home page. Includes your byline, company logo and photo. Link also runs in an issue of Glass Magazine Weekly and is featured on our social sites.

One month: \$1,750 | Three months: \$4,500

350,330 website users with more than 475,000 page views, Jan.–Dec. 2022

Glass Magazine Weekly

Billboards

900 pixels wide x 225 pixels tall
Three positions in each newsletter
\$850 to \$1,095 net per week

Squares

300 pixels wide x 300 pixels tall
Three positions in each newsletter
\$795 to \$825 net per week

Product Spotlight

\$925 net/week
Spotlight includes a headline, 150 words of text and color image measuring 450 pixels wide (height can be variable). Strategic placement in the newsletter with a link directly to your website.

47.54% open rate June 2022–June 2023

36.2% of newsletter readers are owners, managers and executives

High Visibility Opportunities with Your Target Audience!

As an initiative of the National Glass Association, our staff works diligently to curate only the best and exclusive information glass and glazing professionals can trust. **Your advertising supports NGA's initiatives and shows your customers you care about the industry.**

Contact a media sales consultant to reserve your space:

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chodges@glass.org


Tristan Scoffield
703.442.4890 ext. 194
tscoffield@glass.org

GLASS WEEKLY BY THE NGA

ALL TOPICS ABOUT OUR FUTURE PROJECTS NEWS BLOG

Billboard 1

IN THE GLOBE



September 16, 2022

THE GLASS TECHNOLOGY AND BUSINESS INNOVATION AWARDS CONFERENCE IS A MUST!

September 16, 2022

MEET THE MAJORS BY THE GLASS DEVELOPMENT MANAGER

September 13, 2022

NEW CONCRETE COLLABORATION GLASS PARTNERS WITH THE BUSINESS INNOVATION AWARDS

September 13, 2022

WEBSITE LINK

AN INDUSTRY OF "FIRST RESPONDERS"

STARTING THE CONVERSATION ON MENTAL HEALTH IN CONSTRUCTION

UNLOCK THE BUSINESS-BUILDING SECRET OF GLASSBUILD AMERICA

WEBSITE LINK

Square 1


GLASS MAGAZINE WEEKLY NEWSLETTER

Post the latest news, magazine, weekly, the Glass and Glassing Authority, sent straight to your inbox.

Sign Up


Billboard 2

TRENDING NOW




SPONSORED CONTENT

INNERGYD AP BY DECEUNINCK NORTH AMERICA



TRENDS

MAKING AN ENTRANCE



SPONSORED CONTENT

GREAT GLAZING | LA MEMORIA DE LA TIERRA AT UCLA

POPULAR TOPICS

INDUSTRY TOPICS VIEW ALL BUSINESS VIEW ALL MEETINGS AND EVENTS VIEW ALL EXIT PLANNING VIEW ALL

Billboard 3

MOST CURRENT ISSUES

ALL TOPICS

BUSINESS

Exit Planning Succession Workforce Development Human Resources
Finance Legal Sales Management Training Marketing
Safety

INDUSTRY TOPICS

Codes & Standards Forecasts Statistics Awards
People Projects Technology mg
Energy Efficiency Green Installation Glass in
Automation Manufacturing Glass Green New Deal
Transportation Best Industry Green New Deal

FINANCE

IS YOUR GLASS COMPANY RECESSION-READY?

There is a common fear that small business owners have: the possibility of becoming recession-ready. The reality is that becoming recession-ready may be taking years, and the recovery may require a combination of luck, hard work, and what some experts, and many TV pundits, say, "Concurrently, many experts are looking at the same or similar data and..."

PAYROLL FINANCING SOLUTIONS

The primary responsibility of a business owner or company manager is to make sure that employees are always paid on time. Nothing erodes company morale and employee goodwill more than missing payroll. In my experience financing distressed businesses, few companies ever recover from missing...

STRATEGIES AND NEGOTIATION TIPS FOR EARLY PAYMENT DISCOUNTS

One strategy to receive offers to pay sooner is to offer an early payment discount—usually a 2 percent discount if they pay within 10 days. A previous article in the October 20 issue, "When to Offer Early Payment Discounts: Tailored considerations for suppliers," this article presents the...

Billboard 1

TRADING NOW

Workforce Development
Insights on Hiring

Safety
16 Tips for Glass Handling Safety

Glass Advocate
Challenges and Opportunities in the Battle for the Wall

Square 1

Square 2

Payroll Financing Solutions

Recommended solutions and options to avoid
July 16, 2018
By *Glenn Kelly*

The primary responsibility of a business owner or company manager is to make sure that employees are always paid on time. Nothing erodes company morale and employee goodwill more than missing payroll.

Many experienced financing distressed businesses, few companies ever recover from missing payroll. By the time that reach that point, the situation is already so dire that little can be done. The only effective solution is to prevent it from ever happening.

The first step toward this solution is always knowing a company's financial standing. I am always surprised when business owners cannot provide me with accurate financial reports. This requirement is common for small business reviews, especially in the construction industry. But without financial reports, how can an owner know where the company stands financially?

Cash in the bank is not always a good indicator of how well a company is doing, since it does not give an idea of liabilities or receivables. The best way to get a good financial picture of a business is to update the accounting system regularly and review the following reports:

1. Cash flow statement
2. Accounts receivable aging
3. Accounts payable aging
4. Profit and loss statement
5. Balance sheet.

Once an owner knows where the business stands financially, he or she can better understand where it is headed. An owner should spend time developing a sales forecast, then determine the cost to deliver those sales and evaluate if the company has the resources to do so. This list can be useful. Business often has a cash crunch because they did not have the resources to handle their sales book, but made the sales anyway. It's not unusual for these types of problems to put the business into an uncomfortable situation. Therefore, an owner must plan finances so they can manage the business efficiently and capitalize on opportunities.

GLASS WEEKLY

November 5, 2020


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The Week in Review

Total construction starts dipped 1.8 percent in September, essentially taking back August's gain. Dodge Data & Analytics economists say the decline is not surprising. [Glass Weekly covered this week.](#) Like the in person show, the virtual incarnation offers the global glass industry an additional contact platform, an important course to take in the current international circumstances, officials say. [Glass, Glass of Companies and AABA Construction Inc. signed a letter of intent to combine](#) their operations in Phoenix. After the combination, Flynn will have upwards of 5,500 employees, with offices across North America supporting the total building envelope.

Read More News



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Square 2

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From the NGA

Headline

Use this zone to feature an abbreviated newsletter article with an image to the right. On a smaller screen this two column layout will become one column with the image stacking on top of the headline and text.

- Using buttons for links gives your readers
- a bigger target to tap on mobile devices and
- ensures that your full content will be consumed

Read More



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This Week's Top 5

Headline
Headline
Headline
Headline
Headline

Square 3

Advertisements

Product Spotlight



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GlassBlog

Blog title
Byline

Use this zone to feature an abbreviated newsletter article with an image to the left. On a smaller screen this two column layout will become one column with the image stacking on top of the headline and text.

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Blog title
Byline

Use this zone to feature an abbreviated newsletter article with an image to the left. On a smaller screen this two column layout will become one column with the image stacking on top of the headline and text.

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