

# GLASS<sup>®</sup>

## 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 \$2,445 to \$2,730 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 \$975 to \$1,025 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: \$1,800 | Three months: \$1,545 ea.

**188,715 website users with more than 255,000 page views, Oct. 2023–April 2024**

#### Glass Magazine Weekly

##### Billboards

900 pixels wide x 225 pixels tall  
Three positions in each newsletter  
\$1,025 to \$1,130 net per week

##### Squares

300 pixels wide x 300 pixels tall  
Three positions in each newsletter  
\$820 to \$850 net per week

##### Product Spotlight

\$955 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.

**48.14% open rate May 3, 2023–May 8, 2024**

**41.5% 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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GLASS WEEKLY BY THE NGA ALL TOPICS / BUSINESS / JOBS / CONTACT

ALL TOPICS BUSINESS JOBS 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

PHOTO: MARK BY THE GLOBE

SEPTEMBER 16, 2022

NEW CONCRETE COLLAB PARTNERS GLASS PARTNERS WITH THE BUSINESS INNOVATION AWARDS

September 16, 2022

IDENTIFY YOUR BUSINESS OPPORTUNITIES UNLOCK THE BUSINESS-BUILDING SECRET OF GLASSBUILD AMERICA

AN INDUSTRY OF "FIRST RESPONDERS" STARTING THE CONVERSATION ON MENTAL HEALTH IN CONSTRUCTION

SEP 16


## Square 1

GLASS MAGAZINE WEEKLY NEWSLETTER  
Put up to receive Glass Magazine Weekly, the News and Clipping Authority, sent straight to your inbox.

Sign Up


## Billboard 2

### TRENDING NOW




SPONSORED CONTENT

INNERGYVO AP BY DECEUNINCK NORTH AMERICA



TRENDS

MAKING AN ENTRANCE



SPONSORED CONTENT

GREAT GLAZING | LA MEMORIA DE LA TIERRA AT UCLA

### POPULAR TOPICS

INDUSTRY TOPICS BUSINESS MEETINGS AND EVENTS EXIT PLANNING

## Billboard 3

### MOST CURRENT ISSUES

### ALL TOPICS

### BUSINESS

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

### INDUSTRY TOPICS

Codes & Standards Forecasts Statistics Awards People Projects Technology mg Energy Efficiency Green Installation in Automation Manufacturing Glass Green Team Deal Covered Best Specialty Green Team Deal

### FINANCE

#### IS YOUR GLASS COMPANY RECESSION-READY?

There is growing concern that the construction industry may be facing a downturn, and the industry may experience a contraction. At best, that is what some experts, and many TV pundits, say. Conversely, 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 payroll.

#### STRATEGIES AND NEGOTIATION TIPS FOR EARLY PAYMENT DISCOUNTS

One strategy to entice clients 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," also addresses this.

## 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 Glass Weekly

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 records. 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 compiled. Businesses often file a credit check because they did not have the resources to handle their sales book, but miss the sales anyway. It's not unusual for these types of problems to put the business into an unenviable situation. Therefore, an owner must plan finances as they can manage the business efficiently and capitalize on opportunities.

GLASS WEEKLY BY THE NGA

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 Council 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.

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Read More News



## Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis pulvis augue, sed suscipit arcu. Pellentesque sem risus, sagittis eget interdum sed, tempus eget tortor. Duis molestie pellentesque porta.

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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



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### This Week's Top 5

Headline  
Headline  
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Headline

## Square 3

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### Product Spotlight



#### Headline

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

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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



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