



NATIONAL
DEMOLITION
ASSOCIATION



2021 MARKETING OPPORTUNITIES

WHY PARTNER WITH NDA?

The National Demolition Association (NDA) is the voice of the demolition industry — representing nearly **500 companies** engaged in a wide range of demolition activities.

NDA member organizations comprise thousands of industry leaders such as:

- Business owners, executives, directors, managers and safety professionals
- Demolition contractors
- Industry engineers and manufacturers
- General contractors
- Government officials and employees of state and locals municipalities
- Industry consultants
- International demolition contractors
- Processing and recycling companies
- Excavating contractors
- Purchasing managers
- Young professionals and students

NDA represents contractors and suppliers in:

- Demolition
- Asbestos abatement
- Business solutions
- Equipment
- Hazardous waste
- Recycling and salvage
- Tools, attachments and parts



PLAN YOUR YEAR WITH NDA



M DEMOLITION MAGAZINE

DEMOLITION MAGAZINE

DEMOLITION magazine is the industry's first choice for information about the products and services that make demolition projects smoother and more profitable. As the authoritative bimonthly publication of the association, the industry looks to *DEMOLITION* magazine for material that will be useful, informative and cost-saving.

With distribution to more than **1,700 industry leaders** and decision makers across the United States and Canada, *DEMOLITION* magazine provides the most economical means to reach demolition contractors.

In every issue, readers can expect balanced and insightful coverage in each of these distinct and critical industry topics:

- Ongoing projects
- Occupational safety and health
- Environmental protection
- Insurance
- Management
- Techniques and regulatory development

ISSUE	DEADLINE
JANUARY/FEBRUARY	Advertising space: 1/11/21 Artwork: 1/15/21 Distribution: 2/23/21
MARCH/APRIL	Advertising space: 3/11/21 Artwork: 3/15/21 Distribution: 4/23/21
MAY/JUNE	Advertising space: 4/28/21 Artwork: 5/3/21 Distribution: 6/10/21
JULY/AUGUST	Advertising space: 6/21/21 Artwork: 6/25/21 Distribution: 8/3/21
SEPTEMBER/OCTOBER	Advertising space: 8/17/21 Artwork: 8/21/21 Distribution: 9/29/21
NOVEMBER/DECEMBER	Advertising space: 10/22/21 Artwork: 10/28/21 Distribution: 12/9/21

85% of readers are satisfied or very satisfied with *DEMOLITION* magazine.

68% of readers read most of *DEMOLITION* magazine or read it cover-to-cover each time.

65% of readers have taken direct action as a result of an advertisement in *DEMOLITION* magazine.

Information taken from recent member surveys.



DEMOLITION MAGAZINE

There is no better way to tell the demolition industry about your successes, products or services than *DEMOLITION* magazine. Contact **RYAN LEACH** for more information on pricing and special discounts.

AD OPTIONS/LOCATION	SIZE	LIVE AREA	1 TIME	3 TIMES	6 TIMES
OUTSIDE BACK COVER	8.5 x 11"	7.75 x 10.25"	\$3,000	\$2,750	\$2,400
INSIDE FRONT/ INSIDE BACK COVER	8.5 x 11"	7.75 x 10.25"	\$2,900	\$2,650	\$2,300
INSIDE TEXT PAGE ADVERTISING	8.5 x 11"	7.75 x 10.25"	\$2,100	\$2,000	\$2,800
1 FULL PAGE (STANDARD)	8.5 x 11"	7.25 x 9.75"	\$2,800	\$2,550	\$2,200
1 FULL PAGE (FULL BLEED)	8.5 x 11"	8.25 x 10.75"	\$2,800	\$2,550	\$2,200
2/3 PAGE	4.75 x 9.62"	—	\$2,700	\$2,500	\$2,500
1/2 PAGE (HORIZONTAL)	7.25 x 4.87"	—	\$2,300	\$2,050	\$1,700
1/2 PAGE (VERTICAL)	3.25 x 9.62"	—	\$2,300	\$2,050	\$1,700

FILE SUBMISSION:

Submit all artwork as a high-res PDF to
EXHIBIT@DEMOLITIONASSOCIATION.COM.

Contact Editor-in-Chief **ALEXA SCHLOSSER** with any digital, technical, design or layout questions.

DIGITAL AND EMAIL ADVERTISING

DIGITAL ADVERTISING

NDA is pleased to offer advertising opportunities on the NDA website. **Demolition professionals actively seeking the latest industry information and solution to help run their company will see your business first.** Choose from four advertising options to display your brand, products or services.

NDA WEBSITE

- **2,800** monthly users
- **1.35** sessions per user
- **2.5 min** average website session
- **1/3** of visitors are age 25-35

DIGITAL ADVERTISING OPTION	SIZE (PIXELS)	PRICE PER MONTH
HORIZONTAL BANNER	468 x 60	\$1,000
LEFT NAVIGATION BANNER 1	220 x 100	\$750
LEFT NAVIGATION BANNER 2	220 x 150	\$750
LEFT NAVIGATION BANNER 3	220 x 220	\$750

SPONSORED EMAIL BLASTS

Reach **nearly 3,500 unique individuals** looking for your product or services. Allow NDA to send an HTML email on your behalf to our member distribution list. Customize your email to fit your needs and goals. This opportunity is a great way to **create brand awareness, educate the NDA members** about your company and **inform our membership of a new product within the market.**

**When your advertising campaign is complete, you will receive key statistics on your campaign's performance.*

SPONSORED EMAIL BLASTS	
1 EMAIL BLAST	\$1,500
2 EMAIL BLASTS	\$1,200 per email
3 EMAIL BLASTS	\$1,000 per email

DEMOLITION

NEW ORLEANS INNOVATE. ADVANCE. EVOLVE.

MARCH 4-7, 2021 ✦ NEW ORLEANS, LA ✦ ERNEST N. MORIAL CONVENTION CENTER



Demolition New Orleans is the most comprehensive educational convention in the industry, attracting over 1,000 demolition professionals ranging from young professionals to business owners. Whether attendees are new to the field or seasoned veterans, all are eager to learn more about the valuable resources that are available to the industry.

There is no better forum for developing your professional network and cultivating new business relationships with potential clients than Demolition New Orleans.

AS AN EXHIBITOR AT DEMOLITION NEW ORLEANS, YOUR COMPANY CAN:

- Demonstrate products and services to powerful decision makers.
- Generate business opportunities with an engaged audience.
- Launch products and services.
- Establish new relationships and cultivate existing connections in the demolition industry.

Contact **RYAN LEACH** for more information on exhibiting or sponsoring at Demolition New Orleans.

In addition to booth space, sponsorship opportunities include keynote presentations, social events and more!



GLOBAL SPONSORSHIP OPPORTUNITIES

As a NDA global sponsor, your company can receive year-round recognition through a variety of NDA print and digital platforms. NDA global sponsor opportunities are tailored to your strategy and budget and will help you achieve measurable results and expand the marketing value of your NDA investment. **Our combination of offerings allows your company to save \$3,000-\$25,000** depending on your selection.

A LA CARTE OPPORTUNITIES

Add any of these opportunities to your sponsorship for an additional cost.

- **LEADERSHIP FORUM NETWORKING EVENT SPONSOR (X1)**
\$5,000
- **DEMOLITION NOW PODCAST (10 EPISODES)**
\$2,500/episode
- **LEADERSHIP FORUM LUNCH SPONSOR (X1)**
\$5,000
- **FOUNDATIONS OF DEMOLITION MANAGEMENT TRAINING SERIES LUNCH SPONSOR (X4)**
\$5,000/lunch
- **REGIONAL NETWORKING RECEPTION SPONSOR (4)**
\$8,000
- **LEADERSHIP FORUM DINNER SPONSOR (X1)**
\$10,000

ALL GLOBAL SPONSORSHIP PACKAGES INCLUDE THESE CORE BENEFITS:

- Company listing in Pocket Guide
- 30 word Company listing in Mobile App
- Company listing on NDA website Annual Conference
- Pre-Event Attendee List
- Post-Event Attendee List
- Standard Identification Sign (7" x 44")
- One (1) Lead Retrieval Unit
- One (1) Registration Bag Insert

SILVER SPONSORSHIP – \$5,000

Core sponsorship benefits

PLUS

- 10x10 booth
- One (1) Full Conference Registration
- Two (2) Expo-Only Badges
- One (1) Social Media Post
- Business Partner, Silver (listing on website)

GOLD SPONSORSHIP – \$10,000

Core sponsorship benefits

PLUS

- 10x20 Booth
- One (1) Full Conference Registration
- Two (2) Expo-Only Badges
- Two (2) Social Media Post
- One (1) Sponsored Email
- One (1) Full Page ad in Demolition Magazine
- Business Partner, Gold (listing on website)
- Select one (1) sponsorship opportunity to add your Gold sponsorship:
 - Lanyards
 - Registration Bags
 - Mobile App
 - Leadership Forum Networking Event Sponsor

PLATINUM SPONSORSHIP – \$25,000

Core sponsorship benefits

PLUS

- Two (2) Full Conference Registration
- Four (4) Expo-Only Badges
- Four (4) Social Media Post
- Two (2) Sponsored Email
- Two (2) Full Page ad in Demolition Magazine
- Three (3) Months Website Recognition
- Demolition NOW Podcast (10 episodes)
- Business Partner, Platinum (listing on website)
- Select one (1) sponsorship opportunity to add your Platinum sponsorship:
 - One (1) Breakfast & One (1) Lunch Sponsorship
 - Leadership Forum Lunch Sponsor (x2)
 - Live DEMO Transportation Sponsor
 - Foundations of Demolition Management Training Series Lunch Sponsor (four total)

DIAMOND SPONSORSHIP – \$50,000

Core sponsorship benefits

PLUS

- Four (4) Full Conference Registration
- Eight (8) Expo-Only Badges
- Eight (8) Social Media Post
- Four (4) Sponsored Email
- Three (3) Full Page ad in Demolition Magazine
- Regional Networking Reception Sponsor (4)
- Business Partner, Diamond (listing on website)
- Select one (1) sponsorship opportunity to add your Diamond sponsorship:
 - Annual Awards Banquet
 - Annual Convention Fundraising Event Sponsor
 - Live DEMO Lunch Sponsor
 - Leadership Forum Dinner Sponsor (x3)

All packages include recognition before, during and after the NDA Convention and Expo — our largest event of the year.