

# GLASS<sup>®</sup> MAGAZINE

PRODUCED  
BY THE  
**NGA**

THE GLASS AND GLAZING AUTHORITY

**2020 MEDIA KIT**



**HELPING COMPANIES BUILD  
MORE PROFITABLE BUSINESSES**

www.glassmagazine.com

The Official Publication of the National Glass Association  
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**NGA**  
NATIONAL GLASS ASSOCIATION with GANA

# GLASS MAGAZINE: THE GLASS AND GLAZING AUTHORITY



## THE ASSOCIATION DIFFERENCE.

Glass Magazine is published by the National Glass Association (NGA)—the largest trade association serving the entire architectural glass and metals industry. NGA exists to advocate for the industry and to support the best interests of all stakeholders. Our members are the target audience you're trying to reach.

## MORE ACCESS. TOTAL REACH.

You now have access to the complete industry supply chain. From primary glass manufacturers, glass fabricators, glazing contractors, full-service glass companies and suppliers, your marketing message distributed through our print and digital channels will give you more access to key decision makers and expand your reach.

## THE SOURCE FOR INDUSTRY INFORMATION.

Glass Magazine is dedicated to providing the entire architectural glass industry with unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source for industry information to spread your sales message.

**WE ENVISION A FUTURE IN WHICH GLASS IS THE MATERIAL OF CHOICE TO  
ENHANCE SPACES WHERE PEOPLE LIVE, PLAY, LEARN, AND WORK.**

**TO SPEAK WITH AN ACCOUNT MANAGER,  
CALL EXECUTIVE PUBLISHING AT 410.893.8003.**





Photo © Miami In Focus Inc. and Jeff Rigot, Viracon

# THE RIGHT AUDIENCE

## OUR READERS ARE YOUR BUYERS AND PROSPECTS

- They are engaged companies that pay to get access to suppliers in the glass industry through NGA's multiple content platforms.
- They are business owners and senior-level managers who make final purchasing decisions.
- They can be reached anytime, anywhere, in any way they choose: in person at GlassBuild America, the BEC Conference, the Glazing Executives Forum, the Annual and Fall Conferences; in print in Glass Magazine and its related products; or electronically via our online and mobile platforms. NGA provides supplier partners with direct and ongoing access to buyers and prospects.
- They rely on NGA as the leading provider of glass industry resources, technical information, advocacy and representation, training materials and education in North America.
- They capitalize on NGA's successful business model: buyers save, suppliers grow and the glass industry benefits.

TO SPEAK WITH AN ACCOUNT MANAGER,  
CALL EXECUTIVE PUBLISHING AT 410.893.8003.

YOUR BRAND  
IN FRONT OF  
THE RIGHT PEOPLE

## CONTRACT GLAZIERS

100%

of the Top 50 Glaziers report annual sales of more than \$20 million\*

## FULL-SERVICE GLASS COMPANIES

84%

of dealers/retailers are business owners or senior-level management

## GLASS & METAL FABRICATORS

88%

of Top Metal Companies plan to add product lines in the future

81%

of Top Glass Fabricators added production capacity in the previous year

## WHAT OUR READERS SAY...

75%

of readers surveyed said Glass Magazine is very valuable/valuable to their everyday work.

\*Sources for all statistics: 2019 Top 50 Glaziers Survey, June 2019 Circulation Report, 2019 Top Glass Fabricators Survey, 2018 Top Metal Companies Survey, May 2019 Signet Research Study

# THE RIGHT PLACES

As the official publication of the National Glass Association, Glass Magazine taps into a year-round promotional network of association events: Building Envelope Contractors (BEC) Conference, Glazing Executives Forum, Annual and Fall technical conferences and GlassBuild America, the industry's largest annual trade show in the Americas.

You can maximize your exposure at all of these events by becoming a year-long event partner. Or target your marketing message at a single event as a sponsor. By combining print and digital advertising with event sponsorship opportunities, you can extend the reach of your message to thousands of potential customers all year long.

More than 1,000 copies of Glass Magazine are distributed at other industry association meetings and trade shows, including AIA, glasstec and Vitrum. And one issue a year is distributed to an additional 5,000 architects.

## NGA EVENTS DELIVER YOUR TARGET AUDIENCE

	Glazing Contractors & Other Installing Glass Companies	Fabricators & Float Glass Manufacturers
ANNUAL CONFERENCE		X
BUILDING ENVELOPE CONTRACTORS CONFERENCE	X	
FALL CONFERENCE		X
GLAZING EXECUTIVES FORUM	X	
GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO	X	X

## EXPOSURE AT ALL NGA EVENTS

Maximize your exposure at all NGA events, all year long. Ask your sales representative about exclusive event partnerships for even greater ROI & ROO.

## EXTEND YOUR MARKETING MESSAGE

You can extend your marketing message beyond advertising. Become a sponsor at one of NGA's technical conferences and at GlassBuild America to reach thousands of potential customers.

**GlassBuild AMERICA**   
THE GLASS, WINDOW & DOOR EXPO

85%

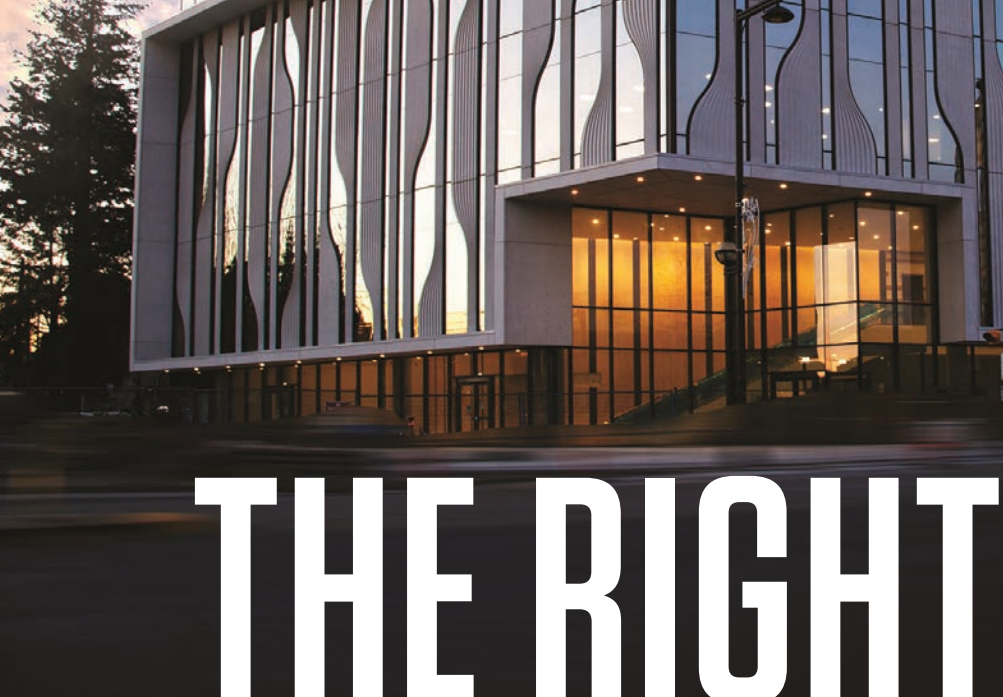
of attendees at GlassBuild America recommend, approve or purchase new products as part of their job responsibilities.

## IMPROVE BOOTH LOCATION

Buy advertising and sponsorships and improve your company's ranking to select booth space at GlassBuild America. Ask your salesperson for details.

### NEW IN 2020

Advertising is now available on the GlassBuild America website! Ask about the new billboard ads on the home page.



# THE RIGHT CHOICE

## WHY DO PEOPLE LIKE PRINT ON PAPER?

88%

believe they understand, retain, or use information better when they read print.

80%

have a clear preference for reading complicated materials in print, in contrast to 12% for computer screens, 5% for e-readers, and 3% for smartphones.

67%

think its important to “switch off” and enjoy printed books and magazines, including 69% of 18-24 year olds.

2015-2018 polling data from Two Sides North America.  
[twosidesna.org/two-sides-infographics](http://twosidesna.org/two-sides-infographics).

INDIVIDUALS  
MAKING  
BUSINESS  
AND BUYING  
DECISIONS

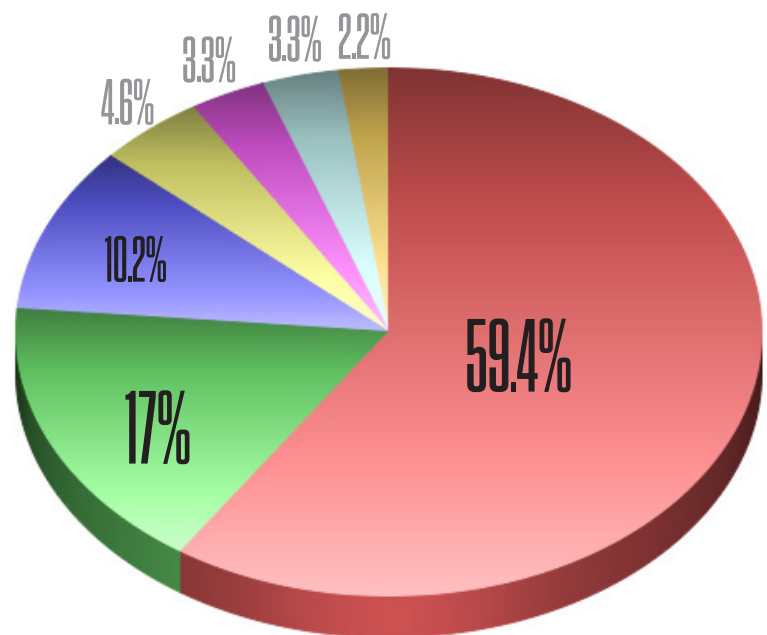
GLASS<sup>®</sup>  
MAGAZINE

39,318

UNIQUE, VERIFIED PRINT &  
DIGITAL SUBSCRIBERS

Source: June 2019 Circulation Report

## WE REACH DECISION MAKERS



Senior-Level Management	Architecture	Production
Sales	Installer	Purchasing
Others		





# GLASS MAGAZINE COVERS TOPICS MOST IMPORTANT TO...

## GLASS AND METAL FABRICATORS

- Automation
- Industry 4.0 and IoT
- Lean manufacturing
- Trends in equipment, components and supplies
- Labor issues and workforce development

## GLAZING CONTRACTORS AND FULL-SERVICE GLASS COMPANIES

- Employee recruitment and training
- Product trends
- Contract issues
- Installation and jobsite issues
- Codes, standards and regulations to watch

## ARCHITECTS AND SPECIFIERS

- The annual report, All About Glass & Metal
- Glass industry product solutions
- Top lists of leading glass industry partners across the supply chain
- Codes, standards and regulations to watch

## IN EVERY ISSUE

Glass Magazine covers the entire supply chain in every issue through its exclusive columns, including

- From the NGA
- Closer Look
- Trendhunter
- Market Intel
- Codes & Standards
- Factory Floor
- Legal
- Your Profits
- Here's an Idea

## READERS AGREE

When asked how important Glass Magazine content is to you and your business, Glass Magazine readers responded:

- 90% find New Products and Services to be very important/important
- 87% find Industry News to be very important/important
- 85% find Product Trends to be very important/important
- 84% find Technical Articles to be very important/important
- 80% find Architectural Trends to be very important/important

Source: May 2019 Signet Research Study

# TRADEMARK ISSUES

91% OF READERS SAY THE ADVERTISING IN GLASS MAGAZINE  
EDUCATES AND IS AN IMPORTANT PART OF THE PUBLICATION.



## TOP GLASS FABRICATORS

Our trademark ‘who’s who’ content ranks companies by their gross sales for the year. Coverage includes the list, snapshot of the market and projects.



## TOP 50 GLAZIERS

These annual rankings present the largest contract glazing companies in the U.S. based on sales volume.



## TOP METAL COMPANIES

Featuring the leading suppliers of metal products in North America, the report includes those that manufacture, fabricate and sell to the glazing community.



## THE ARCHITECTS’ ISSUE

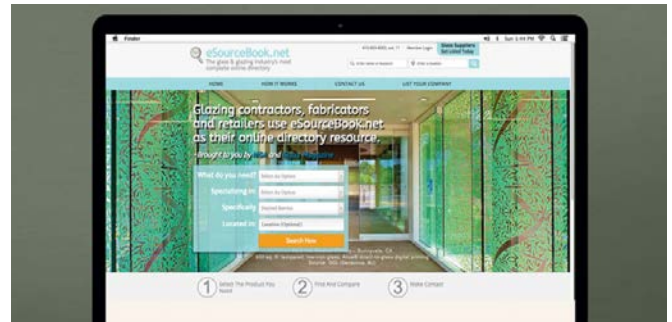
Our series “All About Glass and Metal” provides technical information and insights into trends in the glass façade industry for designers and specifiers.

# CAN'T-MISS ADVERTISING OPPORTUNITIES



## ANNUAL SOURCEBOOK

The industry's most complete print directory and reference, the Annual SourceBook features contact information for more than 1,200 companies involved in the glass and glazing industry. Extensive supplier listings span more than 700 product categories. It also includes the Association & Organization Guide. Advertising packages bundle ads with multiple enhanced listing options that deliver maximum print and online exposure at a significant discount.



## ESOURCEBOOK.NET

The industry's most complete and easy-to-use online directory lists more than 1,100 suppliers of glass industry products and services. You may add your company listing to a variety of product categories at **no charge**. Gold and Silver Membership options include extra category listings, top placement priority in search results, company listing highlighted in gold in search results, links to a company's social networks and the ability to publish product listings, photos, videos, specials, events and blog articles.



## SUPPLIERS GUIDE

The industry's "yellow pages" appear in every issue of Glass Magazine. Rates are low so you can list your company for the entire year and reach the architectural glass and metals industry in every issue. Display ads and color logo options will help you stand out from the competition and ensure you get the call when buyers are ready. Combine the reliability of the Suppliers Guide section with the convenience of eSourceBook.net, and you'll have the industry covered.



## ANNUAL SHOW CATALOG

As the official directory of GlassBuild America: The Glass, Window & Door Expo, the show catalog is distributed exclusively at the largest industry trade show in the Americas. Put your sales message into the hands of thousands of potential customers and prospects for year-long exposure. Advertisers in the show issues of the magazine are eligible for special pricing in the show catalog at GlassBuild America. Talk to your sales rep about other sponsorship opportunities.



# 2020 EDITORIAL CALENDAR

ISSUE	SPACE RESERVATION	MATERIAL DUE	MARKETING BONUSES
JANUARY/FEBRUARY			
<b>2020 Annual Glass &amp; Metal Forecast</b> <b>Special Coverage: Annual Float Plant Update</b>	January 6	January 13	<ul style="list-style-type: none"> <li>• BOGO – buy one ad get a second ad of the same size for free or upgrade to the larger size</li> </ul>
MARCH			
<b>Annual Top Glass Fabricators Report</b> <b>Special Coverage: Interior Glass</b>	January 27	February 5	<ul style="list-style-type: none"> <li>• Bonus distribution at BEC Conference, March 1-3, Nashville</li> <li>• Free copy of the Top Fabricators report</li> </ul>
APRIL			
<b>Annual Architects' Issue</b> <b>Special Coverage: Next Generation Design and Performance for the Building Envelope</b>	February 27	March 11	<ul style="list-style-type: none"> <li>• Bonus distribution at AIA, May 14-16, Los Angeles and Glass TEXPO, May 1-2, San Antonio</li> <li>• Exclusive for AIA Exhibitors: "See Our Ad" sticker on front cover of 20 copies to distribute from your booth</li> <li>• Bonus mailing to 5,000 architects</li> </ul>
MAY			
<b>Protective Glazing</b> <ul style="list-style-type: none"> <li>• Fire-rated, security, impact, bullet-resistant, bomb-blast, RF shielding</li> </ul> <b>Special Coverage: Decorative Glass</b>	March 25	April 8	<ul style="list-style-type: none"> <li>• Product video on GlassMagazine.com with Twitter boost</li> <li>• Bonus distribution at Glass + Metals Symposium, Tampa</li> </ul>
JUNE			
<b>Annual Top 50 Glaziers</b> <b>Special Coverage: U.S. glazier market statistics, trends and project features</b>	April 27	May 6	<ul style="list-style-type: none"> <li>• Exclusive distribution at NGA Fall Conference</li> <li>• Free copy of the Top 50 Glaziers report</li> </ul>

# 2020 EDITORIAL CALENDAR

CONTINUED

ISSUE	SPACE RESERVATION	MATERIAL DUE	MARKETING BONUSES
JULY			
<b>The Annual SourceBook</b> The industry's most complete directory and reference  Also includes: Industry Association & Organization Guide	June 2	June 9	<ul style="list-style-type: none"> <li>Advertising packages with enhanced print and digital listing options</li> <li>Bonus distribution at industry events throughout the year</li> </ul>
AUGUST			
<b>The GlassBuild America Issue</b> Special coverage: Exclusive look at the can't-miss event + exhibitor product preview, from the official publication of the show	June 22	July 2	<ul style="list-style-type: none"> <li>Exclusive distribution at GlassBuild America, Sept. 15-17, Las Vegas</li> <li>Show Catalog combo rate</li> </ul>
SEPTEMBER			
<b>The Innovation Issue</b> Special Coverage: 2020 glasstec and Glass Magazine Awards	July 24	August 6	<ul style="list-style-type: none"> <li>Exclusive distribution at GlassBuild America, Sept. 15-17, Las Vegas</li> <li>Bonus distribution at glasstec 2020, Oct. 20-23, Dusseldorf</li> </ul>
OCTOBER			
<b>Top Equipment &amp; Software Trends</b> Special Coverage: Safety and Training	August 24	September 3	<ul style="list-style-type: none"> <li>Product video on GlassMagazine.com with Twitter boost</li> <li>Bonus distribution at Win-Door</li> </ul>
NOVEMBER			
<b>Annual Top Metal Companies</b> Special Coverage: Hardware	September 28	October 9	<ul style="list-style-type: none"> <li>Inclusion in metals product section on GlassMagazine.com</li> <li>Free copy of the Top Metal Companies Report</li> </ul>
DECEMBER			
<b>Glass Handling Equipment</b> Special Coverage: Trucks	October 26	November 6	<ul style="list-style-type: none"> <li>Product video on GlassMagazine.com with Twitter boost</li> </ul>

# EDITORIAL OPPORTUNITIES AND GUIDELINES

*Glass Magazine is the glass and glazing industry authority and the official publication of the National Glass Association.*

## NEWS

News announcements allow industry companies to connect with customers, introduce new products, share company news, highlight recent projects and recognize the achievements of employees. Please submit:

- Press releases that cover at least three of the “Five Ws” — who, what, when, where, and why does it matter.
- If applicable, submit a color image that is at least 3.5” by 5” when sized at 300 dpi.

## PRODUCT SUBMISSIONS

Companies should submit a press release announcing a single, new product introduction that contains the following:

- Information that focuses on the specific attributes and details of the product, rather than marketing language.
- A website and phone number where readers can obtain further information.
- High-resolution image that is at least 4” by 5” when sized at 300 dpi.

Contributors may email submissions to Norah Dick at [ndick@glass.org](mailto:ndick@glass.org).

## TOP LISTS AND AWARD PROGRAMS

Glass Magazine recognizes leading North American industry companies in its top list programs: the Top Glass Fabricators, Top 50 Glaziers and Top Metal Companies. For more information on how to submit to the various programs, contact Norah Dick, [ndick@glass.org](mailto:ndick@glass.org).

The annual Glass Magazine Awards recognize the incredible potential of architectural glass. To nominate your company, contact Norah Dick, [ndick@glass.org](mailto:ndick@glass.org).

## NATIVE ADVERTISING

If you have a company- or product-specific article you’d like to have published in the magazine, contact your sales rep for details on paid advertorials and other native advertising opportunities.

## BYLINED ARTICLES

Glass Magazine wants to hear from you! If you are interested in authoring an original article or blog for publication in Glass Magazine, Glass Magazine Weekly, or GlassMagazine.com, contact Katy Devlin, [kdevlin@glass.org](mailto:kdevlin@glass.org). Please note:

We ask all contributors for exclusivity for specific articles.

All content should be insightful and educational in nature and avoid advocating for a specific brand, technology, or methodology.

We do not publish consumer-oriented articles.

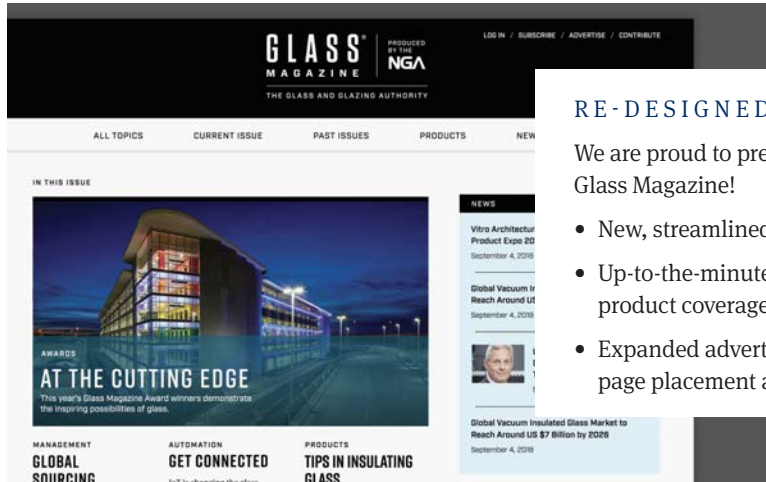


**“KATY DEVLIN IS THE MOST TALENTED PUBLISHER IN THIS INDUSTRY.”**

—Mark Silverberg, President at Technoform North America, Inc.



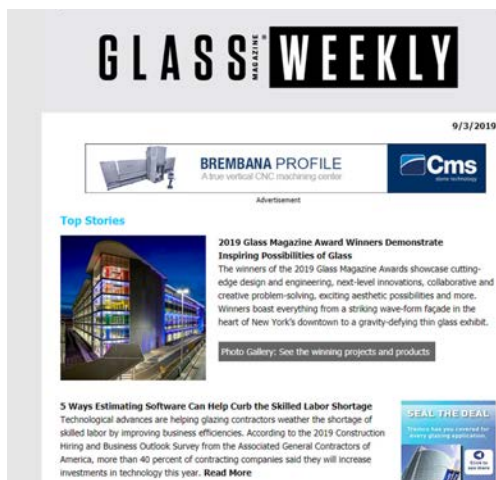
# NEW OPPORTUNITIES IN 2020!



## RE-DESIGNED GLASSMAGAZINE.COM

We are proud to present an updated website to complement the new face of Glass Magazine!

- New, streamlined appearance that is fully responsive and easier to navigate
- Up-to-the-minute news stories, expanded online-only content and product coverage
- Expanded advertising opportunities—the new billboard position, specific page placement and sponsored content



## RE-LAUNCH OF WEEKLY NEWSLETTER

To coincide with the new website, we have re-launched our weekly newsletter.

- New name to align it with the magazine – e-glass weekly is now Glass Magazine Weekly
- Industry news and product information presented in a streamlined format
- Mobile-friendly for on-the-go access
- New ad sizes: billboard and square, plus the Product Spotlight



## NATIVE ADVERTISING

We are now offering a sponsored Product Spotlight page in the magazine!

- The first page in the Industry Products Section will be devoted to a single product, with up to 3 photos, headline, and description of attributes.
- Tell customers how your product offers solutions to their top challenges.

Or you may sponsor the Great Glazing Project feature!

- The article will highlight envelope-pushing glass and glazing installations. Show off your recent innovative projects in Glass Magazine.

# DIGITAL OUTLOOK

GLASSMAGAZINE.COM

528,749

USERS

1.1M PAGE  
VIEWS  
ANNUALLY

Source: Google Analytics, Jan-Dec. 2018

GLASS<sup>®</sup> WEEKLY  
MAGAZINE

15,849

\*Source: June 2019 Circulation Report

34.4%  
Avg. Open Rate

FOR AD RATES, SEE PAGE 16.

## WEBSITE ADVERTISING

GlassMagazine.com is now a fully responsive website, meaning it automatically adjusts for desktop, tablet and mobile viewing. Ad materials must be submitted in responsive sizes, as well.

- **Billboard** – 900 pixels wide x 225 pixels tall, 1800 pixels wide x 450 pixels tall
- **Rectangle** – 300 pixels wide x 600 pixels tall, 450 pixels wide x 900 pixels tall
- **Square** – 300 pixels wide x 300 pixels tall, 450 pixels wide x 450 pixels tall

Web ads purchased separately are sold by month. Ask about our frequency discounts!

## NEWSLETTER ADVERTISING

Buy an ad in the newsletter and get double exposure on the website for the same week. Ads will be posted on the website every Tuesday morning to match the distribution of that week's edition of the newsletter.

Because both the newsletter and the website are fully responsive, advertisers must submit their ad in three sizes:

- **Billboard** – 600 pixels wide x 150 pixels tall, 900 pixels wide x 225 pixels tall, 1800 pixels wide x 450 pixels tall
- **Square** – 150 pixels wide x 150 pixels tall, 300 pixels wide x 300 pixels tall, 450 pixels wide x 450 pixels tall
- **Product Spotlight** – headline, up to 75 words of text, horiz. color image measuring 200 pixels wide x 150 pixels tall –or– vertical color image measuring 150 pixels wide x 200 pixels tall

## SOCIAL MEDIA

All of our editorial content is also distributed via our social media streams.

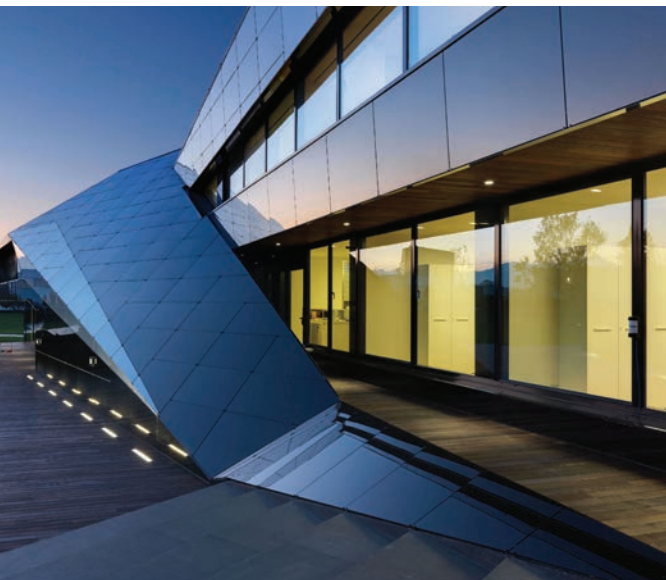
 @GlassMag

  @GlassMagazineNGA

Follow to help the content you provide go viral.

# BUSINESSES TRUST GLASS MAGAZINE

*For maximum marketing impact, these leading suppliers choose Glass Magazine's print and online publications. To showcase your brand within trustworthy and timely information that delivers readers and results, call today.*



## A

A+W Software  
A.W.T. World Trade Inc.  
Access Hardware Supply  
AGC Glass Co. North America  
AGS Inc.  
Aluflam USA  
Ameracan Equipment Corporation  
Apex Facades  
Azon

## B

Banner Solutions  
Beijing MGM Glass Machinery Co. Ltd.  
BILLCO Mfg. Inc.  
Blue Star Glass Inc.  
Bohle America Inc.  
BOLD Laser Automation  
Bottero Glass Technologies  
Bromer Inc.  
Bystronic Lenhardt GmbH

## C

C.R. Laurence  
Caldwell Manufacturing Company  
Casso-Solar Technologies LLC  
Century Bathworks Inc.  
CGH  
CGI Windows & Doors  
CMS North America Inc.  
Crane & Machinery  
CutPRO/PPSS Group

## D

D&W Inc.  
Dependable Glass Works Inc.  
Diamon-Fusion International Inc.  
Diamut  
Dillmeier Glass Co.  
dormakaba  
Dow High Performance Building



# BUSINESSES TRUST GLASS MAGAZINE

## E

EDTM Inc.  
Elettromeccanica Bovone S.r.l.  
Erdman Automation Corp.  
Ergo Robotic Solutions  
Extrusiones Metalicas USA

## F

F. BARKOW INC.  
FeneTech, Inc.  
FENZI North America  
Forel North America

## G

GDS Estimating  
GED Integrated Solutions  
GGI  
Giroux Glass, Inc.  
Glass Vice USA  
Glassfab Tempering Services  
Glasshape North America  
GlassWerks  
Glaston Finland Oy  
GLG Canada Limited/HH Intellitech  
Goldray Glass  
Graham Architectural Products  
Grove Structural Shims  
Groves Inc.  
GuangDong Kin Long Hardware Products Co., Ltd  
Guardian Glass

## H, I, J, K, L

H.B. Fuller Company  
Hegla Corp.  
HHH Tempering Resources Inc.  
Innovative Glass Corp.  
Interlayer Solutions Inc.  
Intermac  
Italian Trade Agency  
JLM Wholesale  
Jordon Glass Machinery  
Kawneer Company, Inc.  
Lattuada North America, Inc.  
Lauren Manufacturing  
Liberty Glass & Metal Ind.  
Lisec America Inc.  
LMCI

## M, N, O

Machines and Wheels Inc.  
Mainstreet Computers  
MAPES Panels, LLC  
Mappi America Inc.  
Marine Fasteners Inc.  
Maryland Glass & Mirror Company  
Messe Dusseldorf NA  
Midwest Glass Fabricators  
Millet Industria De Vidrio  
Modernfold  
Mueller TB Technologies AG  
MyGlassTruck.com  
Nathan Allan Glass Studios  
ODL Inc.  
Oldcastle BuildingEnvelope®

## P

Palmer Products Corporation/  
Palmer Mirro-Mastic  
Peerless Products Inc.  
Petersen Aluminum Corp.  
Pilkington  
Pitella Corporation  
Praxair  
Precision Frameworks LLC  
Precision Glass Bending  
Prodim  
Pulp Studio (SwitchLite Privacy Glass)

## Q, R

Quanex Building Products  
Quattrolifts USA, Ltd.  
RAY-BAR  
Roto North America

## S

S.E.A. America, Inc.  
SAF - Southern Aluminum Finishing

## SAFTI First

SAGE Electrochromics  
Salem Flat Glass & Mirror  
SCHOTT North America  
Schuco USA L.P.  
Security Lock Distributors  
SELECT Products Ltd.  
Service Finance Company LLC  
Sika Corporation  
Skudo LLC  
Smart-Builder Ltd  
Smartech International  
Solar Innovations  
Standard Bent Glass Corp.  
Stylmark Inc.  
Surface Armor  
Sussman Architectural  
Products  
Swisspacer Saint-Gobain Glass  
Solutions

## T, U

TaiFin Glass Machinery Oy  
Technical Glass Products  
Tecnovidrio  
Tesa Tape Inc.  
Tremco Inc.  
Trex Commercial Products  
UNRUH Fab Inc.

## V, W, X, Y, Z

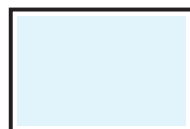
Vetrotech Saint-Gobain  
Vicone High Performance Rubber  
Viracon  
Vitro Architectural Glass  
Vitrum Glass Group  
Western Window Systems  
Wood's POWR-Grip  
Yorglass

**“[GLASS MAGAZINE IS] EXTREMELY USEFUL, ESPECIALLY FOR INDUSTRY TRENDS, TECHNICAL INFORMATION AND INFORMATION ON NEW PRODUCTS.”**

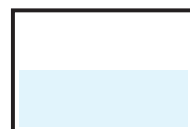
**“FROM MY PERSPECTIVE [GLASS MAGAZINE] HAS THE DEEPEST ROOTS IN OUR INDUSTRY AND THE FOLKS WHO RUN THE MAGAZINE KNOW OUR INDUSTRY.”**

*Source: 2019 AdStudy® conducted by Signet Research*

# 2020 ADVERTISING RATES



2-page Spread



Half-spread



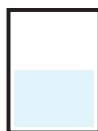
Full Page



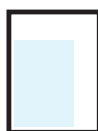
2/3 Vertical



1/2 Vertical



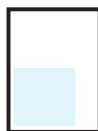
1/2 Horizontal



1/2 Island



1/3 Vertical



1/3 Square

## PRINT

GLASS MAGAZINE	1 X	3 X	6 X	11 X
Two-page spread	7,450	7,235	7,060	6,650
Half-page spread	4,595	4,450	4,395	4,130
Full page	3,995	3,895	3,795	3,595
Two-thirds page	3,350	3,260	3,260	3,035
Half page island	3,220	3,130	3,030	2,935
Half page horiz or vert	3,030	2,940	2,850	2,760
Third page	2,840	2,760	2,680	2,560

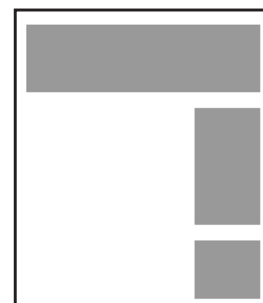
PREMIUM POSITIONS	1 X	3 X	6 X	11 X
Back cover	5,080	4,990	4,950	4,875
Inside front cover	4,895	4,850	4,760	4,695
Inside back cover	4,450	4,395	4,295	4,265
Guaranteed page	4,395	4,335	4,195	4,085

INSERTS	1 X	2 X	3 X +
Cover tip	4,575	4,125	3,695
Bind-in (per every two pages)	2,220	2,100	2,020

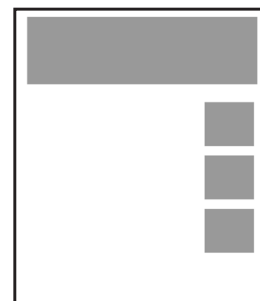
Print-ready materials required or 15% production charge will be added. Companies signing an advertising contract agree to meet the publisher's policies set forth at [GlassMagazine.com/ad-policies](http://GlassMagazine.com/ad-policies).

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# CONNECTING GLASS INDUSTRY SUPPLIERS TO BUYERS, SPECIFIERS AND PROSPECTS

*As the official magazine of the National Glass Association and GlassBuild America, we are uniquely positioned to be your advocate to our membership, attendees and the industry at large. Let us know how we can help. Thank you!*

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