



Advertising Opportunities

A Florida Building Material Association Publication

e-Blueprint

The Florida Building Material Association (FBMA) began publishing e-Blueprint in 2006. In 2007, e-Blueprint became a weekly electronic newsletter publication mailed to over 1,000 individuals throughout the building supply channel.

Articles include sales management tips, building permit reports, legislative updates for Florida and nationwide, issues currently facing individuals and companies within the industry, upcoming events and more!

A free publication, e-Blueprint is now offering advertising opportunities to individuals and companies wishing to promote their products and services. Advertising is available throughout the publication in 6-month and 12-month insertion periods.

Advertising Rates

e-Blueprint Cover

(5) Placements per e-mail weekly

Published as a full-color HTML document, e-Blueprint's cover will ensure that your ad is seen the moment FBMA's e-mail is opened.

| | | | |
|---------------------------|-------------------|-------------------------|--|
| 6-month Insertion | \$ 780.00 | 26 Ad Placements | (Only \$30.00 per ad each week) |
| 12-month insertion | \$1,326.00 | 52 Ad Placements | (Only \$25.50 per ad each week) |

Random Thoughts

(4) Placements per column weekly

Written by Bill Tucker, FBMA's president, *Random Thoughts* is a weekly contribution to e-Blueprint. Bill draws upon his experience as a contractor, association executive and even an Inn Keeper to recount lessons he has learned in management and leadership. In addition to his column, Bill provides a quote applicable to his topic; writes short comments on current events; and always shares a joke.

| | | | |
|---------------------------|-------------------|-------------------------|--|
| 6-month Insertion | \$ 650.00 | 26 Ad Placements | (Only \$25.00 per ad each week) |
| 12-month insertion | \$1,105.00 | 52 Ad Placements | (Only \$21.25 per ad each week) |

Breaking News in the Construction Industry

(4) Placements per column weekly

From Chinese drywall to Stock Building Supply's bankruptcy filings, e-Blueprint publishes up-to-date information about the building supply industry.

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|---------------------------|------------------|-------------------------|--|
| 6-month Insertion | \$ 325.00 | 26 Ad Placements | (Only \$12.50 per ad each week) |
| 12-month insertion | \$ 552.76 | 52 Ad Placements | (Only \$10.63 per ad each week) |

Advertising Rates

An Independent Voice

(4) Placements per column bi-weekly

Written by Don Magruder, Vice President and General Manager of Ro-Mac Lumber & Supply Company, Don voices unconstrained opinions of happenings in the building supply industry, the state and world. Sometimes controversial, always interesting, *An Independent Voice* is a column that people look forward to reading and sharing.

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|---------------------------|------------------|-------------------------|--|
| 6-month Insertion | \$ 325.00 | 13 Ad Placements | (Only \$25.00 per ad each week) |
| 12-month insertion | \$ 552.50 | 26 Ad Placements | (Only \$21.25 per ad each week) |

Monthly Columns

(4) Placements per column monthly

FBMA receives contributions to e-Blueprint each month. Widely read, each column contributed reaches different audience members in the building supply industry. Our monthly contributor's include:

Chairman's Thoughts

Written by FBMA's Chairman of the Board this column is an insightful well thought out discourse on the building supply industry, as well as news regarding the Florida Building Material Association.

Bill Lee

With over 40 years experience in the building supply industry, 20 of them training sales people, Bill relates information that helps to increase sales and profits.

News from Florida's Capitol

As FBMA's legislative consultant, Kari Hebrank keeps people informed about Florida's building code, regulatory and legislative happenings. Written in a folksy, down to earth style, Kari's columns are interesting and informative.

Greg Brooks

The leading analyst in the building supply industry, Greg's research, analysis and statistics are readable, easy to understand and invaluable.

| | | | |
|---------------------------|------------------|-------------------------|--|
| 6-month Insertion | \$ 300.00 | 6 Ad Placements | (Only \$50.00 per ad each week) |
| 12-month insertion | \$ 510.00 | 12 Ad Placements | (Only \$42.50 per ad each week) |



Name of Advertiser _____ Contact _____

Address _____

City _____ ST _____ Zip Code _____

AD PLACEMENT (Please select from the list below)

- e-Blueprint Cover (6-month insertion/26 ad placements) \$ 780.00
- e-Blueprint Cover (12-month insertion/52 ad placements) \$1,326.00
- Random Thoughts (6-month insertion/26 ad placements) \$ 650.00
- Random Thoughts (12-month insertion/52 ad placements) \$1,105.00
- Breaking News (6-month insertion/26 ad placements) \$ 325.00
- Breaking News (12-month insertion/52 ad placements) \$ 552.76
- Independent Voice (6-month insertion/13 ad placements) \$ 325.00
- Independent Voice (12-month insertion/26 ad placements) \$ 552.50
- Monthly Columns (6-month insertion/6 ad placements) \$ 300.00*
- Monthly Columns (12-month insertion/12 ad placements) \$ 510.00*

*Select the monthly column you wish to advertise in from the list below.
(If a column does not run, FBMA will place your ad next to a comparable column.)

- Chairman's Thoughts
- Bill Lee
- News from Florida's Capitol
- Greg Brooks

AD SPECIFICATIONS

Ad sizes are 120x60 pixels and must be submitted in gif format only. If you wish to submit a 3-panel ad you can do so by creating an animated gif file with the same 120x60 pixels dimension. To have an animated gif file created for your company, a \$60.00 or \$90.00 charge will be incurred. Contact FBMA for this additional service at (352) 383-0366, ext. 234.

PAYMENT METHOD

Check # _____ VISA MC AMEX Card # _____

Security Code _____ (Front of AMEX/Back of VISA/MC) Expiration Date ____/____

The Florida Building Material Association and its production and design sources will make every attempt to publish according to the preceding schedule but reserves the right to change its schedule. All ads, photos and related artwork should be suitable per the specifications listed above. It is the advertiser's responsibility to submit accurate and usable advertising. Advertisements will be published as provided by the advertiser as submitted, however, file correction changes will be billable to the advertiser. The Florida Building Material Association has the right to reject any advertisement. All advertising rates are Net to the Advertiser.

Authorized in Accordance With This Agreement

Advertiser Name (Please Print) _____

Signature _____

Date ____/____/____ FBMA Approval _____

Please complete and mail to FBMA, PO Box 65, Mount Dora, FL 32756-0065 or fax to (352) 383-8756
For further information, please contact Cristina I. Bowerman, FBMA Director of Communications,
(352) 383-0366, ext. 234 or e-mail Cristina@fbma.org