



NAWLA

# YEAR ROUND Partnerships

*Connect with Lumber Industry Leaders*

Nearly 500 firms, representing industry-leading wholesalers and manufacturers forest products and other building materials, as well as service affiliates who serve the lumber supply chain, are members of the North American Wholesale Lumber Association (NAWLA).

For those companies, NAWLA delivers unparalleled access to relationships and resources that improve business strategy and performance through sales growth, cost savings and operational efficiencies.

Since 1893, NAWLA has helped the industry grow by helping our members grow. Partner with NAWLA to increase your company's exposure to tenured lumber industry professionals with purchasing authority through an organization they've trusted for generations.

According to the most recent NAWLA member survey, members experienced the greatest challenges at their companies in these areas:

- Management/Operations
- Software/Technology
- Supply Chain/Logistics
- Sales/Purchasing

Present your products and services through year-round NAWLA advertising opportunities to help members overcome challenges and grow their businesses – and yours!

**Help members solve their greatest challenges**

# Year Round Opportunities

## Sponsored Webinar

Partner with NAWLA's Education Committee to develop an educational webinar that presents top-of-mind news and analysis, best practices, a relevant case study or innovative application of new technologies. Topics can be tailored to your needs and areas of expertise. To maximize participation, NAWLA encourages you to collaborate with customers or recognized subject-matter experts. Webinars may not be sales-oriented or focus on a specific product or service. Webinars (with sponsor recognition) will be promoted via the Bulletin newsletter, NAWLA's website, a dedicated email to 3,500 member contacts and via social media posts. Following the webinar, sponsors will receive a registrant list.

**Member rate (1x rate): \$2,500**

## Web Advertising

Connect with NAWLA members each time they visit the organization's recently redesigned website. The site enjoys consistently high visitor engagement.

### NAWLA.ORG (2019 data)

- 2,700+ average monthly users
- 2 min, 53 sec average session duration
- 3.06 average pages/session

### POSITIONS:

- Banner (Home page) \$2,000 (6 months) / \$3,500 (12 months)
- News Sponsor (Logo recognition per news post) \$1,500 (6 months) / \$2,500 (12 months)

## NAWLA Social Media

Promote your video, white paper, webinar or product collateral through a post on NAWLA's LinkedIn, Facebook or Twitter accounts, which each have hundreds of engaged followers. Posts can link back to your website or be paired with a news blog post on NAWLA.org.

**Pricing (1 news blog post and one post on each of NAWLA's three social media accounts directing to it):**

1x	\$750
3x	\$500

*Note: Opportunities are limited and available on a first-come, first-served basis. Webinars must be confirmed two months prior to the desired date. All materials are due 10 business days prior to distribution or posting and are subject to editing and approval by NAWLA.*

## The Bulletin

NAWLA's monthly newsletter is read by 66% of members, according to the most recent member survey. Featuring member updates, association highlights and more, this publication is your chance to showcase news and thought leadership to more than 3,500 contacts at member firms.

### POSITIONS:

- 100-word update (Full update included within one monthly edition; distributed to members and posted in online archives)
- White paper or article (Full post on NAWLA.org news blog, 50-word preview in the Bulletin with link to blog post)
- Member Highlight sponsor (Name and logo recognition in Member Highlight section)

### Pricing (per ad):

1x	\$350
3x	\$325
6x	\$300
12x	\$275

*Limited ads per issue.*

## Against the Grain

Every two months, NAWLA's Chairman shares industry trends, association accomplishments and other insights through the Against the Grain newsletter. More than 3,500 member contacts receive this publication, which garners a 30% average open rate.

By sponsoring the issue, you will receive name and logo recognition within the newsletter (In the original email and online news blog version).

### Pricing (per ad):

1x	\$350
3x	\$325
6x	\$300

*Limited ads per issue.*

Contact **Jim Conlon**, Senior Sales Manager, at **312.673.4865** or **jconlon@nawla.org** for additional details or to reserve your sponsorship.