

Print Ad Rates

Ad Size	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
One-third page	\$3,100	\$3,015	\$2,885	\$2,800

Premium Positions

Ad Size	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 (surcharge)	add'l 15%	add'l 15%	add'l 15%	add'l 15%

Inserts

Ad Size	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

Sponsored Content

Ad Size	1X	3X	6X	7X
Product Solution	\$4,995	\$4,875	\$4,680	\$4,565
Great Glazing	\$4,995	\$4,875	\$4,680	\$4,565
Q&A	\$9,475	N/A	N/A	N/A
Meet the Experts	\$4,635	N/A	N/A	N/A

SourceBook

Ad Size	Price (Annual)
Full-Page Ad Package	\$5,145
Half-page Ad Package	\$2,900
Third-page Ad Package	\$2,630
Enhanced Listing Package	\$825



In Baxter Research Center's adViewPRO study, 70% of respondents reported taking buying behavior after seeing an ad in Glass Magazine.

Suppliers Guide - Listings

Ad Size	Price (Annual)
1 category	\$445
2 categories	\$595
3 categories	\$750
4 categories	\$905
5 categories	\$1,060
6-10 categories	\$1,475
11-15 categories	\$1,780
16-20 categories	\$2,090
21-25 categories	\$2,400
26-30 categories	\$2,710

Suppliers Guide - Display Ads

Ad Size	3X / Issue	6X / Issue	8X / Issue
Standard ad (1.575" x 2.25"), Color	\$435	\$405	\$380
Standard ad (1.575" x 2.25"), B&W	\$295	\$275	\$250
Expanded ad (1.575" x 4.5"), Color	\$620	\$585	\$555
Expanded ad (1.575" x 4.5"), B&W	\$410	\$390	\$370

Digital Ad Rates

Digital - Weekly Newsletter

Ad size	Price (Per Week)
Billboard 1	\$1,130
Billboard 2	\$1,025
Billboard 3	\$850
Square 1	\$850
Square 2 & 3 (each)	\$820
Product Spotlight	\$985

Digital - Website

Ad size	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	N/A	N/A	N/A

Digital Ad Specifications

Newsletter Ad Sizes	
Billboard	900 px wide x 225 px tall
Square	300 px wide x 300 px tall
Product Spotlight	
2/3 page vertical	4.5" W x 9.375" H
Website Ad Sizes	
Billboard	900 px wide x 225 px tall
Square	450 px wide x 450 px tall



Digital - Podcast

Ad size	Price
Series Advertisement (per series, 3 episodes)	\$2,500
Exclusive Interview (per episode)	\$8,000

WINDOW+ DOOR® 2027 RATE CARD

Produced by **NGA**

Print Ad Rates

Ad Size	1X	3X	5X
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
One-third page	\$2,225	\$2,125	\$2,000

Premium Positions

Ad Size	1X	3X	5X
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 (surcharge)	add'l 15%	add'l 15%	add'l 15%

Inserts

Ad Size	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



In Baxter Research Center's adViewPRO study, 63% of respondents reported taking buying behavior after seeing an ad in Window + Door Magazine.

Buying Guide

Ad Size	Price (Annual)
Full-Page Ad Package	\$4,175
Half-page Ad Package	\$2,285
Third-page Ad Package	\$2,070
Enhanced Listing Package	\$825

Sponsored Content

Ad Size	1X	3X	4X
Product Solution	\$3,775	\$3,630	\$3,420
Great Glazing	\$3,775	\$3,630	\$3,420
Q&A	\$7,725	N/A	N/A
Meet the Experts	\$3,295	N/A	N/A

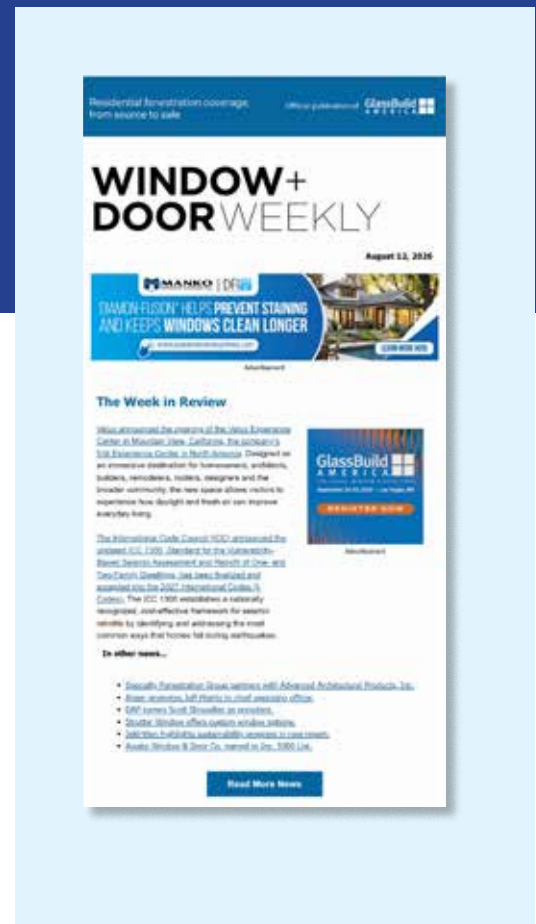
WINDOW+ DOOR® 2027 RATE CARD

Produced by **NGA**

Digital Ad Rates

Digital - Weekly Newsletter

Ad size	Price (Per Week)
Billboard 1	\$1,130
Billboard 2	\$1,025
Billboard 3	\$850
Square 1	\$850
Square 2 & 3 (each)	\$820
Product Spotlight	\$985



Digital - Website

Ad size	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	N/A	N/A	N/A

Digital - Podcast

Ad size	Price
Series Advertisement (per series, 3 episodes)	\$2,500
Exclusive Interview (per episode)	\$8,000

Digital Ad Specifications

Newsletter Ad Sizes	
Billboard	900 px wide x 225 px tall
Square	300 px wide x 300 px tall
Product Spotlight	
2/3 page vertical	4.5" W x 9.375" H
Website Ad Sizes	
Billboard	900 px wide x 225 px tall
Square	450 px wide x 450 px tall

Trending Now (Sponsored Content)	
Text (product)	Up to 150 words
Text (blog/article)	Up to 750 words
Hero image	At least 1,200 px wide; must be a separate file, not embedded in the Word doc
Company logo	Minimum 400 px wide, height variable, 150 dpi; placed on the landing page only

Print Ad Specifications

Ad Size	Live area	w/ Bleed
2-pg. spread	15.5" W x 10" H	16.25" W x 10.75" H
Half-page pread	15.5" W x 4.5" H	16.25" W x 5.25" H
Full page	7.5" W x 10" H	8.25" W x 10.75" H
⅔ page vertical	4.5" W x 9.375" H	5.25" W x 10.75" H
½ page horizontal	7" W x 4.5" H	8.125" W x 5.25" H
½ page vertical	3.4" W x 9.375" H	4" W x 10.75" H
½ page Island	4.5" W x 6.8" H	N/A
⅓ page vertical	2.2" W x 9.375" H	2.85" W x 10.75" H
⅓ page square	4.5" x 4.5" square	N/A

