

NGA

NATIONAL GLASS ASSOCIATION with GANA

**MARKETING
CAPABILITIES
FOR CONTRACT
GLAZIERS,
FULL-SERVICE
GLASS COMPANIES,
FABRICATORS,
FENESTRATION
MANUFACTURERS
AND SUPPLIERS**

Jefferson Health Honickman Center in Philadelphia, winner of the 2023 Glass Magazine Award for Best Curved Glass. Photo by Torsten Zech, courtesy of Cristacurva.

GLASS IS YOUR PASSION, AND YOU'RE READY TO GROW.

That's why the National Glass Association exists: to showcase what you do best and connect you with future and current customers. Whether you help residential or commercial clients — and whether you're full-service or specialize in glazing, fabrication, manufacturing or supply — you'll find a highly engaged audience here.

NGA links you to top prospects with industry-leading events, publications, digital marketing, sponsored content, podcasting and more. Your quality and capabilities are promoted on highly targeted platforms all designed to meet your goals and build your business.

WHO IS NGA?

The National Glass Association is a membership organization that supports the initiatives of the glazing and glassbuilding products industry through advocacy, technical papers, committee work, education and workforce development.

WHO YOU'LL REACH

From full-service glass shops to multi-national companies, NGA is the go-to source of industry information. **Your customers — and your customers' customers — turn to NGA for resources, education, events and advocacy.**

Access the entire architectural glass and glazing industry supply chain, including:



And, if you're also looking to engage the residential window and door industry, you'll reach:



1550 Alberni Street in Vancouver, British Columbia, winner of the 2023 Glass Magazine Award for Project of the Year and Best Feat of Engineering. Photo by Graham Handford, courtesy of Glass 3 Enterprises and Kuraray.

MARKETING SOLUTIONS BY NGA



Your non-commissioned NGA sales and marketing consultant will create a custom plan that best fits your marketing and customer engagement goals. These are all the ways NGA offers to connect you to your customers.

GLASS MAGAZINE

- Print Ads
- Annual Sourcebook
- Suppliers Guide
- Sponsored Content Options
- Print Ad Studies
- GlassMagazine.com Ads + Sponsored Articles
- Glass Magazine Weekly Newsletter Ads
- Glass Cast Podcast Sponsorships
- Comprehensive Multichannel Marketing

WINDOW + DOOR MAGAZINE

- Print Ads
- Annual Buying Guide
- Sponsored Content Options
- Print Ad Studies
- WindowandDoor.com Ads + Sponsored Articles
- Window + Door Weekly Newsletter Ads
- Window Cast Podcast Sponsorships
- Comprehensive Multichannel Marketing

INDUSTRY EVENTS

- GlassBuild America: The Glass, Window & Door Expo
 - Sponsorships and Custom Activations
 - GlassBuildAmerica.com Ads
 - GlassBuild Daily & Weekly Newsletter Ads
 - GlassBuild Show Catalog (Print Ads + Online Directories)
- Glazing Executives Forum (GEF)
- Building Envelope Contractors (BEC) Conference
- Blueprint for Collaboration
- NGA Glass Fabricator Conference (GFAB)

To explore additional options, connect with:



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*Eastern and East-central U.S.;
Canada and South America*



REACH THE ENTIRE GLASS AND GLAZING INDUSTRY

COMPREHENSIVE ENGAGEMENT

GLASS MAGAZINE BRAND PACKAGE

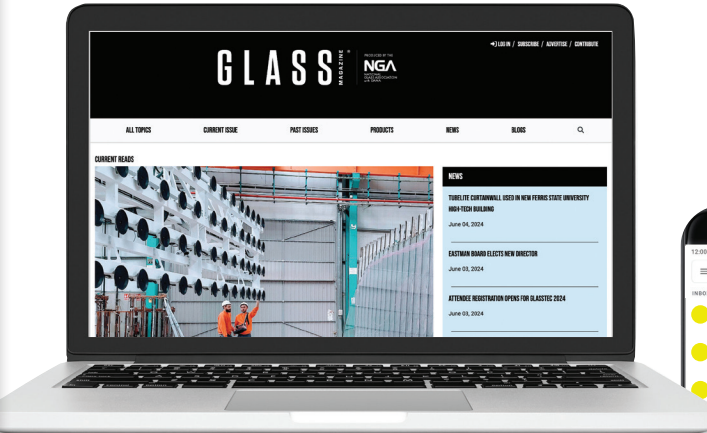
PRINT | WEB | EMAIL | AUDIO

Expand your reach and elevate your brand with NGA's Glass Magazine. This highly respected resource puts your company in front of industry decision-makers who are actively advancing their businesses. Engage with key prospects through eight annual print publications, weekly newsletters and GlassMagazine.com, plus social media and podcasts.



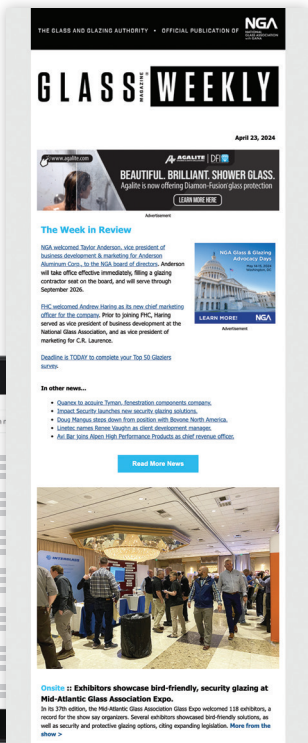
GLASS MAGAZINE READERSHIP AVERAGE/ISSUE

55,864



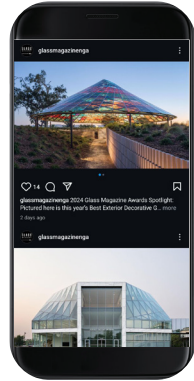
GLASSMAGAZINE.COM AVERAGE MONTHLY USERS

29,114



GLASS WEEKLY ENEWSLETTER SUBSCRIBERS

9,068



TOTAL SOCIAL MEDIA FOLLOWERS/REACH

11,835



GLASS CAST. AVERAGE STREAMS/VIEWS PER SEASON

1,600

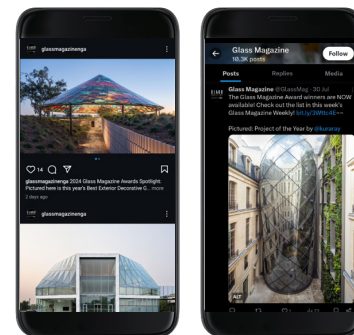
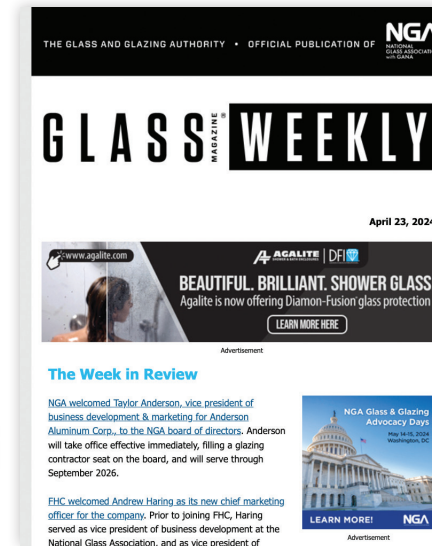
COMPREHENSIVE MULTICHANNEL MARKETING

Harness powerful tactics across multiple NGA campaigns to increase your prominence, trustworthiness, engagement and leads.

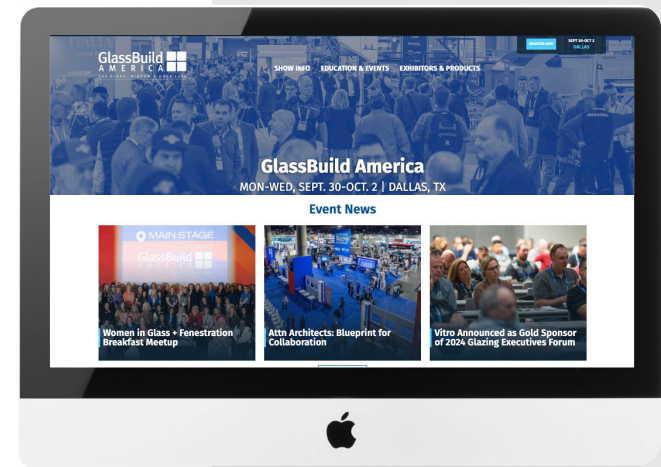
- + **Glass Magazine Print Ads** in up to 8 issues annually
- + **Sponsored Content Options** to elevate your brand's story
- + **Web Ads** on GlassMagazine.com and/or GlassBuildAmerica.com
- + **Newsletter Ads** in emails for Glass Magazine Weekly and/or GlassBuild America
- + **Social Media** boosts editorial and paid content posts to drive awareness, impressions and traffic
- + **Glass Cast Podcast** amplifies your expertise and name recognition

INVESTMENT

Varies based on needs and goals



GLASS CAST™



PRINT AD INVESTMENT:

GLASS MAGAZINE	1X	3X	6X	8X
Two-page spread	8,115	7,905	7,565	7,380
Half-page spread	4,995	4,875	4,650	4,595
Full page	4,345	4,240	4,075	3,965
Two-thirds page	3,650	3,555	3,410	3,295
Half page island	3,510	3,415	3,270	3,165
Half page horiz or vert	3,310	3,215	3,075	2,980
Third page	3,100	3,015	2,885	2,800
PREMIUM POSITIONS	1X	3X	6X	8X
Back cover	5,510	5,385	5,215	5,175
Inside front cover	5,300	5,190	5,075	4,975
Inside back cover	4,825	4,725	4,595	4,490
Guaranteed page	4,660	4,600	4,390	4,270
Consecutive-page placement	add'l 15%			
INSERTS	1X	2X	3X OR MORE	
Cover Tip	4,850	4,380	3,920	
Bind-in (per every two pages)	2,355	2,230	2,140	



82% TRUST

of consumers trust print ads most for their decision-making
(BURNSTEIN RESEARCH)



75% MEMORABILITY

of people recall brand names from print ads
(ADWEEK)

	JAN/FEB	MARCH	APRIL*	MAY/JUNE	JULY	AUGUST	SEPT/OCT*	NOV/DEC
EDITORIAL CALENDAR:	The Annual Glass & Metals Forecast + World of Glass	The Architects' Issue + Emerging Technologies	The Annual Top Fabricators Report + Decorative and Interior Glass	The Annual SourceBook list of industry Suppliers	Annual Top 50 Glaziers + Protective Glazing + Safety	Innovation Issue, with Glass Magazine Awards + Equipment and Software Trends	GlassBuild America Issue + State of the Industry	Trends in Metal Systems + Glass Handling and Transportation

*Issue includes the Baxter ad study

GLASSMAGAZINE.COM ADS + SPONSORED ARTICLES

Boost your online presence with ads on GlassMagazine.com. Choose from eye-catching display ads or supply sponsored content to reach a targeted audience.

PAGEVIEWS:

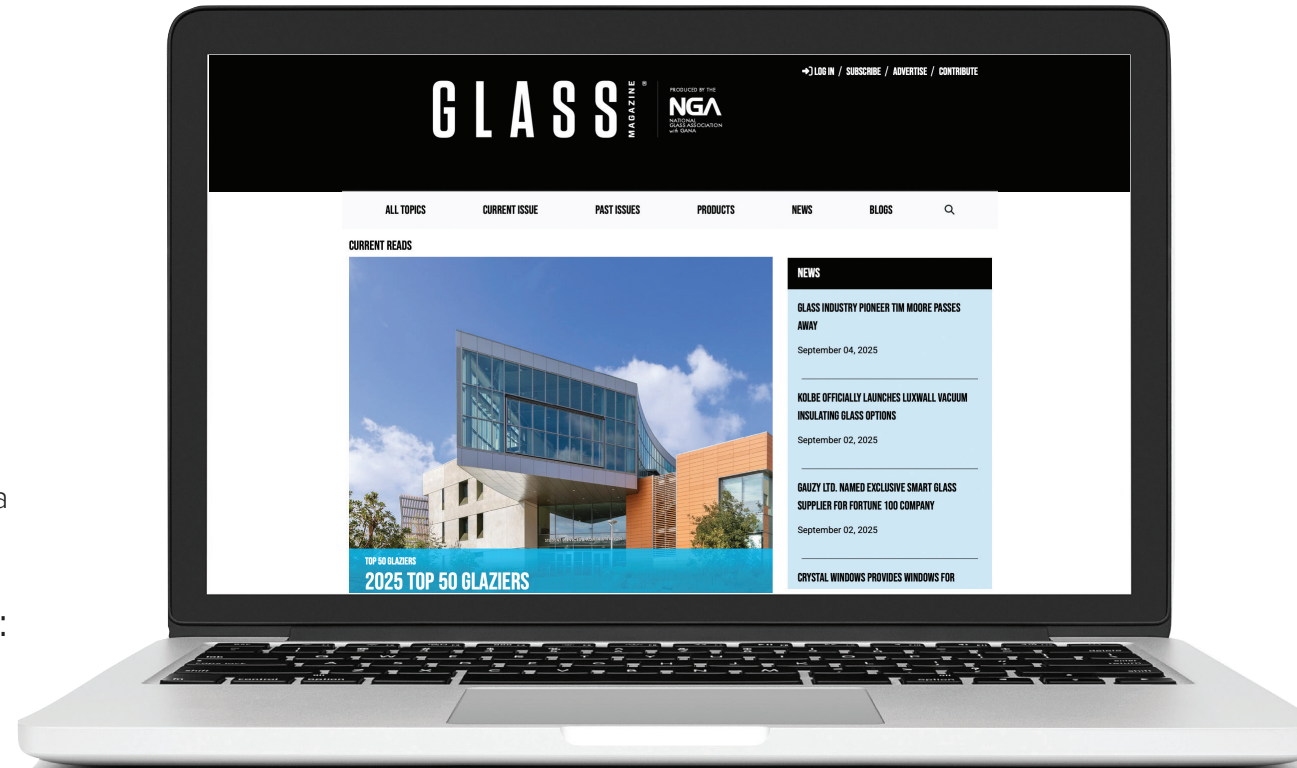
442,709

(SEPT 2024-AUG 2025)

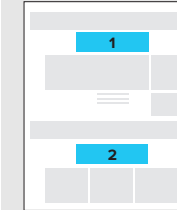
WEBSITE VISITORS:

330,212

(SEPT 2024-AUG 2025)



HOME



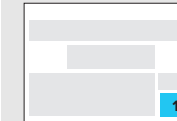
BILLBOARDS

Top-position ads on both home page and interior pages

INTERIOR



HOME



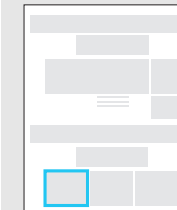
SQUARES

Strategic ads on both home and interior pages

INTERIOR



HOME



SPONSORED CONTENT

Your supplied article or blog featured on the website and home page, plus Glass Magazine's weekly newsletter and on social media

INTERIOR



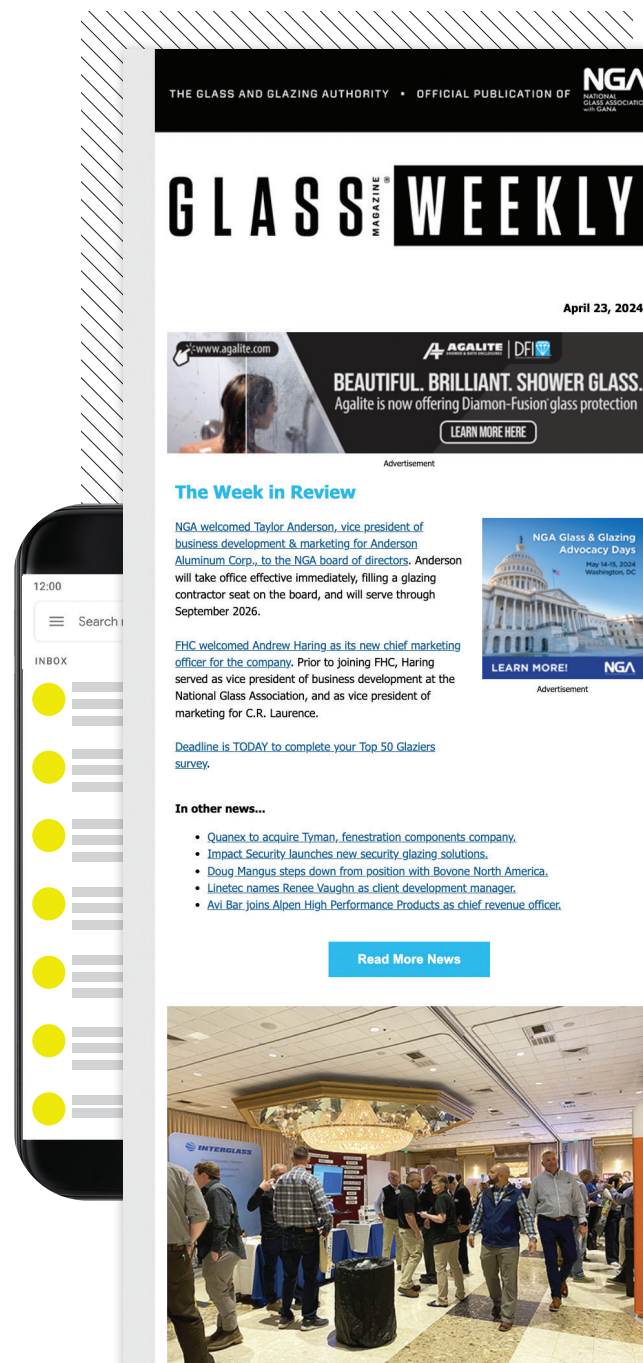
INVESTMENT	1X	3X	6X	9X	12X
Billboard 1	2,730	2,575	2,320	2,085	1,880
Billboard 2	2,445	2,190	1,985	1,785	1,545
Square 1	1,025	920	830	745	670
Square 2	975	875	790	710	620
Sponsored Articles	1,800	1,545/story	-	-	-

GLASS MAGAZINE WEEKLY NEWSLETTER ADS

Grow your brand in Glass Magazine's weekly newsletter. Pick from standout billboard ads or engaging square ads (up to 3 in each email) — or a detailed product spotlight to reach a highly targeted audience. Benefit from a high open rate and direct engagement with industry leaders.

INVESTMENT	PER WEEK
Billboard 1	1130
Billboard 2	1025
Billboard 3	850
Square 1	850
Square 2 & 3	820
Product Spotlight*	985

*Includes a headline, 150 words of text, and a color image, strategically placed with a direct link to your website



AUDIENCE MAKEUP

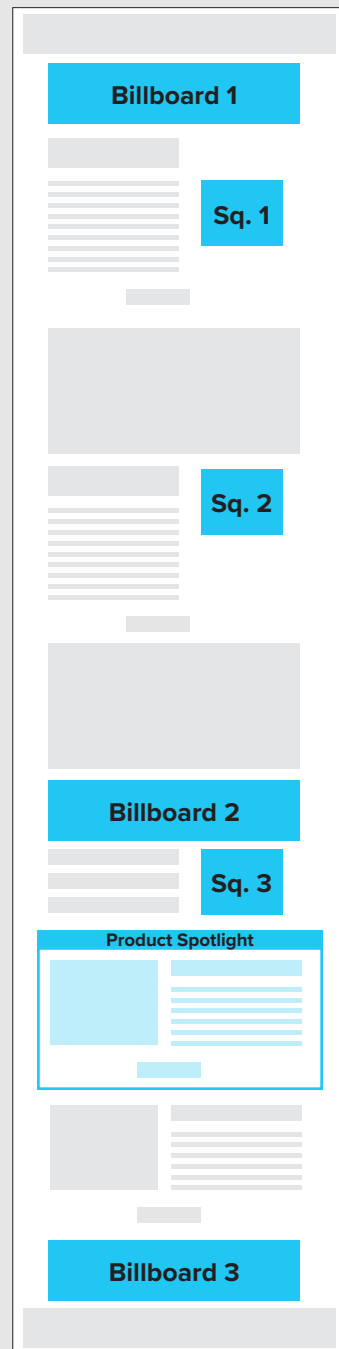


52.5%
OWNERS, MANAGERS
AND EXECUTIVES



ENGAGEMENT
51.27%

Average open rate. **More than double** the industry average open rate of **22.5%** (SEPT 2024-AUG 2025)



Onsite :: Exhibitors showcase bird-friendly, security glazing at Mid-Atlantic Glass Association Expo.
In its 37th edition, the Mid-Atlantic Glass Association Glass Expo welcomed 118 exhibitors, a record for the show's 37-year history. General exhibitors also showcased their latest glass solutions.

PODCAST SPONSORSHIPS

Reach thousands of engaged listeners on the Glass Cast podcast. Inspire future partners by sponsoring a pod — or by sharing insights on industry trends and opportunities.

- + Sponsorship:** Acknowledgment on the shows and in social media mentions
- + Featured:** Your expert's 15-minute interview gets an exclusive episode, distributed on Spotify, YouTube, Apple Podcast and more



INVESTMENT

Series Sponsor	2,500
Exclusive Interview	8,000



TRUST 60%

of listeners search for a product after hearing about it in a podcast (SEMRUSH)

GLASS CAST™ WINDOW CAST™

PLUS! GLASSBUILD PODCAST STUDIO

GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

REACH THE ENTIRE FENESTRATION INDUSTRY

COMPREHENSIVE ENGAGEMENT

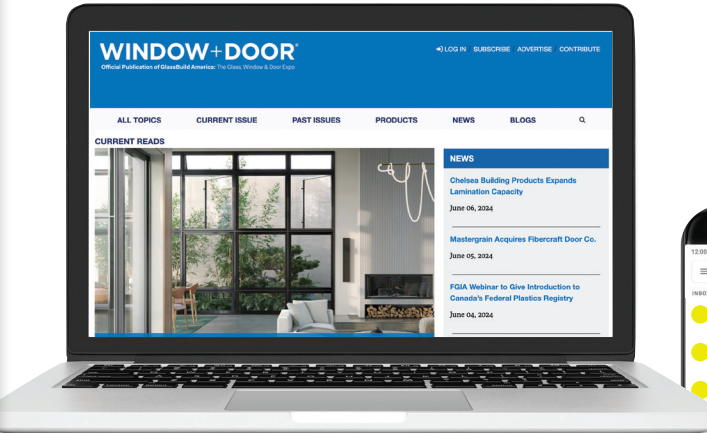
WINDOW + DOOR MAGAZINE BRAND PACKAGE

PRINT | WEB | EMAIL | AUDIO

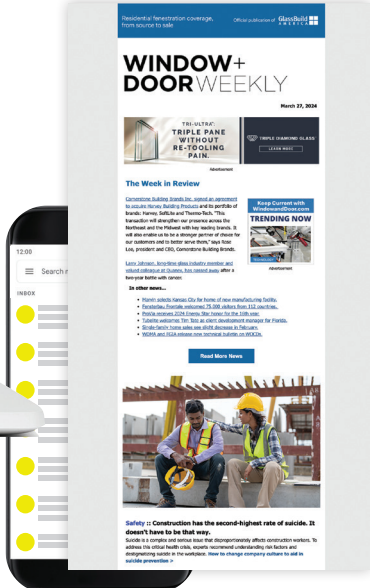
Expand your reach and elevate your brand with NGA's Window + Door Magazine. This highly respected resource puts your company in front of industry decision-makers who are actively advancing their businesses. Engage with key prospects through six annual print publications, weekly newsletters and WindowandDoor.com, plus social media and podcasts.



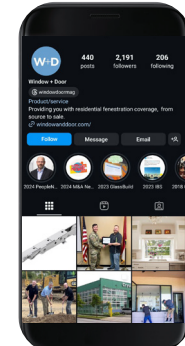
WINDOW + DOOR MAGAZINE READERSHIP AVERAGE/ISSUE
46,665



WINDOWANDDOOR.COM AVERAGE MONTHLY USERS
33,404



WINDOW + DOOR WEEKLY NEWSLETTER SUBSCRIBERS
7,585



TOTAL SOCIAL MEDIA FOLLOWERS/REACH
5,504

WINDOW CAST™ AVERAGE STREAMS/VIEWS PER SEASON
1,100

PRINT AD INVESTMENT:

WINDOW + DOOR MAGAZINE	1X	3X	6X
Two-page spread	5,410	5,220	4,910
Half-page spread	3,680	3,525	3,315
Full page	3,285	3,155	2,975
Two-thirds page	2,690	2,560	2,405
Half page island	2,475	2,360	2,215
Half page horiz or vert	2,355	2,245	2,105
Third page	2,225	2,125	2,000
PREMIUM POSITIONS	1X	3X	6X
Back cover	4,005	3,890	3,725
Inside front cover	3,790	3,695	3,545
Inside back cover	3,430	3,355	3,225
Guaranteed page	3,615	3,470	3,275
Consecutive-page placement	add'l 15%		
INSERTS	1X	2X	3X OR MORE
Cover Tip	4,850	4,380	3,920
Bind-in (per every two pages)	2,355	2,230	2,140



82% TRUST

of consumers trust print ads most for their decision-making
(BURNSTEIN RESEARCH)



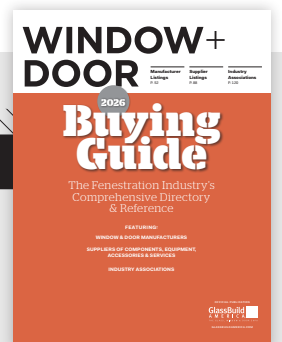
75% MEMORABILITY

of people recall brand names from print ads
(ADWEEK)

EDITORIAL CALENDAR:

	JAN/FEB	MARCH/APRIL*	MAY/JUNE	JULY/AUG	SEPT/OCT*	NOV/DEC
The Industry Forecast Issue: Industry Pulse survey						
The Products Issue: Finished products and components/hardware						
The Manufacturing Issue: Top Manufacturers Report and List						
The Machinery and Tech Issue: Automation, software and innovation						
The GlassBuild Issue: Show preview, schedule, exhibitor list and products						
Annual Buying Guide: Lists of suppliers to and manufacturers in the residential fenestration industry						

*Issue includes the Baxter ad study



WINDOWANDDOOR.COM ADS + SPONSORED ARTICLES

Boost your online presence with ads on WindowandDoor.com. Choose from eye-catching display ads or supply sponsored articles to reach a targeted audience.

PAGEVIEWS:

534,927

(SEPT 2023-AUG 2024)

WEBSITE VISITORS:

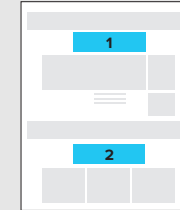
418,222

(SEPT 2023-AUG 2024)



INVESTMENT	1X	3X	6X	9X	12X
Billboard 1	2,730	2,575	2,320	2,085	1,880
Billboard 2	2,445	2,190	1,985	1,785	1,545
Square 1	1,025	920	830	745	670
Square 2	975	875	790	710	620
Sponsored Articles	1,800	1,545/story	-	-	-

HOME



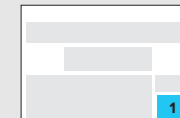
BILLBOARDS

Top-position ads on both home page and interior pages

INTERIOR



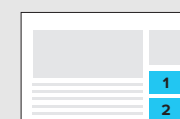
HOME



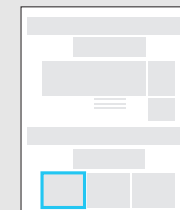
SQUARES

Strategic ads on both home and interior pages

INTERIOR



HOME



SPONSORED CONTENT

Your supplied article or blog featured on the website and home page, plus Window + Door's weekly newsletter and on social media

INTERIOR

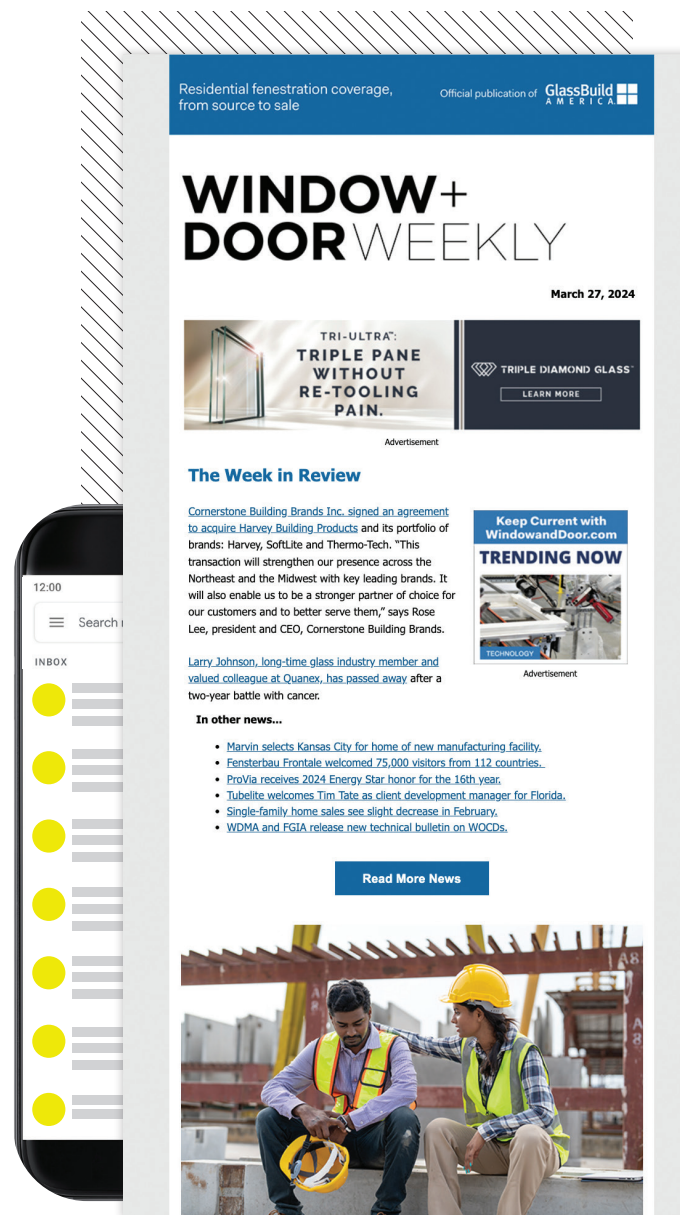


WINDOW + DOOR WEEKLY NEWSLETTER ADS

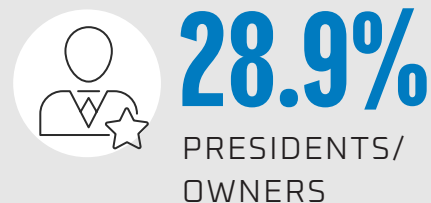
Grow your brand in Window + Door's weekly newsletter. Pick from standout billboard ads or engaging square ads (up to 3 in each email) — or a detailed product spotlight to reach a highly targeted audience. Benefit from a high open rate and direct engagement with industry leaders.

INVESTMENT	PER WEEK
Billboard 1	1,130
Billboard 2	1,025
Billboard 3	850
Square 1	850
Square 2 & 3	820
Product Spotlight*	985

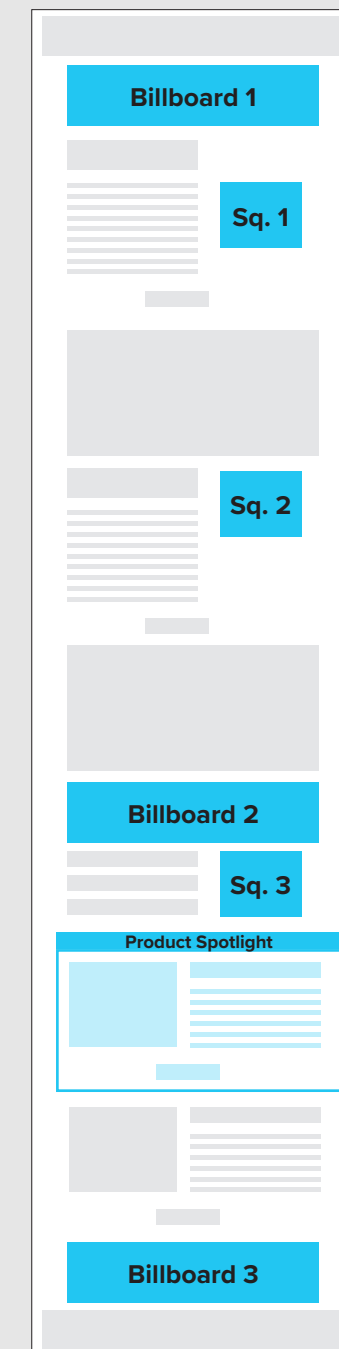
* Includes a headline, 150 words of text, and a color image, strategically placed with a direct link to your website



AUDIENCE MAKEUP



Average open rate. **More than double the industry average** open rate of **22.5%** (SEP 2024–AUG 2025)



PODCAST SPONSORSHIPS

Reach thousands of engaged listeners on the Window Cast podcast. Inspire future partners by sponsoring a pod — or by sharing insights on industry trends and opportunities.

- + Sponsorship:** Acknowledgment on the shows and in social media mentions
- + Featured:** Your expert's 15-minute interview gets an exclusive episode, distributed on Spotify, YouTube, Apple Podcast and more



INVESTMENT

Series Sponsor	2,500
Be Featured in + Sponsor	8,000



TRUST
60%

of listeners search for a product after hearing about it in a podcast (SEMRUSH)

GLASS CAST™
WINDOW CAST™
PLUS! GLASSBUILD PODCAST STUDIO

GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO

SPONSORSHIP | WEB | EMAIL | CATALOG

Harness the power of the largest annual event in the Americas for the glass, window and door industries through exhibit space and sponsorships — plus ads in the show catalog, on GlassBuildAmerica.com and in the show's daily and weekly newsletters.

EXHIBIT SPACE

Connect with new customers and increase your sales by making personal connections. Network with prospective customers; showcase your equipment, products and services; and grow your brand awareness.



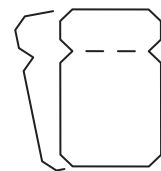
DATES

2026
SEPT 23-25

Las Vegas Convention Center, West Halls
Las Vegas, Nevada

2027
OCT 26-28

Orange County Convention Center
Orlando, Florida



92% MOTIVATION

of attendees say they attend tradeshows to see new products (TRADE SHOW LABS)

INVESTMENT

NGA and FGIA Members	28.45-40/sq ft*
Non-members	31.95-45/sq ft*

PRIORITY RANKING

Choose your exhibit space earlier with increased NGA investment

RAISE ENGAGEMENT

Maximize your impact and success by investing in multiple NGA products (i.e., exhibit space, sponsorships, memberships, ads, etc.)

*Depends on booth size. Pricing reflects 2026 rates

PRIMARY AUDIENCE:

Averaging 9K+ representatives from the entire glass, glazing, window and door supply chains, including:

COMMERCIAL / RESIDENTIAL GLASS & METALS

	FABRICATORS/ MANUFACTURERS	30%
	SUPPLIERS	31%
	INSTALLING	34%
	ARCHITECTS/SPECIFIERS/ENGINEERS/CONSULTANTS	5%

RESIDENTIAL WINDOWS & DOORS

	MANUFACTURERS	44%
	SUPPLIERS	39%
	DISTRIBUTORS	10%
	ARCHITECTS/SPECIFIERS	7%

*Total equals more than 100% due to attendees who choose multiple business categories.

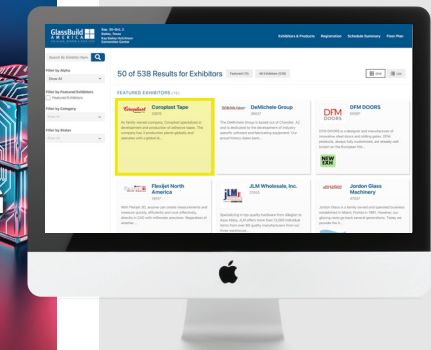
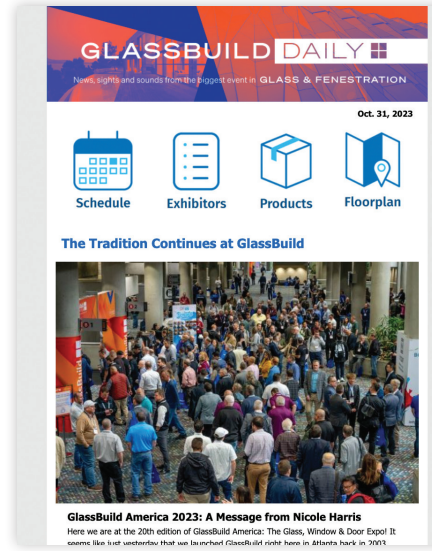
COMPREHENSIVE MULTICHANNEL MARKETING

Harness powerful tactics across multiple GlassBuild America campaigns to increase your prominence, trustworthiness, engagement and leads.

- + **Sponsorships** for maximum brand recognition
- + **Print Ads** in GlassBuild America issues of Glass Magazine and/or Window + Door magazine
- + **Web Ads** on GlassBuildAmerica.com
- + **Newsletter Ads** in GlassBuild Daily & Glassbuild Weekly sent to past and present GlassBuild attendees
- + **Catalog Ads** in GlassBuild America's official show catalog, a valuable resource attendees take home
- + **GlassBuild Podcast Studio** sponsorship amplifies your expertise and name recognition during the event

INVESTMENT

Varies based on needs and goals



GLASS CAST™
WINDOW CAST™

INDUSTRY EVENTS

GLAZING EXECUTIVES FORUM

Forge inroads and personal connections in the glazing and full-service glass world at this one-day conference, held in conjunction with GlassBuild America. Resonate with hundreds of attendees through tiered and tailored sponsorship opportunities.

SEPTEMBER 23, 2026
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV

INVESTMENT

	EXHIBITOR	NON EXHIBITOR
Bronze Sponsorship (5 available)	2,500	4,500
Silver Sponsorship (5 available)	4,500	6,500
Gold Sponsorship (exclusive)	8,000	10,000



NGA Glazing Executives Forum



PRIMARY AUDIENCE:



CONTRACT
GLAZIERS



COMPANY
EXECUTIVES



FULL-SERVICE
GLASS COMPANIES

JOIN US IN LAS VEGAS, NV



INDUSTRY EVENTS

BLUEPRINT FOR COLLABORATION

Gain exclusive access to thought leaders from the entire glass and glazing industry in this private reception for the architectural community. Build connections and leave an impression by sponsoring exclusive opportunities that put your brand in the spotlight and spark meaningful engagement.

**AT LIVE GLASSBUILD EVENT
SEPTEMBER 23, 2026
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV**

+ PRINT COVERAGE AND ONLINE EVENTS

INVESTMENT

	EXHIBITOR	NON EXHIBITOR
Sponsorship	10,000	
Take 5 (limit 5)	6,000	
Breakfast Sponsor	3,000	5,000



BLUEPRINT	FOR
COLLABORATION	



PRIMARY AUDIENCE:



ARCHITECTURAL COMMUNITY

REACH 11,500+

ARCHITECTS THAT ENGAGE WITH NGA AND GLASS MAGAZINE

INDUSTRY EVENTS

BUILDING ENVELOPE CONTRACTORS (BEC) CONFERENCE

Connect with about 800 top glazing contractors in search of business. Network to discover top prospects at this mix of educational presentations and tabletop displays. Expand your reach and retainability with exhibitor space and sponsorship opportunities that bolster your visibility and interactions with prospects.

MARCH 1-3, 2026

OMNI LOUISVILLE HOTEL | LOUISVILLE, KY

INVESTMENT

Tabletop Display*	6,500
Take 5 Presentations (5 mins)	6,000
Case Study Presentations (8 mins)	15,000
Other Sponsorships	5,000+

**Limited availability; awarded on NGA investment ranking system. Pricing above reflects NGA member rates, please contact your NGA sales representative for non-member pricing.*



PRIMARY AUDIENCE:



CONTRACT GLAZIERS



FABRICATORS



SUPPLIERS

JOIN US IN LOUISVILLE, KY

INDUSTRY EVENTS

NEW! GFAB - THE NGA GLASS FABRICATOR CONFERENCE

Be part of a brand-new, premier event for glass fabricators. GFAB merges the strengths of NGA Glass Conference and GPAD, and offers unique Executive, Technical, and hands-on Workshop tracks, plus our GFAB Lab—a dynamic, interactive tabletop networking area.

APRIL 26-29, 2026
RADISSON BLU HOTEL | CHICAGO, IL

DON'T MISS YOUR CHANCE TO BE A FOUNDATIONAL PARTNER AT THIS EXCITING NEW EVENT! THE DEADLINE FOR COMMITMENTS IS FEBRUARY 5, 2026.



INVESTMENT

Platinum Level: \$20,000*

- 15-minute exclusive Glass Cast interview feature recorded prior to the event
- Meet The Experts: full page advertorial showcasing one of your staff members in 2026 Glass Magazine Top Fabricators issue
- Take 5 presentation: 5-minute presentation during the Executive Track at GFAB
- Tabletop display during the event in the interactive Tabletop and Networking area
- One post-event eblast shared by all platinum sponsors
- One dedicated social post on LinkedIn and Facebook
- Top billing on signage and in conference program
- Registration complimentary for two attendees at GFAB



Gold Level: \$12,000*

- Take 5 presentation: 5-minute presentation during the conference
- Tabletop display during the event in the interactive Tabletop and Networking area
- Higher billing on signage and in conference program

Silver Level: \$6,000*

- Tabletop display during the event in the interactive Tabletop and Networking area
- Registration is complimentary for one attendee at GFAB

ADDITIONAL OPPORTUNITIES, INCLUDING KEYNOTE AND SESSION SPONSORSHIPS, ARE ALSO AVAILABLE, STARTING AT \$4,000.

**Pricing above reflects NGA member pricing, for non-member rates please contact your NGA sales representative*

GFAB™ NGA Glass
Fabricator
Conference

NGA
NATIONAL GLASS ASSOCIATION with GANA

PRIMARY AUDIENCE:



COMPANY
EXECUTIVES



FABRICATORS

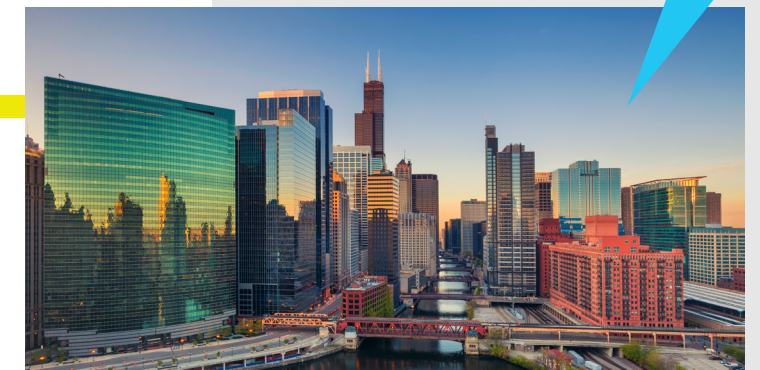


PLANT PERSONNEL



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Your ideal customers in the glass and fenestration industry are actively searching for you. With the National Glass Association, you'll reach — and resonate with — them through powerful platforms and tailored opportunities that showcase your expertise and drive your business growth.

FOR MORE INFORMATION ON HOW TO GET STARTED, CONTACT THE NON-COMMISSIONED NGA SALES AND MARKETING CONSULTANT FOR YOUR REGION. LET'S MAKE YOUR BUSINESS STAND OUT.



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Eastern and East-central U.S.;

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The new Visitor Experience Centre at Caymus Winery in Napa Valley, features floor-to-ceiling glass from Top Glass Fabricator AGNORA. Photo by Matthew Millman.

