



NGA

NATIONAL GLASS ASSOCIATION with GANA

MARKETING CAPABILITIES
FOR THE FENESTRATION
AND GLASS INDUSTRIES

A large, modern glass door with a dark frame is open, revealing a bright interior space. The interior has light-colored wood plank flooring, a wall of horizontal wood planks, and a ceiling with exposed wooden beams and a black metal chandelier. The door is composed of four large glass panels held together by a dark frame.

DOORS AND WINDOWS ARE YOUR BUSINESS, AND YOU'RE READY TO GROW.

That's why the National Glass Association exists: to showcase what you do best and connect you with your future and current customers. If you're a residential window supplier searching for manufacturers — or a manufacturer looking to find specific dealers — you'll find a highly engaged audience here.

NGA links you to top prospects with industry-leading events, publications, digital marketing, sponsored content, podcasting and more. Your quality and capabilities are promoted on highly targeted platforms all designed to meet your goals and build your business.

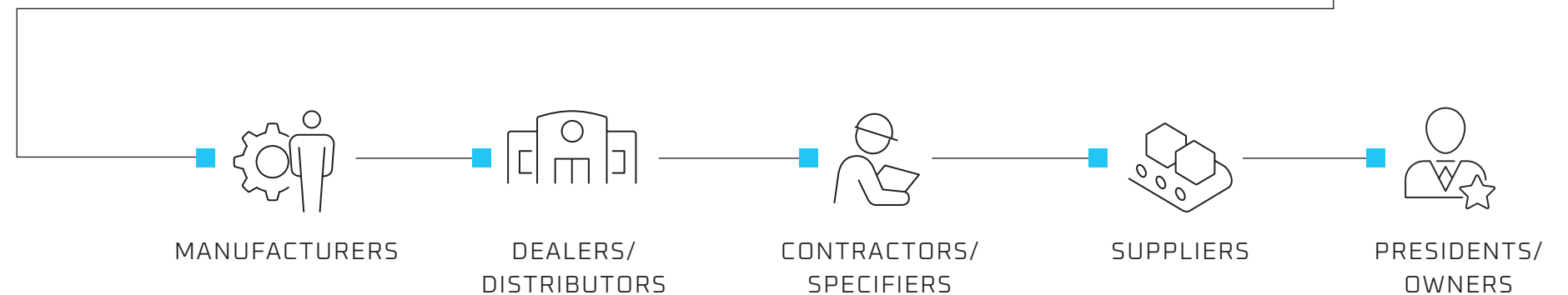
WHO IS NGA?

The National Glass Association is a membership organization that supports the initiatives of the glazing and glassbuilding products industry through advocacy, technical papers, committee work, education and workforce development.

The FOUR LP segmented glass panel pivot door by Maiden Steel. Photo courtesy of Maiden Steel.

WHO YOU'LL REACH

From fenestration manufacturers to multi-national companies, NGA is the go-to source of industry information. **Your customers — and your customers' customers — turn to NGA for resources, education, events and advocacy.** Access the entire residential window and door industry, including:



MARKETING SOLUTIONS BY NGA

Your non-commissioned NGA sales and marketing consultant will create a custom plan that best fits your marketing and customer engagement goals. These are all the ways NGA offers to connect you to your customers.

WINDOW+ DOOR

- Print Ads
- Annual Buying Guide
- Sponsored Content Options
- Window + Door Print Ad Studies
- WindowandDoor.com Ads + Sponsored Articles
- Window + Door Weekly Newsletter Ads
- WindowCast Podcast Sponsorships
- Comprehensive Multichannel Marketing



- Exhibit Space
- Sponsorships and Custom Activations
- GlassBuildAmerica.com Ads
- GlassBuild Daily & Weekly Newsletter Ads
- GlassBuild Show Catalog (Print Ads + Online Directories)

To explore additional options, connect with:



Chris Hodges
chodges@glass.org
703-442-4890 x131
Representing Central U.S.; International



Holly Robinson
hrobinson@glass.org
703-988-3164
Representing Western U.S.



Tristan Scofield
tscofield@glass.org
703-442-4890 x194
Representing Eastern U.S.; Canada

REACH THE ENTIRE FENESTRATION INDUSTRY

WINDOW+
DOOR

NGA
NATIONAL GLASS ASSOCIATION with GANA

COMPREHENSIVE ENGAGEMENT

WINDOW + DOOR MAGAZINE BRAND PACKAGE

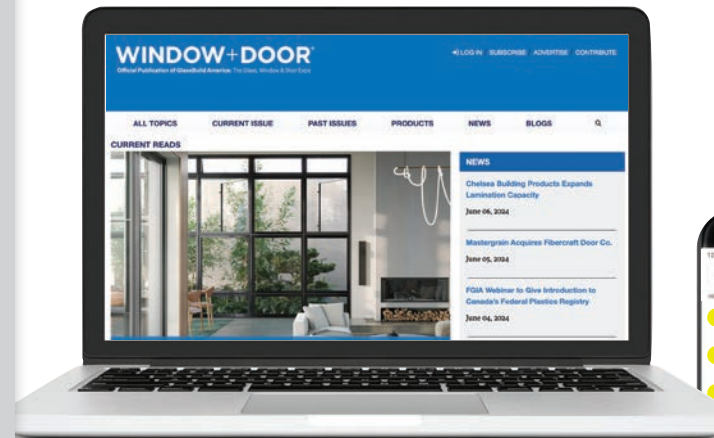
PRINT | WEB | EMAIL | AUDIO

Expand your reach and elevate your brand with NGA's Window + Door Magazine. This highly respected resource puts your company in front of industry decision-makers who are actively advancing their businesses. Engage with key prospects through six annual print publications, weekly newsletters and WindowandDoor.com.



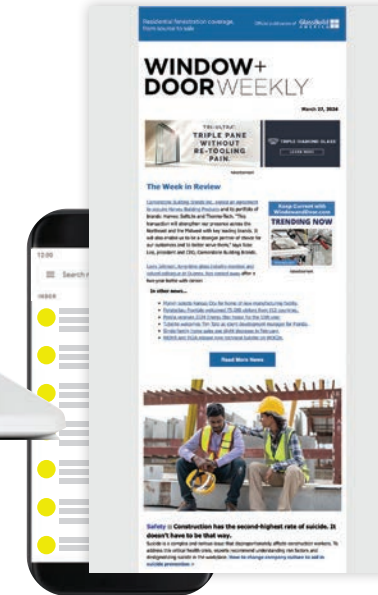
WINDOW + DOOR MAGAZINE
READERSHIP AVERAGE/ISSUE

47,019



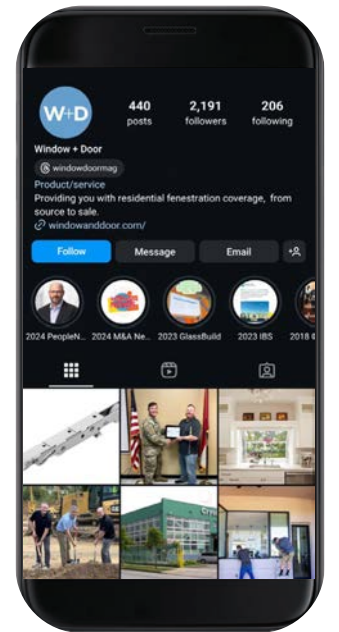
WINDOWANDDOOR.COM
AVERAGE MONTHLY
USERS

42,117



WINDOW + DOOR
WEEKLY ENEWSLETTER
SUBSCRIBERS

7,639

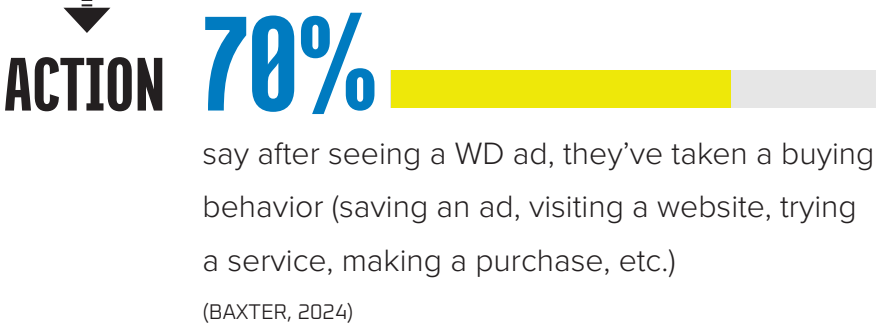
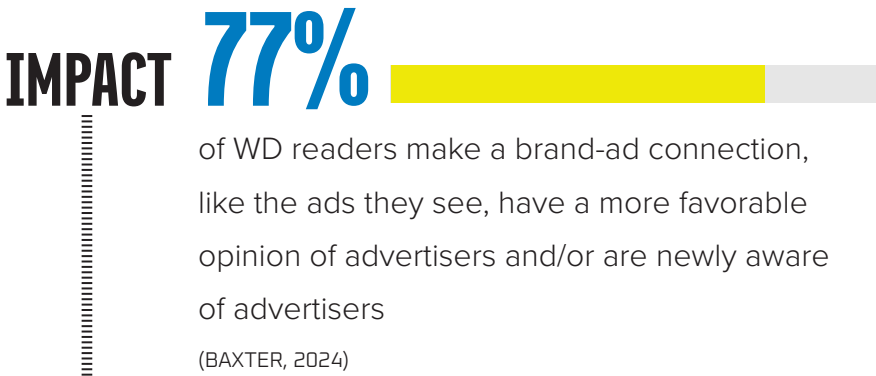


TOTAL SOCIAL MEDIA
FOLLOWERS/REACH

5,123
@ x f

WINDOW + DOOR PRINT ADS

Build your presence and foster trust with Window + Door’s print ads. Capture the attention of 47K+ industry professionals including manufacturers, distributors and contractors. With options ranging from third-page to two-page spreads, as well as premium placements, you can choose how frequently you want to make an impact — whether once, three times or six times a year. Enhance your visibility further with high-impact inserts.



WINDOW + DOOR MAGAZINE AUDIENCE MAKEUP



51.2%
MANUFACTURERS



24.3%
DEALERS/
DISTRIBUTORS



20.7%
CONTRACTORS/
SPECIFIERS



2.8%
SUPPLIERS

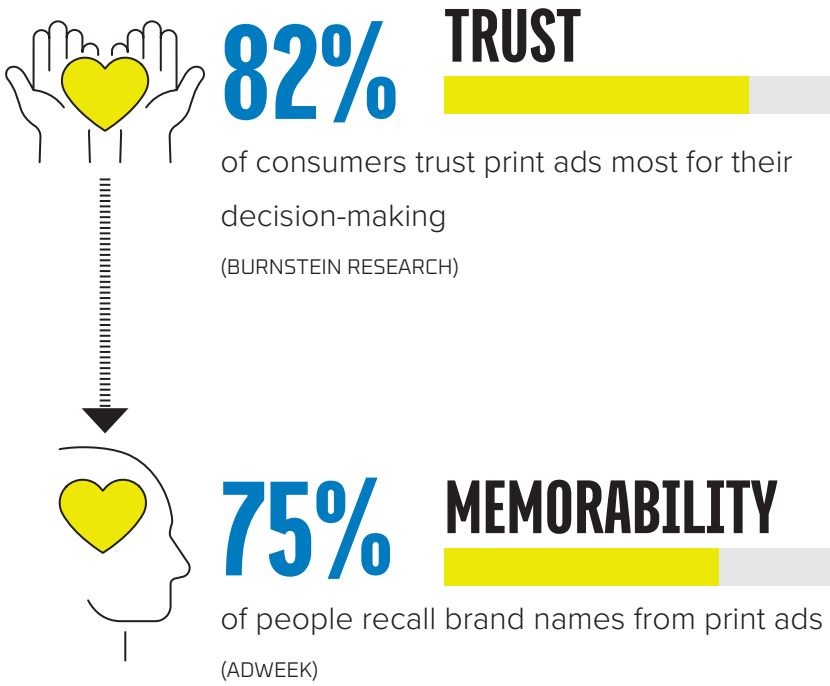


51.4%
PRESIDENTS/
OWNERS

**Total equals more than 100% due to readers who choose multiple business categories.*

PRINT AD INVESTMENT:

WINDOW + DOOR MAGAZINE	1X	3X	6X
Two-page spread	5,250	5,070	4,760
Half-page spread	3,575	3,420	3,220
Full page	3,190	3,065	2,890
Two-thirds page	2,610	2,485	2,335
Half page island	2,405	2,290	2,150
Half page horiz or vert	2,285	2,180	2,045
Third page	2,160	2,065	1,940
PREMIUM POSITIONS	1X	3X	6X
Back cover	3,890	3,775	3,615
Inside front cover	3,680	3,585	3,440
Inside back cover	3,330	3,255	3,130
Guaranteed page	3,510	3,370	3,180
Consecutive-page placement	add'l 15%		
INSERTS	1X	2X	3X OR MORE
Cover Tip	4,710	4,250	3,805
Bind-in (per every two pages)	2,285	2,165	2,080



EDITORIAL
CALENDAR:

JAN/FEB	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
The Industry Forecast Issue: Industry Pulse survey	The Products Issue: Finished products and components/hardware	The Manufacturing Issue: Top Manufacturers Report and List	The Machinery and Tech Issue: Automation, software and innovation	The GlassBuild Issue: Show preview, schedule, exhibitor list and products	Annual Buying Guide: Lists of suppliers to and manufacturers in the residential fenestration industry



SPONSORED CONTENT OPTIONS

Establish your voice as an industry leader and reach highly engaged future customers through customized editorial content. Leverage the audience of Window + Door Magazine with a sponsored story that resonates with 47K+ readers — and draws more eyes on the magazines’ social media channels.

INVESTMENT	1X	3X	6X
Q&A	7,500	-	-
Product Solution	3,665	3,525	3,320

01

Q&A with W+D



Advancing Home Security Innovation

The era of high-performance window and door screens for residential safety, security and durability has arrived
BY TARA LUKASIK

Last year, Quanex partnered with Advanced Screen Systems Inc. and debuted its security screen door with Meshtec technology, capitalizing on the growing demand for high-performance window and door screens that provide safety, security and durability in residential buildings. Adam Wilson, vice president of strategic sales of North American fenestration at Quanex, took the time to sit down with Window + Door to discuss its approach to innovation, its design and development process, and meeting trends in fenestration.

Window+Door: A surge in demand for safety and security-oriented fenestration products is predicted for 2024. Are you seeing an

increase in requests for these types of products from your customers?

Adam Wilson: Yes, we definitely realize that security and protection have become a priority with consumers. Our customers were asking for innovation. With the industry's mature insect screen product, which hasn't had many changes in several decades, we saw a great opportunity for innovation. We took what is sometimes an afterthought and turned it into a product with a lot more use and that ensures safety and peace of mind.

It's not just keeping insects out. The Quanex security screen systems using Meshtec technology actually create a security system for your patio door. And

for homeowners prioritizing security, the mesh, when combined with the multi-point locking system, meets the highest international standards for knife shear, impact and pry tests. It's important to note that according to statistics, the patio screen door is the most vulnerable point for intruders to gain access to your home. It's often the easiest and most accessible way for intruders to enter, especially when the main home door is left open for the screen door to allow fresh air into the living space.

WD: What was the design and development process behind integrating Meshtec technology into your products?

AW: There's extensive research and

A VULNERABLE ENTRY INTO THE HOME

Research shows that 55.7% of burglaries are forced break-ins, and a majority, 22%, come in through patio doors, which are located at the back of a home, are out of view and are easier for criminals to access without being seen.

development that went into this product. We had a company approach us about a mesh product, very unique in the industry, which has been utilized to great success for several decades in Australia. More than 70% of homes in Australia already have these security screens, doors and windows, which add an extra layer of protection against intruders, as well as help deflect embers from the country's perennial wildfires from entering a home.

Last year, we partnered with Advanced Screen Systems, which has some exclusivity to distribute and use Meshtec technology in North America. As a leading manufacturer working with many in the fenestration market, we looked at how we could utilize this with windows and doors, and how to take this out to the market.

WD: What performance metrics or testing procedures were used to ensure the quality and durability?

AW: It's been put through a lot of stringent testing, including to high-level international standards. We've had an impact test where a 92-pound ball is repeatedly slammed against the screen,

simulating someone trying to run their shoulder into it. Another one is what they call a 'jimmy test' where a pry bar is used in several locations around the door to try to pull it off. The last one is a knife shear test, which simulates attack by a heavy-duty knife, numerous times, under a constant force of 350 Newtons in both directions to try and cut the screen. It's been subjected to salt spray, solar heat, LUX intensity and aerodynamic testing. And that's just the mesh. The multi-point locking system and frame used in this design is so strong that it can withstand even the toughest of impacts. And that's not all, it also prevents the door from lifting off of the track, ensuring maximum safety.

WD: What specific features or technologies differentiate it from existing products in the market?

AW: This particular woven, high-tensile, stainless-steel mesh comes to us flat, rather than in rolls, free from the defects normally caused by weaving high-tensile steel wire. And it's not just any type of stainless steel, but high-end recycled stainless steel; continuously spooled, run through looms, stretched to make

it rigid, and then uniquely powder coated to protect the final architectural finish from corrosion and weathering. Aesthetically, it looks like any other insect screen that you would find on a window or door, which is what you want. And then there are the unique features on the locking side with a multi-point locking system, locking in five locations along the wall where you would normally have a single-point locking system. You can't see that from the outside, it takes place in the insect track. On the passive side, we have an interlock for an additional level of continuous security from top to bottom, creating a really robust security door.

WD: What is the focus for you moving forward, what is your overall product strategy?

AW: Well, other security-type products are unightly or have bars to prevent entry. We don't want homeowners to settle for a basic patio screen when they can have a premium product that provides built-in protection and adds value and safety to their home space. There's not really a competitive mesh out there yet, and this technology can do things that really transform it into its own product category. We're hoping to bring over a lot of this knowledge and understanding of what these screens can do to the U.S. marketplace. We're continuing to look at how we can make this product better and easier to manufacture. We're in the early stages of that, but we have a lot of great ideas about how to make that happen. Ultimately, once the U.S. market learns about the advantages of the Meshtec mesh and security screens, Quanex plans to launch additional innovative products into the market over the next few years. ■

MARCH/APRIL 2024

27

01 Q+As: Two-page spreads position your company as an industry authority (your expert is interviewed by the magazine's editorial team)

02 Product Solution: Your product or service highlighted in a one-page spotlight

02



FlexScreen Automated Window Screen Line // Erdman Automation



Challenge

Since introducing FlexScreen, manufacturers have expressed great interest in increasing productivity and decreasing costs by making it themselves. Although FlexScreen knew this would be the evolution of their product, the process was not simple or efficient enough for that to happen—until now.

Solution

FlexScreen worked with Erdman Automation Corp., the premier automation com-

pany in the window and door industry to design and build an almost fully automated manufacturing line for FlexScreen.

What used to take an entire production crew can now be done with four people in less than 1,500 square feet of space. Smaller, less automated lines are also available. Erdman's genius engineers delivered what is quite simply the fastest, most efficient window screen line in the world, and now it's available to every window manufacturer.

FlexScreen appeared on U.S. business reality television series Shark Tank in 2020, winning a deal with investor and entrepreneur Lori Greiner. "FlexScreen is one of the most innovative household

products we've seen on Shark Tank," says Greiner on the FlexScreen automated window screen line and FlexScreen/Erdman partnership. "Licensing the manufacturing technology was the next logical step in making FlexScreen the industry standard. I'm excited to be a part of history in the making and proud to partner with Joe and his amazing team."

Visit erdmanautomation.com or call 763/389-9475 and flexscreen.com, 650/953-3539. ■

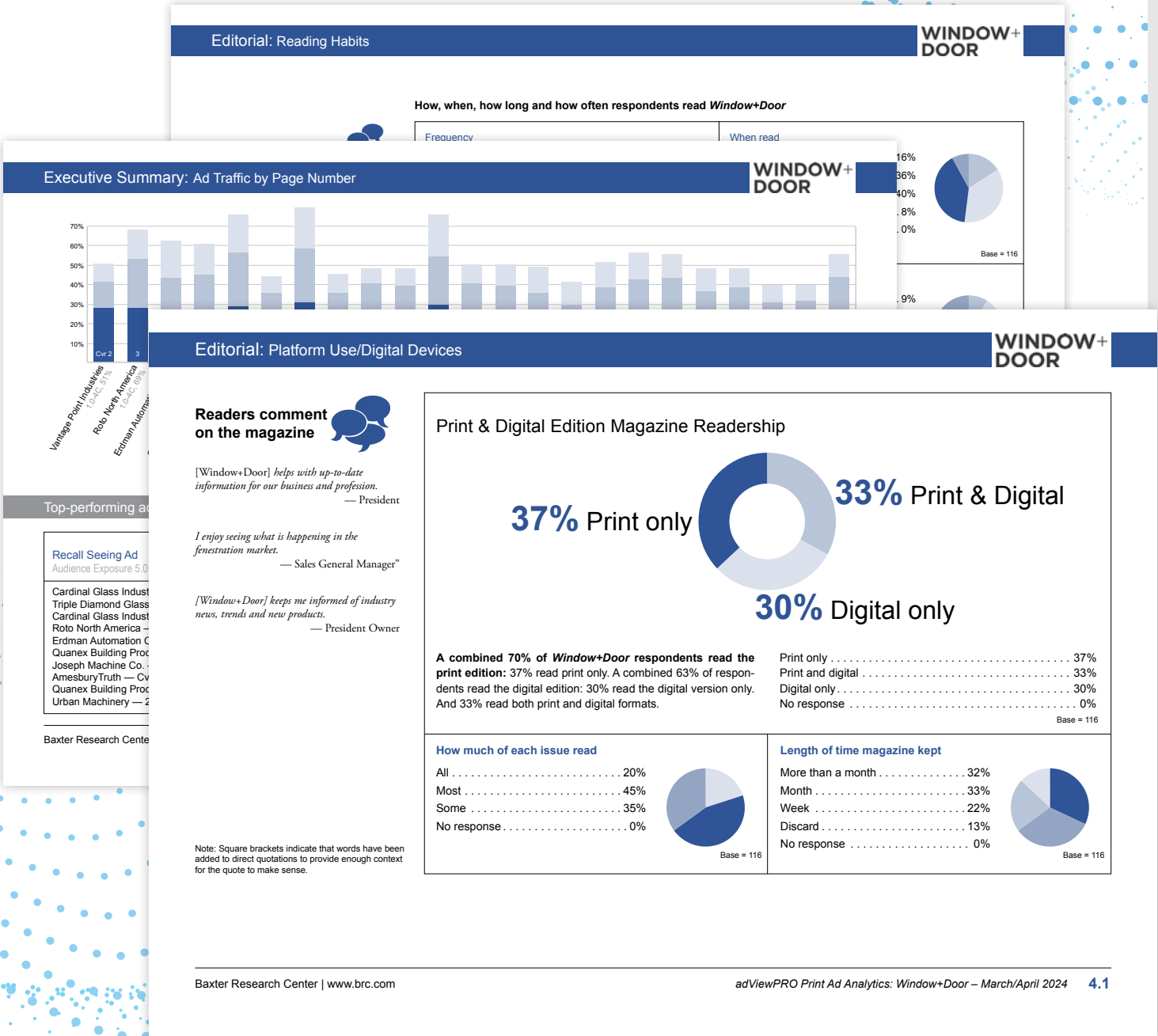
SEPTEMBER/OCTOBER 2023

97

WINDOW + DOOR PRINT AD STUDIES

See exactly how your print ads are performing with deep analysis from Baxter Research Center, an independent third-party research firm with 30+ years of experience. Plus, hear readers' feedback in their own words and receive contact information from qualified leads.

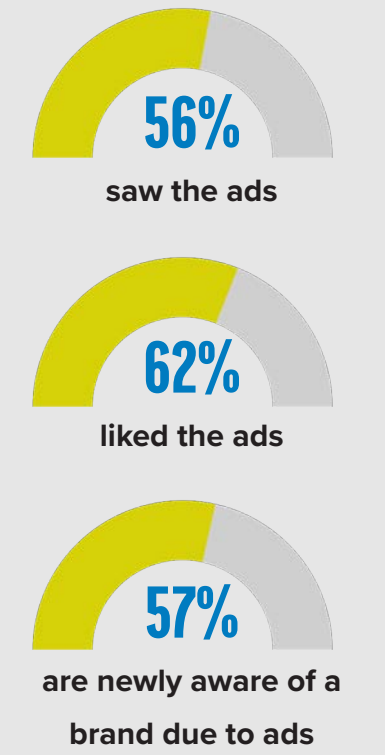
FREE
with ad buy in the **March/April** or **September/October** issues



DEEP INSIGHTS ON:

- + Ad readership
- + Audience reach
- + Ad effectiveness
- + Ad influence
- + Purchasing behavior

THE MOST RECENT
STUDY FOUND:



WINDOWANDDOOR.COM ADS + SPONSORED ARTICLES

Boost your online presence with ads on WindowandDoor.com. Choose from eye-catching display ads or supply sponsored articles to reach a targeted audience.

PAGEVIEWS:

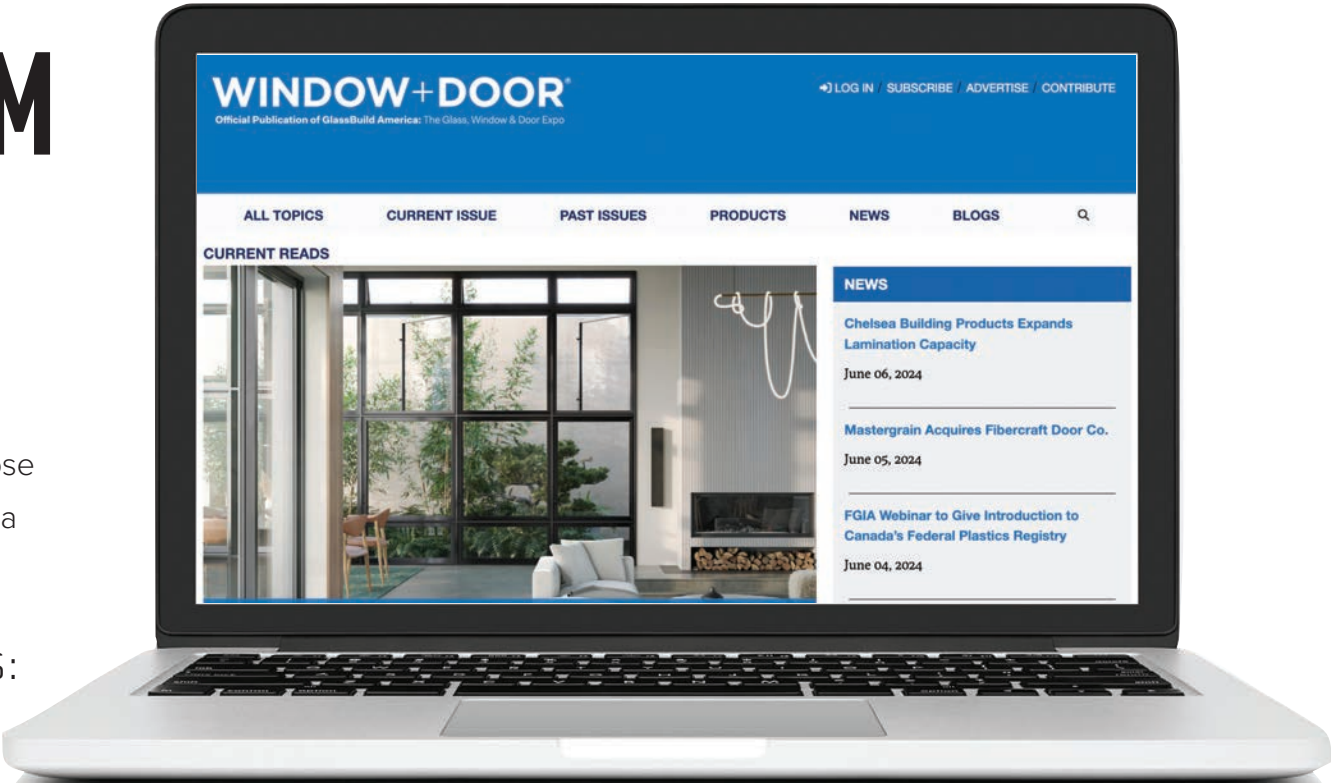
559,598

(SEPT 2023-AUG 2024)

WEBSITE VISITORS:

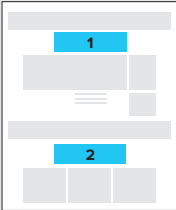
447,827

(SEPT 2023-AUG 2024)



INVESTMENT	1X	3X	6X	9X	12X
Billboard 1	2,730	2,575	2,320	2,085	1,880
Billboard 2	2,445	2,190	1,985	1,785	1,545
Square 1	1,025	920	830	745	670
Square 2	975	875	790	710	620
Sponsored Articles	1,800	1,545/story	-	-	-

HOME

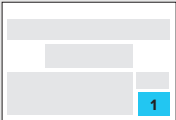


BILLBOARDS
Top-position ads on both home page and interior pages

INTERIOR

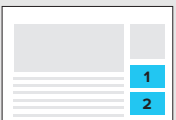


HOME

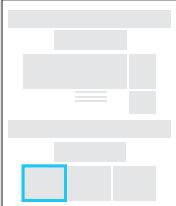


SQUARES
Strategic ads on both home and interior pages

INTERIOR



HOME



SPONSORED CONTENT
Your supplied article or blog featured on the website and home page, plus Window + Door's weekly newsletter and on social media

INTERIOR

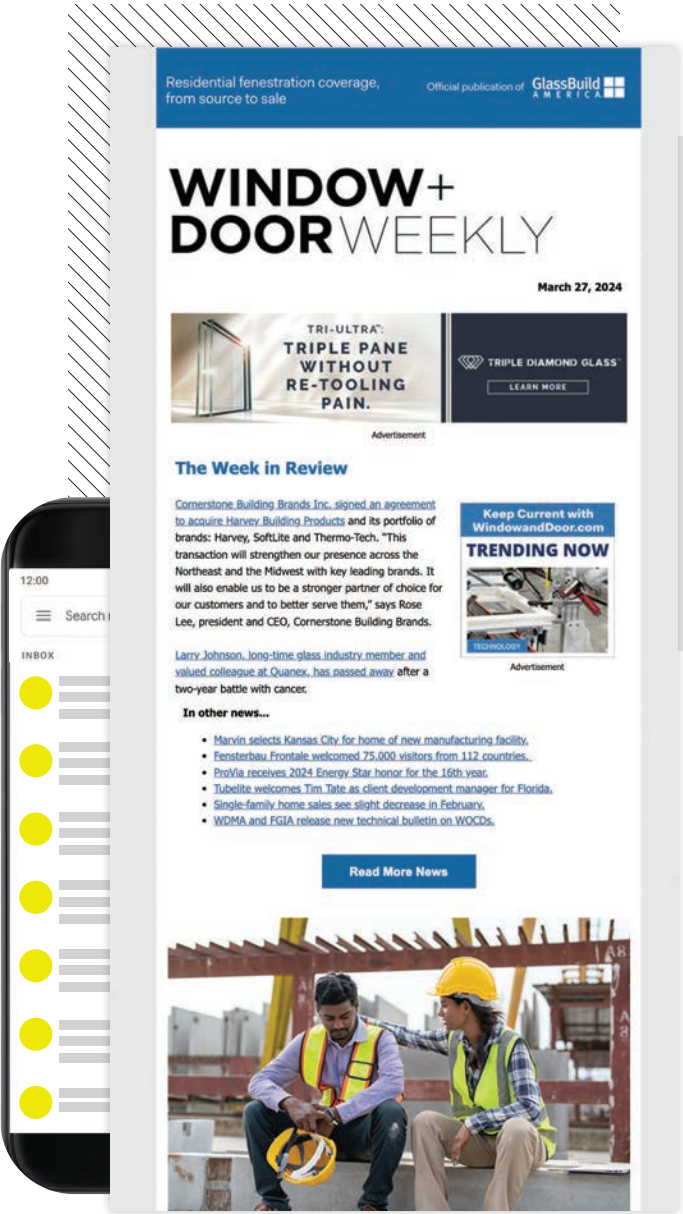


WINDOW + DOOR WEEKLY NEWSLETTER ADS

Grow your brand in Window + Door’s weekly newsletter. Pick from standout billboard ads or engaging square ads (up to 3 in each email) — or a detailed product spotlight to reach a highly targeted audience. Benefit from a high open rate and direct engagement with industry leaders.

INVESTMENT	PER WEEK
Billboard 1	1,130
Billboard 2	1,025
Billboard 3	850
Square 1	850
Square 2 & 3	820
Product Spotlight*	955

* Includes a headline, 150 words of text, and a color image, strategically placed with a direct link to your website



AUDIENCE MAKEUP



48%
MANUFACTURERS

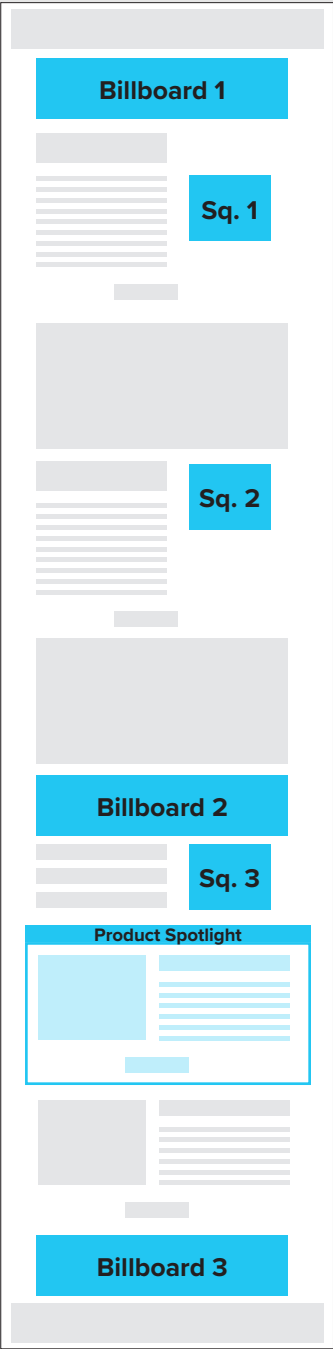


42.6%
PRESIDENTS/
OWNERS



ENGAGEMENT
50.77%

Average open rate. **More than double**
the industry average open rate of
22.5% (SEP 2023–AUG 2024)



NEW! PODCAST SPONSORSHIPS

Reach thousands of engaged listeners on the WindowCast podcast. Inspire future partners by sponsoring a pod — or by sharing insights on industry trends and opportunities.

- + **Sponsorship:** Acknowledgment on the shows and in social media mentions
- + **Featured:** Your expert’s 15-minute interview gets an exclusive episode, distributed on Spotify, YouTube, Apple Podcast and more

INVESTMENT

Sponsor	2,500
Be Featured in + Sponsor	8,000



TRUST
60%

of listeners search for a product after hearing about it in a podcast (SEMRUSH)



PLUS! GLASSBUILD PODCAST STUDIO

For the first time ever, GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO

[SPONSORSHIP](#) | [WEB](#) | [EMAIL](#) | [CATALOG](#)

Harness the power of the largest annual event in the Americas for the glass, window and door industries through exhibit space and sponsorships — plus ads in the show catalog, on GlassBuildAmerica.com and in the show’s daily and weekly newsletters.

EXHIBIT SPACE

Connect with new customers and increase your sales by making personal connections. Network with prospective customers; showcase your equipment, products and services; and grow your brand awareness.



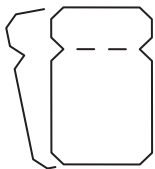
DATES

2025
NOV 4-6

Orange County
Convention Center
Orlando, Florida

2026
SEPT 23-25

Las Vegas Convention
Center, West Halls
Las Vegas, Nevada



92% MOTIVATION

of attendees say they attend tradeshows to see new products (TRADE SHOW LABS)

PRIMARY AUDIENCE:

Averaging 9K+ representatives from the entire glass, glazing, window and door supply chains, including:

COMMERCIAL

- MANUFACTURERS **30%**
- SUPPLIERS **31%**
- INSTALLING **34%**
- CONSULTANTS/
ARCHITECTURE/
SPECIFICATION **5%**

RESIDENTIAL

- MANUFACTURERS **44%**
- SUPPLIERS **39%**
- DISTRIBUTORS **10%**
- ARCHITECTURE/
SPECIFICATION **7%**

**Total equals more than 100% due to attendees who choose multiple business categories.*

INVESTMENT

NGA and FGIA Members	28.20-39.75/sq ft*
Non-members	31.70-44.75/sq ft*

PRIORITY RANKING

Choose your exhibit space earlier with increased NGA investment

RAISE ENGAGEMENT

Maximize your impact and success by investing in multiple NGA products (i.e., exhibit space, sponsorships, memberships, ads, etc.)

**Depends on booth size. Pricing reflects 2025 rates*

SPONSORSHIPS AND CUSTOM ACTIVATIONS

Build extra recognition and brand exposure with your logo appearing prominently at the event and in NGA’s magazines and websites. Create even more memorability through custom options like show bags and aisle signs or by sponsoring educational programs and the After Party. And, extend your reach with the GlassBuild America Show Catalog and show issues of Glass Magazine and Window + Door, the only official publications of the event.

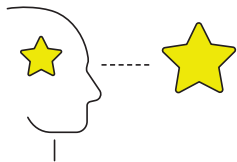


SPONSORSHIP OPPORTUNITIES

Badge Lanyards	7,000 (exclusive)
Show Bags	9,500+ (exclusive)
Information Booth	4,000 (exclusive)
Badge Pickup Sponsorship	7,000 (exclusive)
Branded Charging Sticks	5,000 (exclusive)
Registration Confirmation Package	6,000
Exhibitor Locator Monitor	1,500 each
Lighted Kiosk Panel	2,750/panel
Main Aisle Carpet Logo	5,000
Hydration Station	2,400 each
Main Stage/Education	starting at 3,000
GlassBuild After Party Games, Hospitality	starting at 4,000

+ CUSTOM SOLUTIONS

Tell us your show goals and we’ll build a program to achieve them at GlassBuild. **Custom sponsorships starting at \$6,000.**



VISIBILITY

Trade shows help increase brand recognition by

76%

(TRADE SHOW LABS)



PLUS! GLASSBUILD PODCAST STUDIO

For the first time ever, GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

**Pricing reflects exhibitor rates. Non-exhibitor sponsorships and pricing available. Venue-specific options for Orlando to be released in May of 2025.*

GLASSBUILDAMERICA.COM ADS

Generate more attention and leads with ads on GlassBuildAmerica.com. Your impactful display ads reach GlassBuild attendees before, during and after the event, keeping you top of mind.

PAGEVIEWS:

433,807

(JULY-NOV 2023)

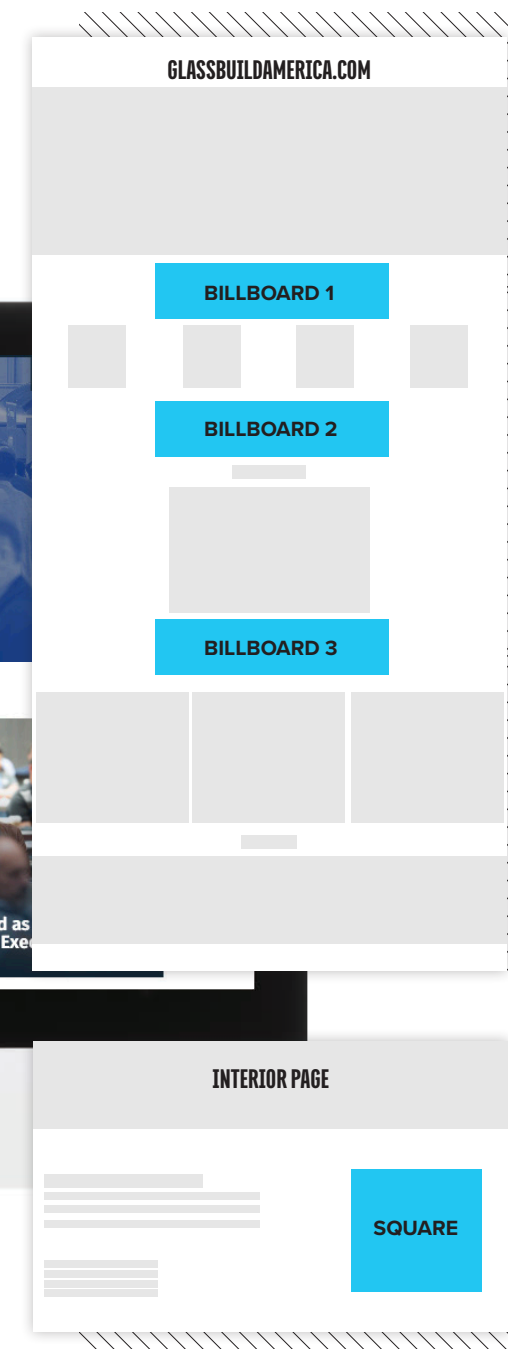
WEBSITE VISITORS:

198,567

(JULY-NOV 2023)

INVESTMENT*	1X	2X
Billboard 1	1,095	995
Billboard 2	1,045	945
Billboard 3	985	895
Square (interior pages only)	1,025	925

*Higher pricing during peak Sept-Nov season



Billboards:

Top-position ads on the home page

Squares:

Strategic ads on select interior pages

GLASSBUILD DAILY & WEEKLY NEWSLETTER ADS

Engage your top prospects with display ads in the GlassBuild America Daily Newsletter, sent to current and past attendees all three days of the show. You're one of four featured companies.

+ PLUS

Gain extra traction with featured ads in two Glass Build Editions of the **Glass Magazine Weekly** and **Window + Door Weekly** newsletters. Emails deploy over two weeks pre-show for maximum awareness.

INVESTMENT

Square 1	795
Square 2	755
Square 3	685
Square 4	650

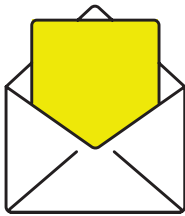


TARGET AUDIENCE



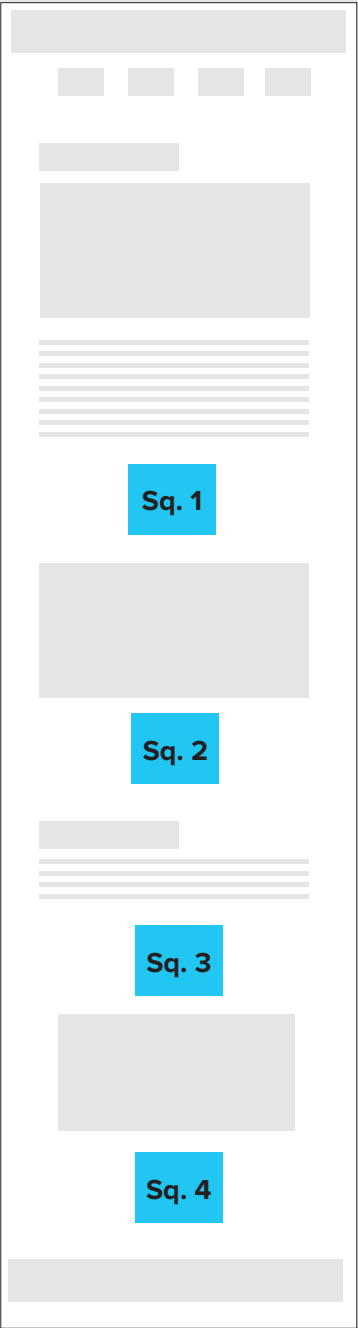
PAST AND PRESENT
GLASSBUILD
ATTENDEES

48,894 AVERAGE DAILY
DISTRIBUTION



ENGAGEMENT
33.45%

Average open rate. (Industry
average is **22.5%**) (GBA EVENT 2023)



GLASSBUILD SHOW CATALOG ADS

Stand out among 500+ exhibitors with a valuable resource attendees take home. Share your message with thousands of potential customers with a half, full or cover ad, or a fold-out insert.

INVESTMENT

Cover 2	2,275
Cover 3	2,225
Cover 4	2,325
Fold-out Insert Sponsorship	2,060
Full Page	1,865
Half Horizontal	1,350
Catalog Combo Rate*	615

**Save when you book a full-page in the Sept/Oct issue of Glass Magazine OR Window + Door Magazine*



PLUS!

GLASSBUILD LISTING UPGRADES

Get top search placement, logos and enhanced product descriptions in the web version of the catalog. Two packages at \$750 and \$1,500.

Note: These are not website or newsletter ads.

GLASSBUILD AMERICA | SPONSORSHIP | WEB | EMAIL | CATALOG

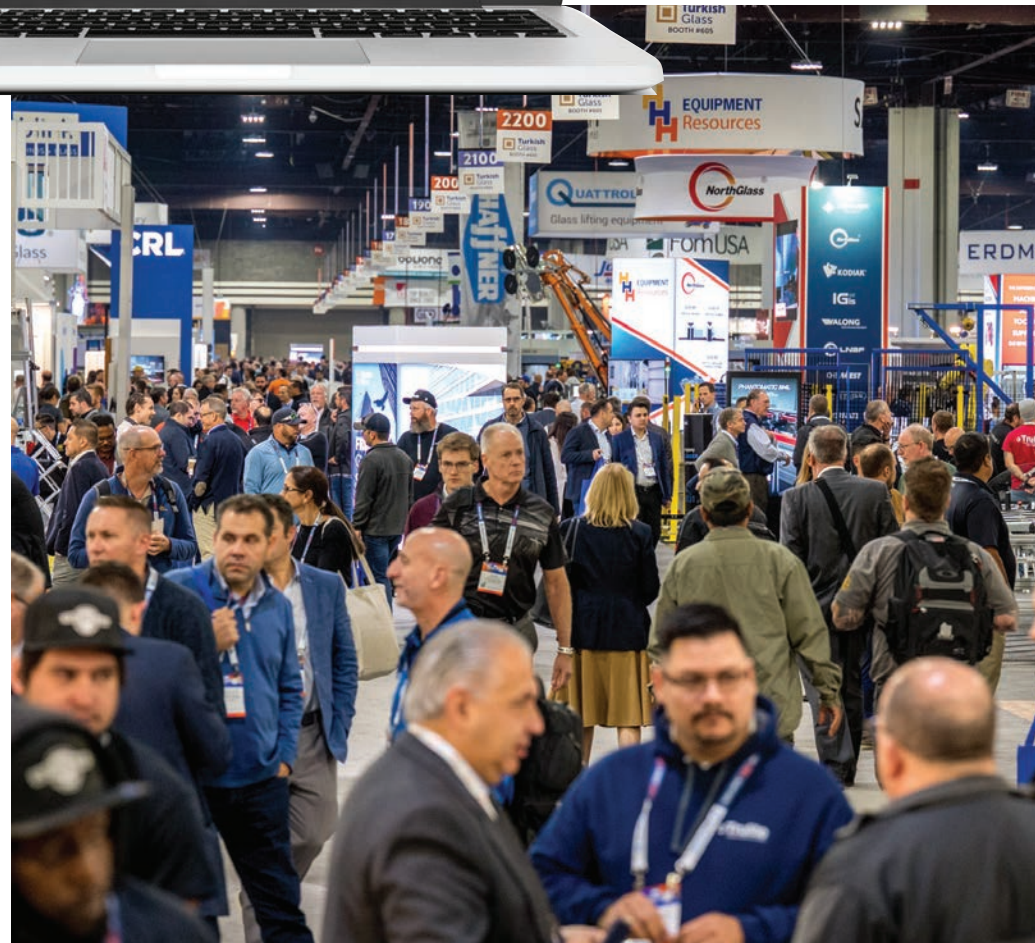
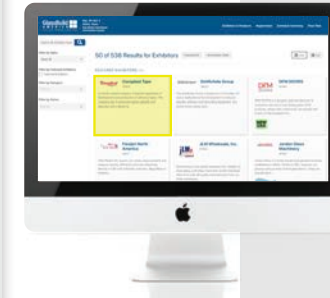
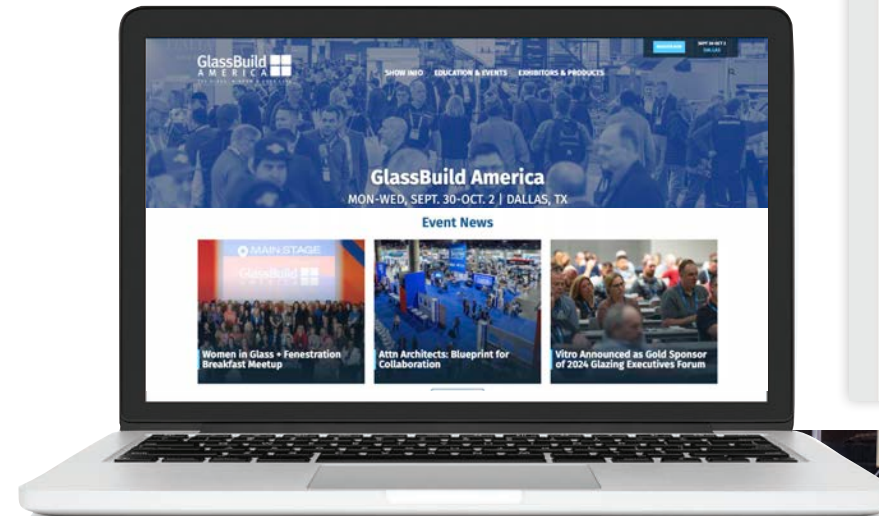
COMPREHENSIVE MULTICHANNEL MARKETING

Harness powerful tactics across multiple GlassBuild America campaigns to increase your prominence, trustworthiness, engagement and leads.

- + **Sponsorships** for maximum brand recognition
- + **Print Ads** in GlassBuild America issues of Glass Magazine and/or Window + Door magazine
- + **Web Ads** on GlassBuildAmerica.com
- + **Newsletter Ads** in GlassBuild Daily & Glassbuild Weekly sent to past and present GlassBuild attendees
- + **Catalog Ads** in GlassBuild America's official show catalog, a valuable resource attendees take home
- + **GlassBuild Podcast Studio** sponsorship amplifies your expertise and name recognition during the event

INVESTMENT

Varies based on needs and goals





ENGAGE, INSPIRE AND **CONNECT** TOGETHER

Your ideal customers in the glass and fenestration industry are actively searching for you. With the National Glass Association, you'll reach — and resonate with — them through powerful platforms and tailored opportunities that showcase your expertise and drive your business growth.

FOR MORE INFORMATION ON HOW TO GET STARTED, CONTACT THE NON-COMMISSIONED NGA SALES AND MARKETING CONSULTANT FOR YOUR REGION. LET'S MAKE YOUR BUSINESS STAND OUT.



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The new Visitor Experience Centre at Caymus Winery in Napa Valley, features floor-to-ceiling glass from Top Glass Fabricator AGNORA. Photo by Matthew Millman.