



NGA

NATIONAL GLASS ASSOCIATION with GANA

MARKETING CAPABILITIES
FOR THE FENESTRATION
AND GLASS INDUSTRIES

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.

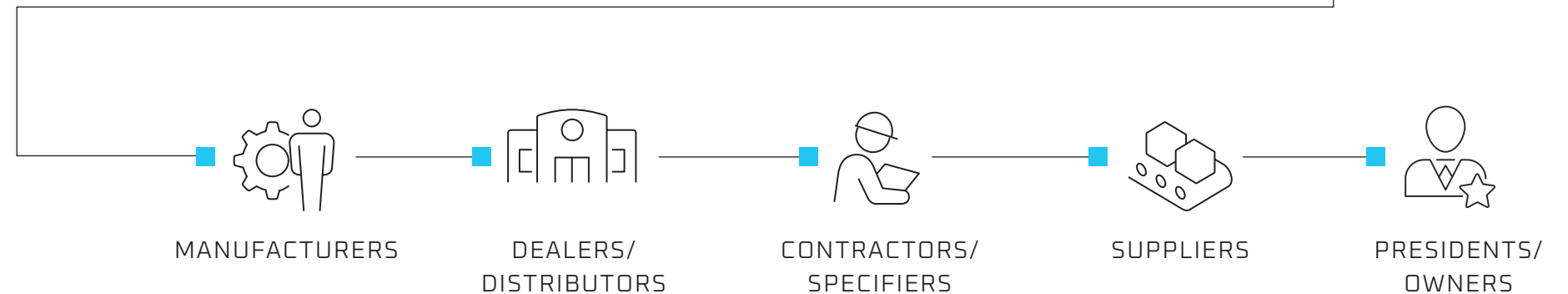
WHO IS NGA?

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
- Window Cast Podcast Sponsorships
- Comprehensive Multichannel Marketing



- 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:



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*VP, Sales | Publisher, Window +Door & Glass Magazine
Director, Fenestration Business Development*



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Eastern hemisphere Global Accounts*



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*Representing Eastern and East-central U.S.;
Canada and South America*

REACH THE ENTIRE FENESTRATION INDUSTRY



COMPREHENSIVE ENGAGEMENT

WINDOW + DOOR MAGAZINE BRAND PACKAGE

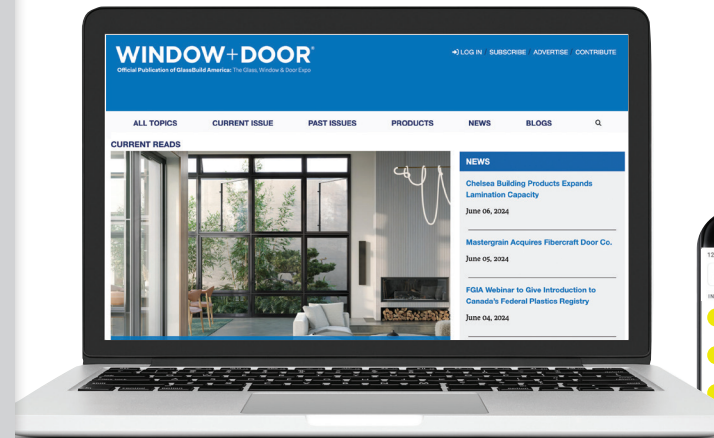
PRINT | WEB | EMAIL | AUDIO

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, plus social media and podcasts.



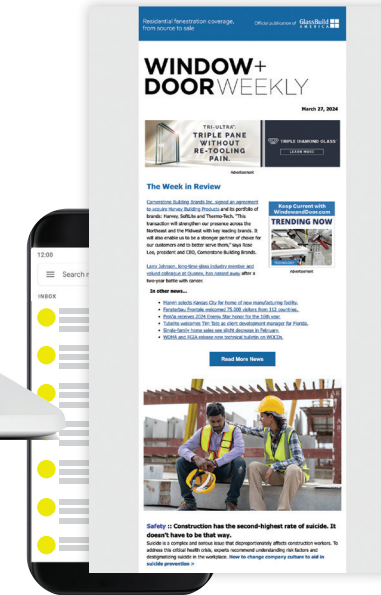
WINDOW + DOOR MAGAZINE
READERSHIP AVERAGE/ISSUE

46,665



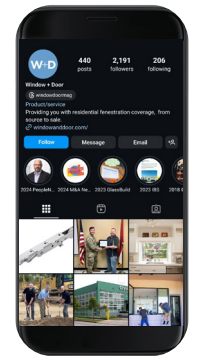
WINDOWANDDOOR.COM
AVERAGE MONTHLY
USERS

33,404



WINDOW + DOOR
WEEKLY ENEWSLETTER
SUBSCRIBERS

7,585



TOTAL SOCIAL
MEDIA
FOLLOWERS/
REACH

5,504



WINDOW CAST™

AVERAGE STREAMS/
VIEWS PER SEASON

1,100

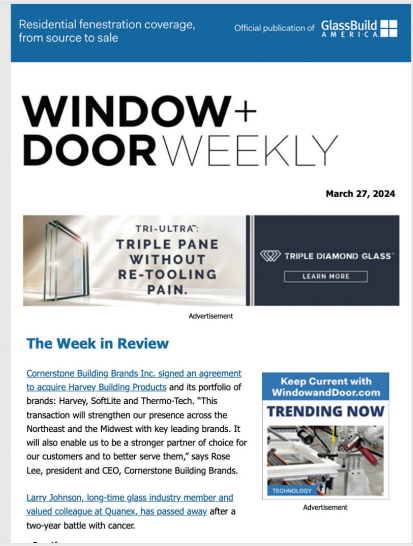
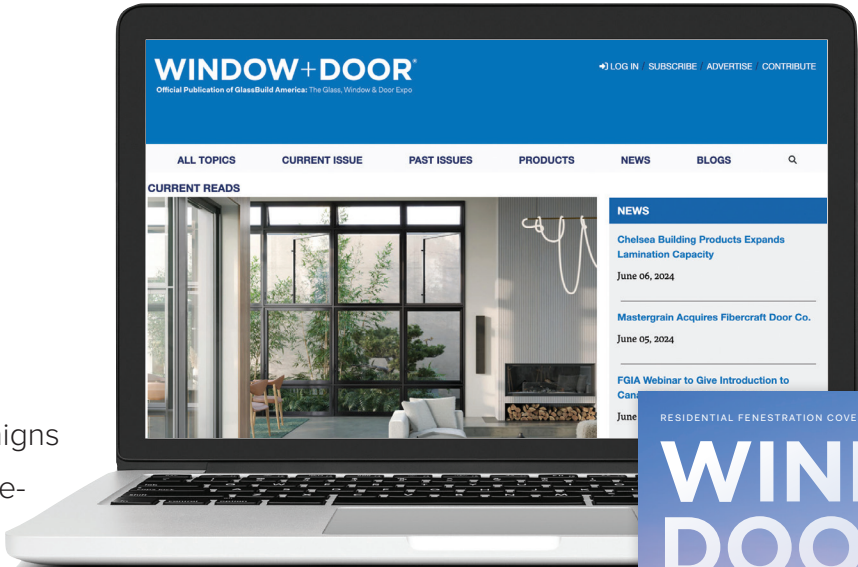
COMPREHENSIVE MULTICHANNEL MARKETING

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

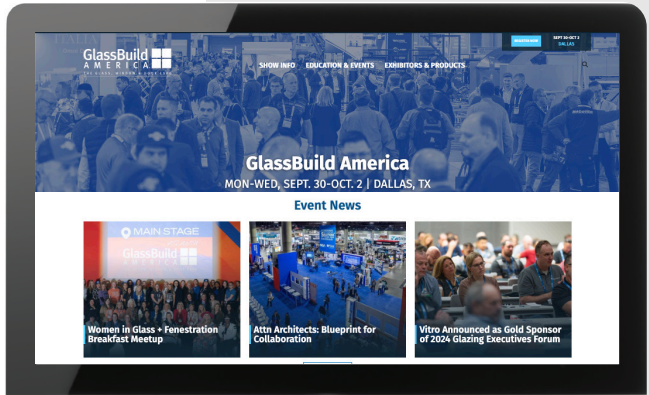
- + **Window + Door Print Ads** in up to 6 issues annually
- + **Sponsored Content Options** to elevate your brand’s story
- + **Web Ads** on WindowandDoor.com and/or GlassBuildAmerica.com
- + **Newsletter Ads** in Window + Door Weekly and/or GlassBuild America
- + **Social Media** boosts editorial and paid content posts to drive awareness, impressions and traffic
- + **Window Cast Podcast** amplifies your expertise and name recognition

INVESTMENT

Varies based on needs and goals

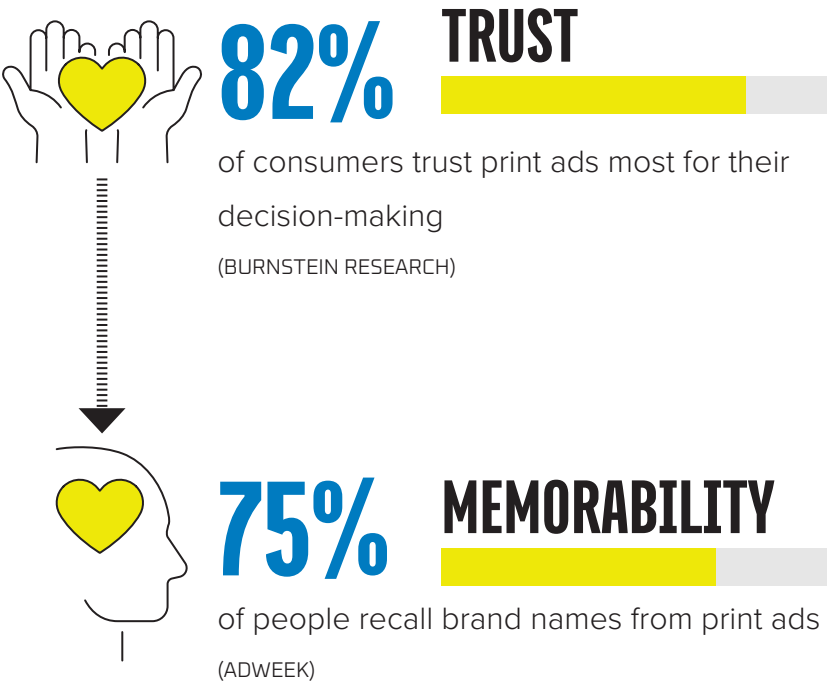


WINDOW CAST™



PRINT AD INVESTMENT:

WINDOW + DOOR MAGAZINE	1X	3X	6X
Two-page spread	5,410	5,220	4,910
Half-page spread	3,680	3,525	3,315
Full page	3,285	3,155	2,975
Two-thirds page	2,690	2,560	2,405
Half page island	2,475	2,360	2,215
Half page horiz or vert	2,355	2,245	2,105
Third page	2,225	2,125	2,000
PREMIUM POSITIONS	1X	3X	6X
Back cover	4,005	3,890	3,725
Inside front cover	3,790	3,695	3,545
Inside back cover	3,430	3,355	3,225
Guaranteed page	3,615	3,470	3,275
Consecutive-page placement	add'l 15%		
INSERTS	1X	2X	3X OR MORE
Cover Tip	4,850	4,380	3,920
Bind-in (per every two pages)	2,355	2,230	2,140



EDITORIAL
CALENDAR:

JAN/FEB
The Industry Forecast
Issue: Industry Pulse
survey

MARCH/APRIL*
The Products Issue: Finished
products and components/
hardware

MAY/JUNE
The Manufacturing Issue:
Top Manufacturers Report
and List

JULY/AUG
The Machinery and Tech Issue:
Automation, software and
innovation

SEPT/OCT*
The GlassBuild Issue: Show
preview, schedule, exhibitor list
and products

NOV/DEC
Annual Buying Guide: Lists of sup-
pliers to and manufacturers in the
residential fenestration industry

*Issue includes the Baxter ad study



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:

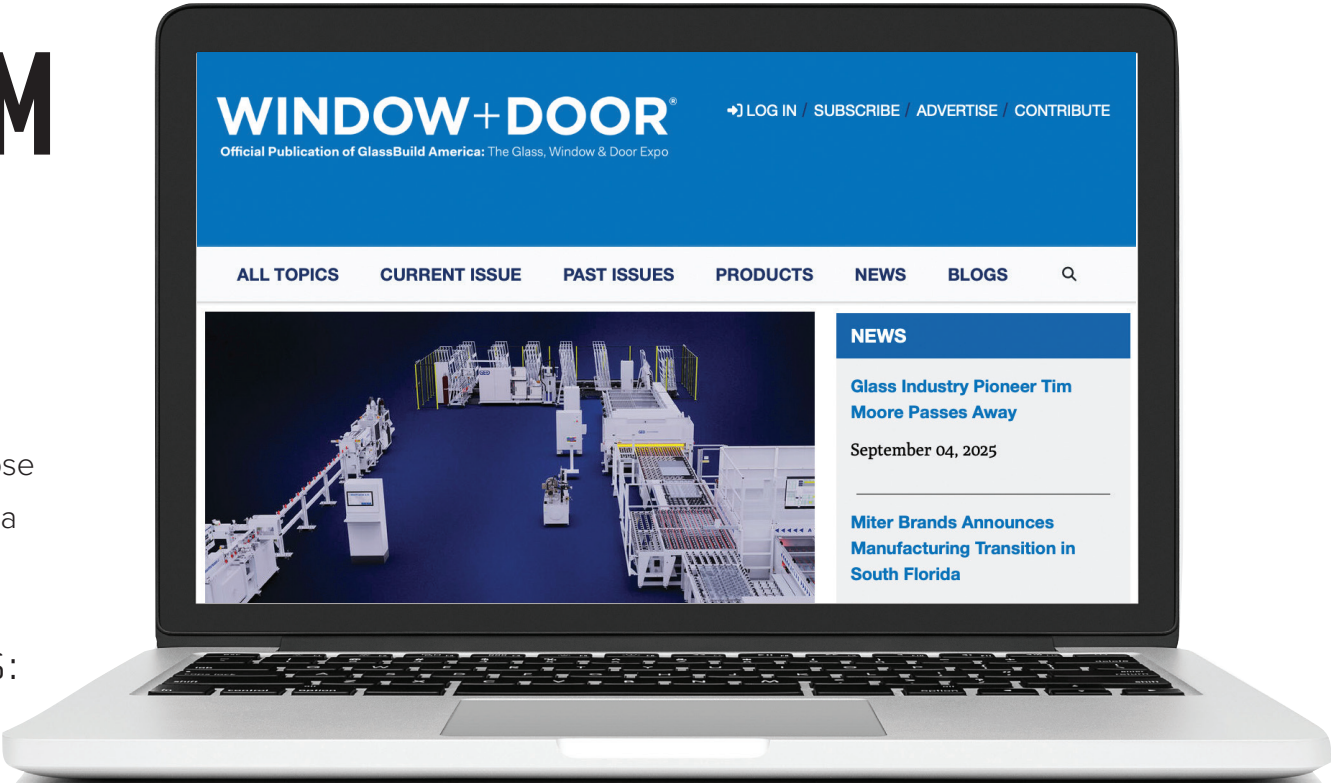
534,927

(SEPT 2023-AUG 2024)

WEBSITE VISITORS:

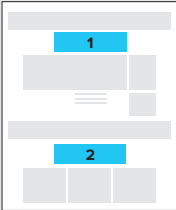
418,222

(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



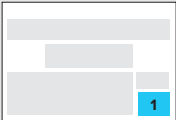
BILLBOARDS

Top-position ads on both home page and interior pages

INTERIOR



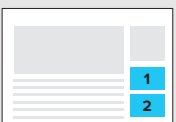
HOME



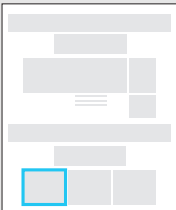
SQUARES

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

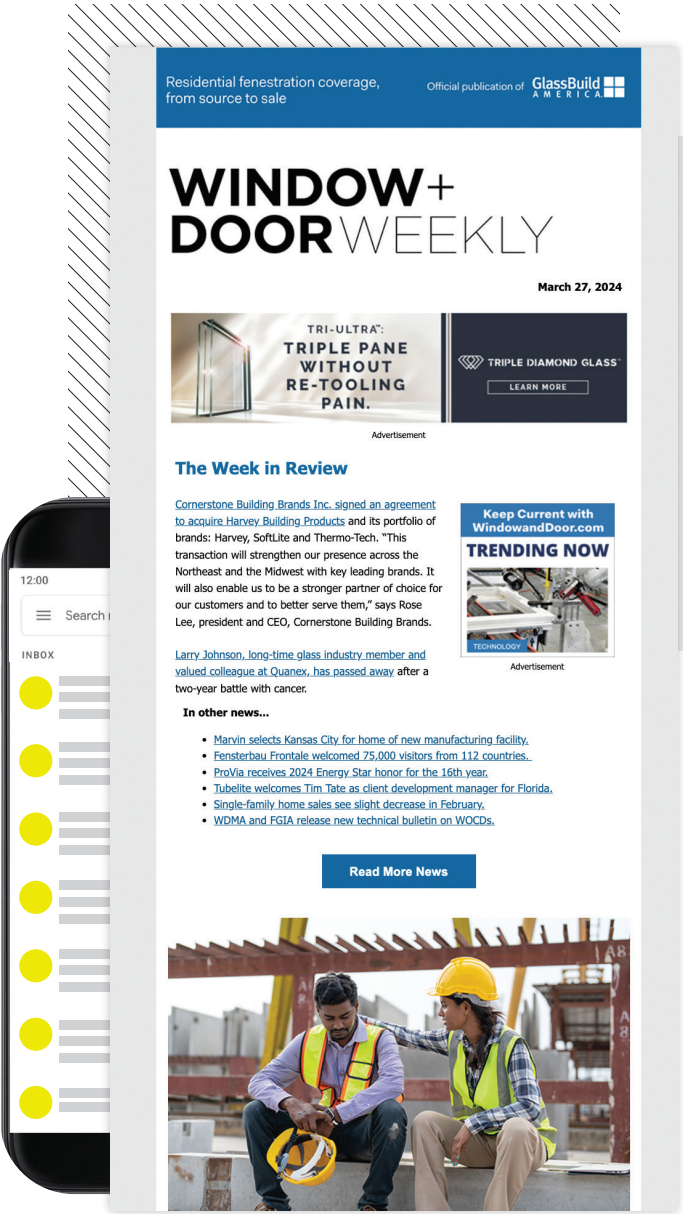


WINDOW + DOOR WEEKLY NEWSLETTER ADS

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*	985

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



AUDIENCE MAKEUP



44.2%
MANUFACTURERS

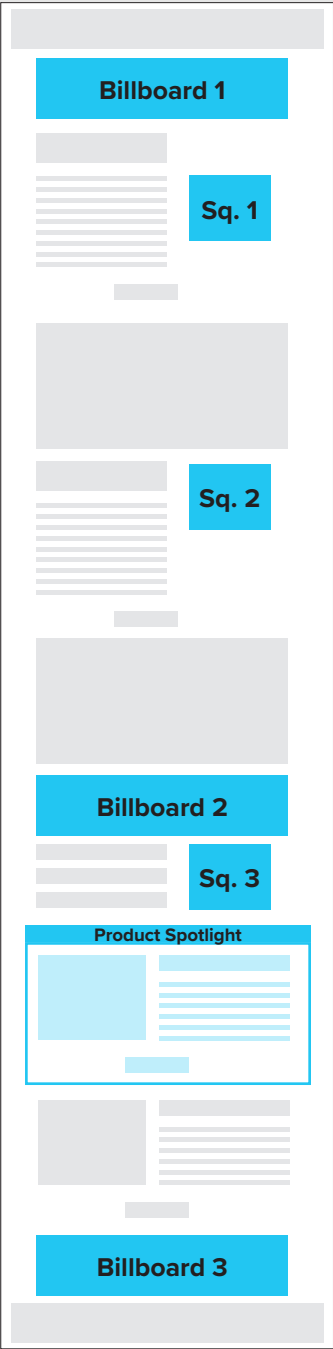


28.9%
PRESIDENTS/
OWNERS



ENGAGEMENT
51.8%

Average open rate. **More than double**
the industry average open rate of
22.5% (SEP 2024–AUG 2025)



PODCAST SPONSORSHIPS

Reach thousands of engaged listeners on the Window Cast 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

Series 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)

GLASS CAST™
WINDOW CAST™
**PLUS! GLASSBUILD
PODCAST STUDIO**

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

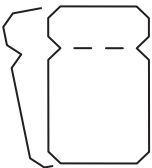
Connect with new customers and increase your sales by making personal connections. Network with prospective customers; showcase your equipment, products and services; and grow your brand awareness.



DATES

2026
SEPT 23-25
Las Vegas Convention Center, West Halls
Las Vegas, Nevada

2027
OCT 26-28
Orange County Convention Center
Orlando, Florida



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 /RESIDENTIAL GLASS & METALS

- FABRICATORS/
MANUFACTURERS

30%
- SUPPLIERS

31%
- INSTALLING

34%
- ARCHITECTS/SPEC-
IFIERS/ENGINEERS/
CONSULTANTS

5%

RESIDENTIAL WINDOWS & DOORS

- MANUFACTURERS

44%
- SUPPLIERS

39%
- DISTRIBUTORS

10%
- ARCHITECTS/
SPECIFIERS

7%

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

INVESTMENT

NGA and FGIA Members	28.45-40/sq ft*
Non-members	31.95-45/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 2026 rates*

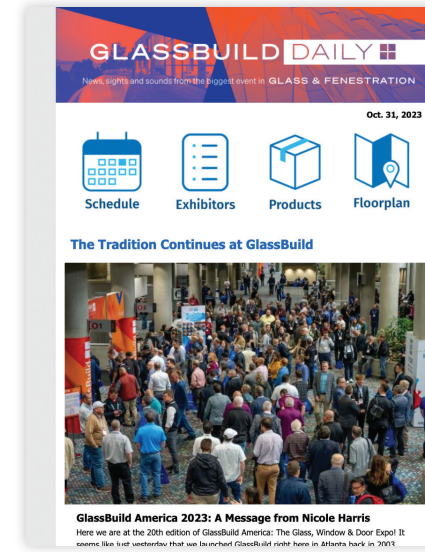
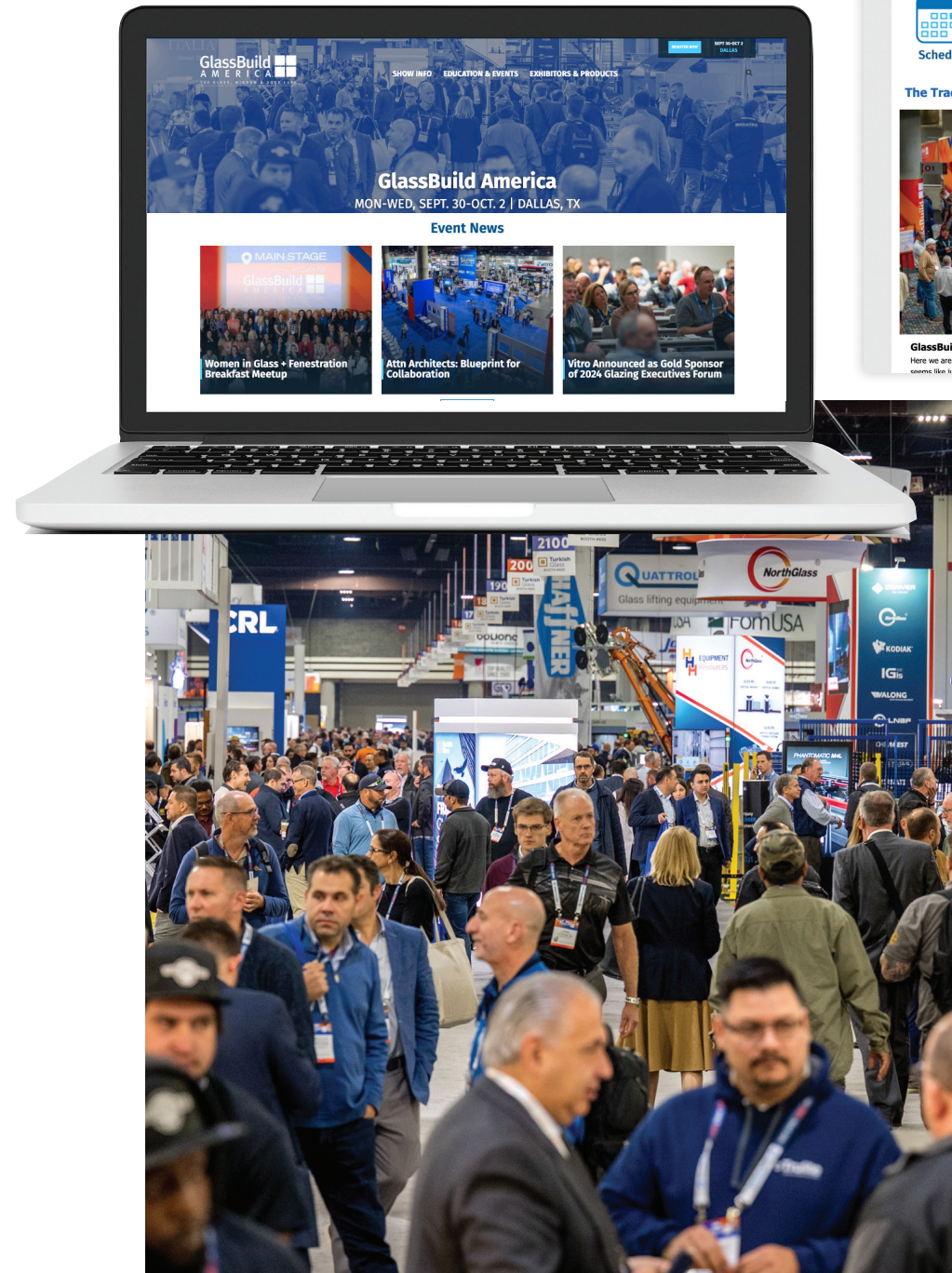
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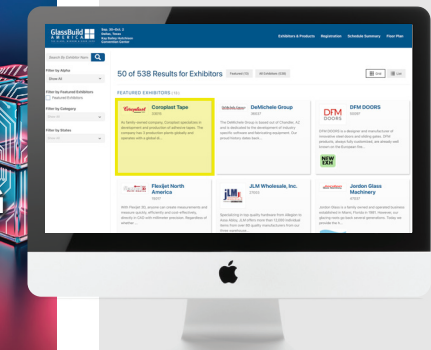
- + **Sponsorships** for maximum brand recognition
- + **Print Ads** in GlassBuild America issues of Glass Magazine and/or Window + Door magazine
- + **Web Ads** on GlassBuildAmerica.com
- + **Newsletter Ads** in GlassBuild Daily & Glassbuild Weekly sent to past and present GlassBuild attendees
- + **Catalog 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



GLASS CAST™
WINDOW CAST™





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.



Emily Thompson
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VP, Sales



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Western and Midwest U.S.;
Eastern Hemisphere Global Accounts



Tristan Scofield
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703-442-4890 x194
Eastern and East-central U.S.;
Canada and South America

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.

