



Promoting Lighting Excellence™

nlb.org

The NLB is an independent, not-for-profit service created by, advocating for, and empowering the lighting community. The NLB is focused on Promoting Lighting Excellence™ and helping the lighting industry solve its business problems. The NLB exists to create demand for High Benefit Lighting®—efficient lighting designed to optimize human performance, health, safety, and commerce—by educating those who make and influence decisions about lighting.

10,000+

MONTHLY UNIQUE VISITORS

75,000+

MONTHLY PAGE VIEWS

5,000+

DAILY VISITORS

2.15

AVERAGE SESSION
DURATION IN MINUTES

ABOUT NLB

The National Lighting Bureau was established in 1976 with the mission to educate the lighting industry as well as the general public about quality lighting. Today, the organization collaborates with lighting manufacturers, trade associations, professional organizations, lighting and electrical distributors and branches of the federal government to develop and implement guidelines and programs, encourage honest business practices, and continue to address the non-energy benefits of LED lighting. The NLB is managed by a Board of Directors under the guidance of Randy Reid who serves as Executive Director.

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SPONSORS



WHAT WE DO

- Annual Lighting Forum
- The Tesla Awards™
- News Articles
- Press Releases
- Lighting Designer Directory
- Trusted Warranty Program



ADVERTISING OPTIONS

- Leaderboard Banner Ads
- Skyscraper Block Ads
- Press Releases
- Press Release Writing Service *New in 2017*
- Career Ads
- Social Media
- Lighting Links

SPONSORSHIP OPPORTUNITIES

Leaderboard Banner Ad
460 x 60

Skyscraper Block Ad
300 x 250

AD RATES

\$1000 per month	LEADERBOARD 460 X 60 3 concurrent ads per space 2 spaces available minimum of 2 months
\$1500 per month	SKYSCRAPER 350 X 250 3 concurrent ads per space 1 space available minimum of 2 months

ADDITIONAL SPECS

Reporting	impressions, click-throughs
File Type	JPEG or GIF only
Display	rotates with browser refresh

PRESS RELEASE

\$400 per ad
Posted on the
homepage for a
minimum of 1
month

\$100 adder
Additional posts
on LinkedIn,
Twitter and
Facebook

PRESS RELEASE WRITING

\$100 per PR

You provide the
content. We
write the press
release.

CAREER AD

\$400 per ad
Posted on the
homepage for a
minimum of 1
month

\$100 adder
Additional posts
on LinkedIn,
Twitter and
Facebook

LIGHTING LINKS

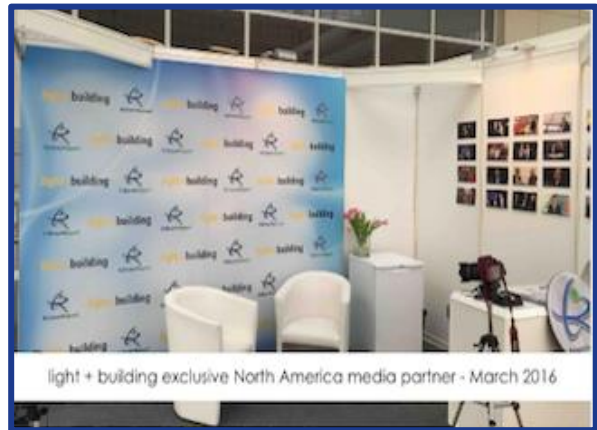
\$400 per link
Posted on the
Lighting Links
page for 1 year,
including a
minimum of 1
week on the
homepage

DISCLOSURE

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WORK SAMPLES

Some of our most popular posts:



READY TO BE A SHINING LIGHT?

Let's talk at 615-371-0961 or admin@edisonreport.net.