

Product Launch or Promotion Package

Ideal For:

- Stone distributors
- Equipment, tooling, and chemical suppliers
- Technology, insurance, and other industry partners
- International companies seeking to expand business in North America

Promotional Benefits:

- Reach your target audience with a mix of weekly, monthly, and annual advertising opportunities to receive measurable results
- Benefit from a 35% open rate and 20% click-through rate among more than 8,000 engaged members with NSI's weekly e-newsletter
- Brand recognition with prime position on NSI's most visited webpages and communications
- Opportunity to extend outreach to architects and designers



Pricing*:

PRODUCT LAUNCH OR PROMOTION PRICING	GOLD	SILVER	BRONZE
NSI homepage banner ad (limited availability)	2 months	1 month	1 month
Weekly e-newsletter digital ad	6 placements	6 placements	3 placements
Ad in <i>The Cutting Edge</i> newsletter	full page (3 issues)	full page (1 issue)	1/2 page (1 issue)
Dedicated email to target audience through NSI's email marketing platform	X		
Value	\$10,360	\$5,610	\$3,480
Savings	\$2,070	\$1,120	\$690
Price	\$8,290	\$4,490	\$2,790

* A la carte events and program sponsorships are outlined on the commitment form.

Note: If design professionals are part of your audience, ask about adding *Building Stone Magazine* to your package.