

WWW.NOMMA.ORG



# NATIONAL ORNAMENTAL & MISCELLANEOUS METALS ASSOCIATION MEDIA GUIDE

REACH LEADERS IN THE \$8.2 BILLION  
ORNAMENTAL AND MISCELLANEOUS  
METALS INDUSTRY!

FOR MORE INFORMATION, PLEASE CONTACT:

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352-333-3404

**NAYLOR**   
ASSOCIATION SOLUTIONS



# NOMMA MEDIA



**O&MM FABRICATOR**  
PRINT AND DIGITAL



**MEMBERSHIP DIRECTORY  
& BUYERS' GUIDE**  
PRINT AND DIGITAL



**NOMMA NEWSWIRE**  
NEWSLETTER

## NOMMA BY THE NUMBERS

**\$8.6B**

The ornamental and miscellaneous metals industry generated **\$8.6 billion** in annual revenue. \*

**\$329M**

NOMMA members spend roughly **\$329 million** a year on products and services.\*

**18,000+**

The digital edition of Membership Directory & Buyers' Guide has over **18,000 page views!**

**CONNECT WITH MEMBERS OF THE ONLY ASSOCIATION DEDICATED TO THE FABRICATION OF ORNAMENTAL AND MISCELLANEOUS METAL.**

**CONTACT YOUR NAYLOR EXECUTIVE FOR MORE INFORMATION!**

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Source: IBISWorld Report 332332  
NOMMA 2018 Marketing Questionnaire



# O&MM FABRICATOR DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

O&MM Fabricator Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

## FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



### 1 Leaderboard (all views) | \$700

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$550

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner | \$500

### 4 2<sup>nd</sup> TOC Mobile Banner | \$400

For the latest online specs, please visit [www.naylor.com/online Specs](http://www.naylor.com/online Specs)

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$750

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$500

#### • Medium Insert | \$400

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*



# O&MM FABRICATOR

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1-2x	3-4x	5-6x
Double Page Spread	\$3,089.50	\$2,869.50	\$2,719.50
Outside Back Cover	\$2,099.50	\$1,969.50	\$1,879.50
Inside Back/Front Cover	\$2,049.50	\$1,969.50	\$1,829.50
Full Page	\$1,849.50	\$1,719.50	\$1,629.50
2/3 Page	\$1,469.50	\$1,369.50	\$1,289.50
1/2 Page	\$1,369.50	\$1,269.50	\$1,209.50
1/3 Page	\$1,099.50	\$1,019.50	\$969.50
1/4 Page	\$959.50	\$889.50	\$839.50
1/6 Page	\$549.50	\$699.50	\$649.50
1/8 Page	\$759.50	\$709.50	\$669.50

Black-and-White Rates	1-2x	3-4x	5-6x
Full Page	\$1,629.50	\$1,519.50	\$1,429.50
2/3 Page	\$1,179.50	\$1,099.50	\$1,039.50
1/2 Page	\$1,079.50	\$999.50	\$949.50
1/3 Page	\$769.50	\$719.50	\$679.50
1/4 Page	\$609.50	\$569.50	\$539.50
1/6 Page	\$429.50	\$399.50	\$379.50
1/8 Page	\$399.50	\$369.50	\$349.50

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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of October 2018.

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# 2019 EDITORIAL CALENDAR

ISSUE	FEATURES	AD COPY DATE	SHIP DATE
Jan/Feb	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	11/28/18	January 2019
March/April <i>Bonus Distribution:</i> METALfab/FenceTech/IDA	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	1/16/19	March 2019
May/June <i>METALfab Recap Issue</i>	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	3/27/19	May 2019
July/August	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	5/23/19	July 2019
Sept/Oct	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	7/22/19	September 2019
Nov/Dec <i>Bonus Distribution:</i> FABTECH	<b>Theme:</b> TBD <b>Shop Talk Features:</b> TBD <b>Business Feature #1:</b> TBD	9/20/19	November 2019
Membership Directory	<i>Membership Directory &amp; Buyers' Guide</i>	10/4/19	November 2019

\*Editorial Calendar is tentative and subject to change.

## IN EVERY ISSUE

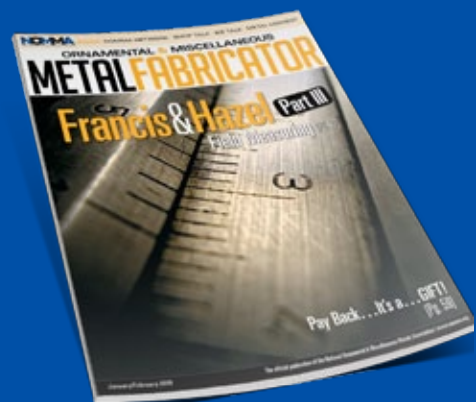
Though we will have specific features and themes in each issue of O&MM Fabricator, each issue will include various articles that relate to sectors of the industry, such as articles on:

**Design**

**Fabrication**

**Finishing**

**Installation**



# MEMBERSHIP DIRECTORY & BUYERS' GUIDE - DIGITAL EDITION

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

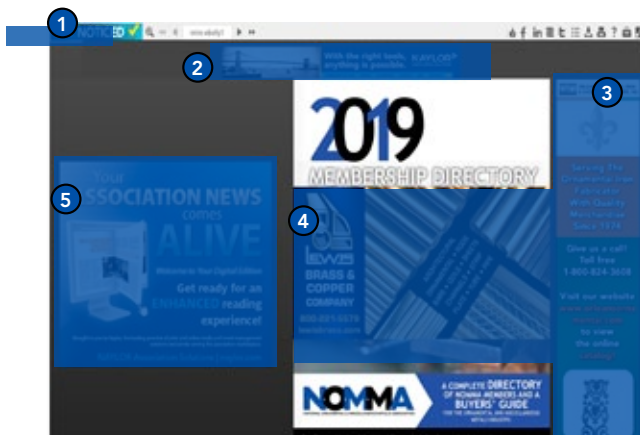
In addition to print, *Membership Directory & Buyers' Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



[www.naylornetwork.com/nom-directory](http://www.naylornetwork.com/nom-directory)



### 1 Large Toolbar | \$270

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 2 Leaderboard | \$790

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

### 3 Skyscraper | \$640

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### 4 Belly Band | \$770

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### 5 Sponsorship\* | \$585

Your message will be prominently displayed directly across from the cover of the magazine.

**THE DIGITAL EDITION OF MEMBERSHIP  
DIRECTORY & BUYERS' GUIDE  
HAS OVER 18,000 PAGE VIEWS!**

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

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# MEMBERSHIP DIRECTORY & BUYERS' GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	
Full Page	\$1,619.50
2/3 Page	\$1,269.50
1/2 Page	\$1,149.50
1/3 Page	\$969.50
1/4 Page	\$809.50
1/6 Page	\$679.50

Black-and-White Rates	
Full Page	\$1,369.50
2/3 Page	\$989.50
1/2 Page	\$869.50
1/3 Page	\$659.50
1/4 Page	\$469.50
1/6 Page	\$329.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

Digital Belly Band | \$770

Skyscraper | \$640

Toolbar | \$270

Digital Edition Leaderboard | \$790

Sponsorship | \$585

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# O&MM FABRICATOR MEMBERSHIP DIRECTORY & BUYERS' GUIDE

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |
|--|--|
| <input type="checkbox"/> Access Control              | <input type="checkbox"/> Gate Operators                    |
| <input type="checkbox"/> Angles - Brass              | <input type="checkbox"/> General                           |
| <input type="checkbox"/> Angles - Bronze             | <input type="checkbox"/> Hardware/Components               |
| <input type="checkbox"/> Architectural Bronze Shapes | <input type="checkbox"/> Media                             |
| <input type="checkbox"/> Bending Machines            | <input type="checkbox"/> Metal Fabrication Machines        |
| <input type="checkbox"/> Blacksmithing               | <input type="checkbox"/> Metal Supplier                    |
| <input type="checkbox"/> Cap Rail                    | <input type="checkbox"/> Metal Tools                       |
| <input type="checkbox"/> Castings                    | <input type="checkbox"/> Miscellaneous                     |
| <input type="checkbox"/> Cement                      | <input type="checkbox"/> Paints/Finishes/Chemicals         |
| <input type="checkbox"/> Computer Software           | <input type="checkbox"/> Panels                            |
| <input type="checkbox"/> Detailing Services          | <input type="checkbox"/> Plate                             |
| <input type="checkbox"/> Equipment - Accessories     | <input type="checkbox"/> Power Hammers                     |
| <input type="checkbox"/> Equipment - Blacksmithing   | <input type="checkbox"/> Railings                          |
| <input type="checkbox"/> Equipment - General         | <input type="checkbox"/> School/Training                   |
| <input type="checkbox"/> Equipment - Saws            | <input type="checkbox"/> Sheet                             |
| <input type="checkbox"/> Equipment - Welding         | <input type="checkbox"/> Stairs                            |
| <input type="checkbox"/> Extrusions - Alloys         | <input type="checkbox"/> Services - Biz & Employee Related |
| <input type="checkbox"/> Extrusions - Shapes         | <input type="checkbox"/> Services - Cutting                |
| <input type="checkbox"/> Fabricating Machines        | <input type="checkbox"/> Tubing - Brass                    |
| <input type="checkbox"/> Fabrication                 | <input type="checkbox"/> Tubing - Bronze                   |
| <input type="checkbox"/> Finishing                   | <input type="checkbox"/> Water Jet Cutting                 |
| <input type="checkbox"/> Forgings                    | <input type="checkbox"/> Other _____                       |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

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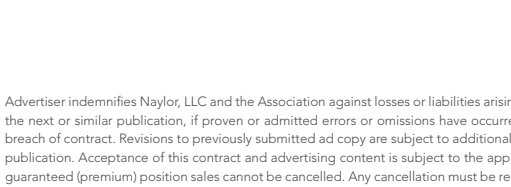
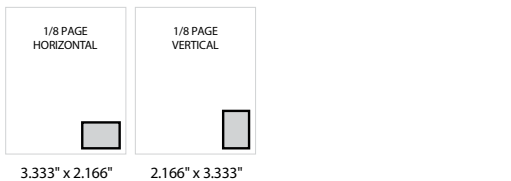
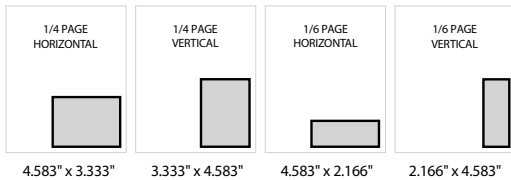
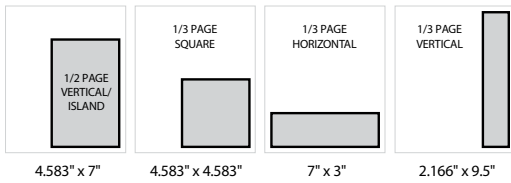
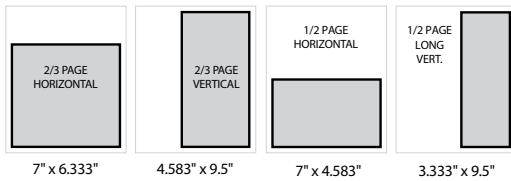
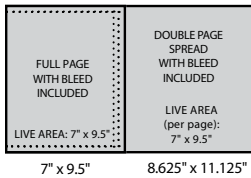
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# PRINT ADVERTISING SPECIFICATIONS

## O&MM FABRICATOR MAGAZINE

Magazine/Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 1 Page / 2 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Postcards: 6" x 4.25"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/linespecs](http://www.naylor.com/linespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

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# NOMMA NEWSWIRE

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. *NOMMA Newswire* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 2,000+ decision-makers on a regular basis
- In addition to NOMMA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NOMMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



[www.naylornetwork.com/nom-nwl](http://www.naylornetwork.com/nom-nwl)



### 1 Rectangles

12 Months | \$2,205

- Only four spots available
- 300 x 250 pixels
- JPG only (no animation)
- Max file size: 100KB

### 2 Sponsored Content

12 Months | \$1,650

- 180 x 150 pixels
- Headline: 3-6 words
- Summary text: 30 - 50 words

### Distributed Every Month!

*Naylor charges a \$50 artwork surcharge for artwork creation or changes.*

*This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

*Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.*

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