



MEDIA KIT 2018

MISSION STATEMENT

The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry in North America so that members can exceed the expectations of their customers.

CONTACT



+215 679 4884



info@NADRA.org



NADRA.org



NADRA.ORG

REACH QUALITY PROFESSIONALS IN YOUR INDUSTRY
WE URGE YOU TO SUPPORT THE INDUSTRY IN WHICH YOU MAKE A LIVING SO
THAT IT CONTINUES TO THRIVE AND GROW.

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THE POWER OF ONE.

By supporting the organization and promoting NADRA in your marketing materials along with direct sponsorship of programs like these and others, the Association is able to provide your business the very best possible exposure for your products and services.

Stand out and display your
NADRA logo proudly!

*Stand out and let the industry know
YOU are a proud supporter,
and ambassador of NADRA!*

Every Member Sponsor
will receive this Power of One logo for
their marketing use:



TAKE A LOOK

We invite you to explore the opportunities presented within the pages of this document.

YOUR BOARD

Kirk Hammond, President
 Bob Lett, Vice President
 Matt Breyer, Treasurer
 John Burkhart, Director
 Heath Bowman, Director
 Rick Schumacher, Director
 Bruce Verblaauw, Director

HEADQUARTERS

Michael Beaudry, Executive VP
 Margie Beaudry,
 Administrative Director
 Heather Marchand, National
 Programs & Marketing
 Jenn Zedaker, Membership
 Coordinator



A NOTE FROM YOUR PRESIDENT

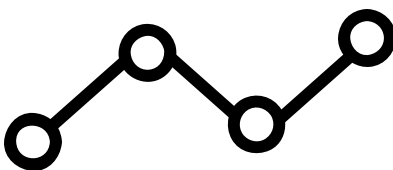
It has been my distinct pleasure to serve on your North American Decking and Railing Association board for more than 10 years. I enter my third and last year as your President with true gratitude for all of the friends that I have made, for the accomplishments that this association has achieved, and for what the future holds. Many board and association members work tirelessly to contribute and dedicate time to this association and industry. We call it The Power of One. One person makes a difference. We have many who quietly do just that. I appreciate, admire and respect those who have done and continue to do so. NADRA is your association. Be part of the solution, join, participate, and belong. The Power of One.

Kirk Hammond, NADRA President

THE MISSION

The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry so that members can exceed the expectations of their customers. In addition, NADRA strives to educate everyone in all aspects of deck safety, from consumers, to deck builders, inspectors, lumberyards, retailers, manufacturers, architects, code officials, the mass media and everyone else in our chain of commerce. Your association leads in many ways through the respected programs listed below.

- Deck Safety Month®
- Check Your Deck®
- Deck for a Soldier®
- Certified Education for industry professionals:
MDPC-Code, Deck Evaluation / Inspection
- CPAC – Consumer Product Awareness Charter
- ICC Code Work
- Media Consultation
- Industry Statistics / Reporting



1.



Brainstorm your
Ideas & Identify
your Goals

2.



Choose your
Platform(s)

3.



Tell a Story

4.



Connect those stories
with the right audience
for you!
Online & face-to-face

5.



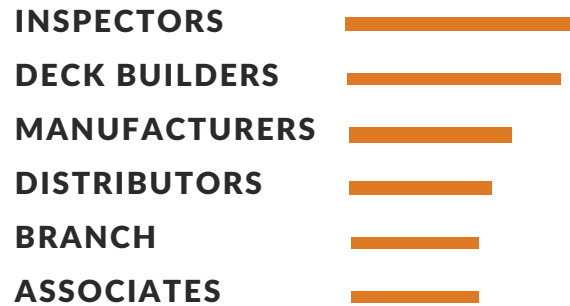
Take advantage of your
new opportunities
& build on
new relationships

6.



Establish steps to
maintain your
relationship with
NADRA & its members

NADRA'S AUDIENCE IS **ENGAGED** AND **PROFESSIONALLY** FOCUSED ON GROWING & IMPROVING THEIR **BUSINESS**.



HOW WE REACH THEM:



2,272
Facebook
Followers



829
Twitter
Followers



960
LinkedIn
Group Members



3,429
Opt-in Email
Subscribers



38.2%
Open
Rate

NEW INITIATIVES FOR 2018



WEBSITE
MAKEOVER

WOULD YOU LIKE TO HOST A NETWORKING MEETING NEAR YOU?



We're looking for NADRA ambassadors across North American and beyond. Please call to learn how you can help.

FOCUSED ADDITIONAL MARKET GROWTH FOR 2018 & 2019:



International:

The following two pages offering advertising options were designed for you to pick and choose what works best for your businesses goals and budget. You may choose one or multiple options. Please call to discuss when you are ready to make your selections.

OPTION: A ENEWSLETTER

NADRA'S MONTHLY ENEWSLETTER:

Advertising in NADRA's monthly eNewsletter. Options include: Leaderboard or Rectangle Ads, or featured content. The newsletter is sent each month to aprox 3,000 subscribers. Opt-in only. Also shared on NADRA's homepage for the entire month, posted to social media, the NADRA blog and the weekly industry update.

- **Leaderboard: \$350 / issue** *Limit: 1 per issue
- **Lower Leaderboard: \$250 /issue** *Limit: 2
- **Rectangle: \$200 / issue** *Limit: 2
- **Sponsored Content: \$350 / issue** *Limit: 1
- **Mini Sponsored Content: \$250 / issue** *Limit: 2

Mini Sponsored Content: Includes story with one image and your logo, plus company logo and link out to url of your choice (with approval) You provide the story, we provide the platform. Content Distributed in: NADRA Blog, monthly eNewsletter, Facebook, Twitter, and weekly industry brief.

Sponsored Content: Includes story and up to 3 images, plus company logo and link out to url of your choice (with approval) You provide the story, we provide the platform. Content Distributed in: NADRA Blog, monthly eNewsletter, Facebook, Twitter, and weekly industry brief.

***BEST VALUE!**

OPTION: B DIRECT EMAIL

DIRECT EMAILS:

Up to 2,300 recipients, opt-in only. Average open rate when emailing all industry contacts is 40%, over 50% when emailing direct to members. Includes social media posting with unique url tracking clicks. All content provided for emails will also be made into a blog post and included as latest news in the weekly newsbrief & posted on social media. **\$500 per email**

Email Marketing: Did you know?

According to Constant Contact, the average open rate for the construction industry is 14.9%.

*** NADRA's average open rate is over 30%**

The following two pages offering advertising options were designed for you to pick and choose what works best for your businesses goals and budget. You may choose one or multiple options. Please call to discuss when you are ready to make your selections.

"Offerings based on first come first serve"

OPTION: C WEBSITE

WEBSITE SPONSORSHIPS PLACEMENT : HOMEPAGE, PHOTO GALLERY, FIND A BUILDER

Website ads run for 30 days.

- **Leaderboard: \$750 / mo.** *Limit: 1 per month
- **Lower Leaderboard: \$600 /mo.** *Limit: 2 per month
- **Rectangle: \$500 / mo.** *Limit: 3 per month

OPTION: D NADRA BLOG

WEBSITE SPONSORSHIPS PLACEMENT : NADRA BLOG

Website ads run for 30 days. *Limit: 3 per month

- **Rectangle: \$350 / mo.**

OPTION: E

FOCUS GROUPS

Looking for a way to introduce your product to NADRA Builders? Perhaps get your product on the shelves at more distribution centers? NADRA will help organize a focus group specific to your needs. **Call for pricing.**

OPTION: F

EDUCATION

Whether your goal is to share your current training programs with NADRA members, or you wish to sponsor NADRA's education sessions, this is the place to get started. NADRA will work with you to select the right approach for you to share your passion for continuing education and getting your installation demos, videos & face-to-face installation / training program in front of NADRA members & prospects. Each program is tailored to fit your individual needs. **Call for pricing.**



DECK SAFETY MONTH®

SPONSORSHIP
OPPORTUNITIES



OPTIONS: G

Join NADRA in promoting Deck Safety Month® by becoming an official Deck Safety Ambassador!

\$3,000

PLATINUM

*2 Available

- Official Sponsor of Deck Safety Month®
- Deck Safety Month® Sponsor logo for your use
- Logo on Deck Safety page with link out
- Logo on email communication with link out
- (1) Sponsored Content Ad in NADRA's April or May eNewsletter
- (1) Rectangle Ad on NADRA's homepage during the month of May
- Special thank you in NADRA's May eNewsletter

\$1,500

GOLD

*3 Available

- Official Sponsor of Deck Safety Month®
- Deck Safety Month® Sponsor logo for your use
- Logo on Deck Safety page with link out
- Logo on email communication with link out
- (1) Mini-Sponsored Content Ad in NADRA's April or May eNewsletter
- Special thank you in NADRA's May eNewsletter

\$750

SILVER

*3 Available

- Official Sponsor of Deck Safety Month®
- Deck Safety Month® Sponsor logo for your use
- Logo on Deck Safety page with link out
- Logo on email communication
- (1) Lower Leaderboard Ad in NADRA's April or May eNewsletter
- Special thank you in NADRA's May eNewsletter

\$550

BRONZE

- Official Sponsor of Deck Safety Month®
- Deck Safety Month® Sponsor logo for your use
- Logo on Deck Safety page
- Logo on email communication
- Special thank you in NADRA's May eNewsletter

\$350

PARTNER

- Official Sponsor of Deck Safety Month®
- Deck Safety Month® Sponsor logo for your use
- Logo on Deck Safety page
- Logo on email communication
- Special thank you in NADRA's May eNewsletter

A Targeted Solution.

NADRA's Deck Safety Campaign has been created specifically for outdoor living professionals and consumers. Enhancing your presence in NADRA's 2018 Deck Safety Campaign ensures that your company's brand and message are delivered directly to those that matter the most to your business.

A Bigger Purpose.

Supporting NADRA's DSM Campaign allows NADRA to continue to educate consumers, industry professionals and inspectors about proper deck installation and annual inspections. NADRA is positioned to use this message as a driving force to grow an industry worth billions of dollars.

***Your logo will be placed as soon as NADRA receives your commitment.**

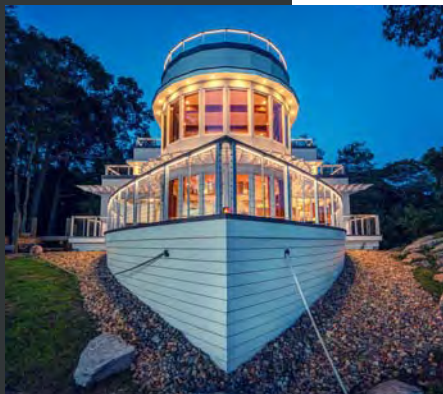


***SIZE OF LOGOS ON MARKETING ARE DISPLAYED ACCORDING TO SPONSORSHIP LEVEL.**

CONTACT US:

215-679-4884 | Info@NADRA.org | www.NADRA.org





MAIN EVENT

SPONSORSHIP OPPORTUNITIES

OPTIONS: H

\$5,000

PLATINUM

- Official Sponsor
- Guest Speaker at event
- Logo* on Opening Screen
- Logo* Link Out Website
- Logo* Link Out On all invites
- Signage in Booth & at Awards
- Tabletop Signage
- Social Media Integration
- Deck Comp, Peoples Choice Awards Contest Logo Placement* and more!

\$3,000

GOLD

- Official Sponsor
- Logo* on Opening Screen
- Logo* Link Out Website
- Logo* Link Out On all invites
- Signage in Booth & at Awards
- Tabletop Signage
- Social Media Integration
- Deck Comp, Peoples Choice Awards Contest Logo Placement* and more!

\$1,500

SILVER

- Official Sponsor
- Logo* on Opening Screen
- Signage in Booth & at Awards
- Tabletop Signage
- Social Media Integration
- Deck Comp, Peoples Choice Awards Contest Logo Placement*

\$750

BRONZE

- Official Sponsor
- Logo* on Opening Screen
- Signage in Booth & at Awards
- Tabletop Signage
- Social Media Integration
- Deck Comp, Peoples Choice Awards Contest Logo Placement*

\$350

PARTNER

- Official Sponsor
- Logo* on Opening Screen
- Signage in Booth & at Awards
- Tabletop Signage
- Social Media Integration
- Deck Comp, Peoples Choice Awards Contest Logo Placement*

The more members and volunteers we have, the bigger **IMPACT** we can all make. ***Together we can make a difference!***

Support NADRA by sponsoring our our biggest fundraiser of the year.

Highlights include a cocktail reception, plenty of food, year-in-review, Industry Recognition Awards, announcement of the Annual National Deck Competition Winners & more. Choose your category and secure your sponsorship today.



***SIZE OF LOGOS ON MARKETING ARE DISPLAYED ACCORDING TO SPONSORSHIP LEVEL.**

***THE NUMBER OF COMPED TICKETS FOR VARIOUS SPONSORSHIP LEVELS WILL BE DECIDED ONCE THE CONTRACT IS IN PLACE WITH VENUE.**

CONTACT US:

215-679-4884 | Info@NADRA.org | www.NADRA.org



PREMIER LEVEL MEMBERSHIPS

10

SPONSORSHIP OPPORTUNITIES

A partnership with NADRA is an opportunity to deepen your brand's connection to the membership & industry. A company can support NADRA by upgrading to a Premier level at any time. Year-round sponsorships are included at the premier level. Such as our flagship Main Event aka Awards Dinner each year and Deck Safety Month®. Membership investments range from \$625.00 - \$2,500.00 a month and come with a robust set of benefits to ensure your business gets noticed throughout the entire year.

OPTIONS: I

\$30,000

GOLD

\$2,500 / MO

- NADRA Membership
- Special Designation with logo & link on website category listing
- Logo on and link on NADRA's homepage
- Logo and link on NADRA's Education page
- Logo and link on NADRA's Join NADRA page
- GOLD Level Sponsorship for Main Event
- GOLD Level Sponsorship for Deck Safety Month®

\$15,000

SILVER

\$1,250 / MO

- NADRA Membership
- Special Designation with logo & link on website category listing
- Logo on and link on NADRA's homepage
- Logo and link on NADRA's Education page
- SILVER Level Sponsorship for Main Event
- SILVER Level Sponsorship for Deck Safety Month®

\$7500

BRONZE

\$625 / MO

- NADRA Membership
- Special Designation with logo & link on website category listing
- Logo on and link on NADRA's homepage
- BRONZE Level Sponsorship for Main Event
- BRONZE Level Sponsorship for Deck Safety Month®



|| Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere. ||

- Theodore Roosevelt



*** SIZE OF LOGOS ON MARKETING ARE DISPLAYED ACCORDING TO SPONSORSHIP LEVEL**

CONTACT US:

215-679-4884 | Info@NADRA.org | www.NADRA.org



READY TO GET STARTED? ***SIGN UP!** Fill out the form to reserve your sponsorship*
***QUESTIONS? CALL:** 215.679.4884 or **EMAIL:** Info@NADRA.org*

We are so glad you're taking time to read through our media kit. Here at HQ's we have a saying:

"Doing things for the right reason ... and having fun doing them!"

It is our goal to **drive the NADRA organization forward** by finding the right partners to align ourselves with. There is a need for member involvement. If you are up for the challenge, let's work with each other to find the right program for you. Businesses can work with NADRA to customize a package that will suit the short-term and long-term sponsorship and promotional goals of your entity.

If you believe that we can be of help to you, or if you would like to learn more about NADRA, & participate by purchasing options in this media kit, please connect with us.

INVITATION TO CONNECT





Michael Beaudry is one of NADRA's founders and leads the role as the Association's Executive Vice President. Mike is passionate about NADRA. His passion and enthusiasm for all things outdoor living is contagious.








Heather A. Marchand has been involved with NADRA for close to 12 years now. Her main focus is National Programs, Communications & Marketing. If you call NADRA looking to discuss opportunities via programs and marketing, chances are you will speak with Heather.



Jenn Zedaker has spent over 5 years getting to know our members while managing the membership roster. If you have questions about membership, and utilizing all the benefits NADRA has to offer, please call the main office to speak to Jenn.

 215-679-4884
 MBeaudry@NADRA.org

 215-317-2018
 Heather@NADRA.org

 215-679-4884
 Jenn@NADRA.org
 Margie@NADRA.org



Margie Beaudry, aka "Mamma Bear" has spent 14 years as NADRA's official controller. Margie knows NADRA's history, board members, website, events and operations like no other. For a friendly voice and cheerful conversation, please call to speak to Margie, NADRA's Administrative Director.

Date: _____

Name: _____ Company Name: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

☐ Call For CC info # _____

☐ Send an Invoice to: _____

Options A. eNewsletter - page reference: 6

- ☐ **Leaderboard** \$350/per issue $350 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December
- ☐ **Lower Leaderboard** \$250/per issue $250 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December
- ☐ **Rectangle** \$200/per issue $200 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December

Option B. Direct Email - page reference: 6

- ☐ **Direct email** \$500 $500 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December

Options C. Website Banner Ads, Includes homepage, photo gallery, find a builder - page reference: 7

- ☐ **Leaderboard** \$750/per issue $750 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December
- ☐ **Lower Leaderboard** \$600/per issue $600 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December
- ☐ **Rectangle** \$500/per issue $500 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December

Option D. Website Blog Banner Ads - page reference: 7

- ☐ **Rectangle** \$500/per issue $500 \times \text{QTY} = \$$ _____
 Circle: January February March April May June July August September October November December

Option E. Focus Groups - page reference: 7 ☐ Contact us for price at _____

Option F. Education - page reference: 7 ☐ Contact us for pricing at _____

Options G. Deck Safety - page reference: 8

- ☐ **Platinum** \$3000 ☐ **Gold** \$1500 ☐ **Silver** \$750 ☐ **Bronze** \$500 ☐ **Partner** \$350

Options H. Deck Awards, Main Event - page reference: 9

- ☐ **Platinum** \$5000 ☐ **Gold** \$3000 ☐ **Silver** \$1500 ☐ **Bronze** \$750 ☐ **Partner** \$350

Options I. NADRA Membership PREMIUM MEMBERSHIP PACKAGES - page reference: 10

- ☐ **Gold** \$30,000 ☐ **Silver** \$15,000 ☐ **Bronze** \$7500 ☐ I need more info ☐

After commitment is received you will be contacted for additional info such as ad sizes.

Fill out form and email to: Info@NADRA.org