



MEDIA KIT

Publications and multimedia for today's uniform, image apparel and public safety equipment manufacturers and wholesalers.

Advertising Opportunities

naUmd

Network Association of Uniform Manufacturers & Distributors

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the PULSE

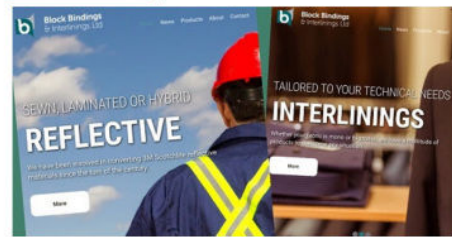


the PULSE

February 23, 2021 a publication of the **naUmd**



NAUMD NEWS



Block Bindings & Interlinings and MSB Prestige announce consolidation

NAUMD
Block Bindings & Interlinings announced last week the merger of its company with MSB Prestige, Inc. The consolidation became effective February 8. The two companies will continue under the name Block Bindings & Interlinings Ltd.

MSB Prestige has vast knowledge in the manufacture of waistbands, trims, and custom cutting for the men's and ladies apparel industry as well as for the industrial sector. They have been a key supplier of trimming for PPE during the Covid-19 pandemic.

Block Bindings & Interlinings was founded as Fabric bindings Ltd in 1924 as a supplier of waistband and bias binding and has grown to become one of the largest suppliers of trimmings across Canada. It expanded its product offerings in the 90s to include interlinings, chest pieces, and 3M Scotchlite™ reflective materials. Block is an authorized 3M™ distributor and converts the reflective using its own ribbon including Fireweave™, and has a full graphics department where it converts reflective and vinyl products for garment transfer. Block has also played a major role as a supplier of trims during the pandemic, supplying bias, binding, twill tape and non-wovens for masks and gowns.

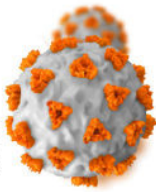
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EPA approves Livinguard's 'self-disinfecting textile,' setting the bar in new textile category

NAUMD
Livinguard announced last week that the U.S. Environmental Protection Agency (EPA) has approved the hygiene-technology company's patented self-disinfecting textile (EPA Reg N. 95700-2).

Livinguard's new textile is effective against Gram negative and Gram positive bacteria to the tune of 100,000 times in 10 minutes, among the highest levels of defense against disease-causing pathogens. With patents, this is a one of a kind technology. In addition to killing 99.999% of bacteria, Livinguard's technology continuously disinfects and is safe for humans and the environment. Furthermore, the EPA approval confirms Livinguard's self-disinfecting technology remains effective on textiles tested after 30 industrial washes, giving it broad application across many industries.



This EPA certification is confirmation of Livinguard's patented and break-through invention, creating a new self-disinfecting-textile category, whereby the textile kills bacteria on contact, is washable and reusable," said Sanjeev Swamy, Livinguard's Founder and CEO.

Unlocking the limitless possibilities of permanent hygiene and proactively improving the health and safety of the public is at the heart of Livinguard's mission. We can now have self-disinfecting airplane seats, hospital & hotel linens, sports apparel, medical scrubs, footwear, uniforms and carpeting. Essentially, any business or organization that uses textiles can effectively utilize our self-disinfecting technology."

[Read More](#)

PRODUCT SHOWCASE

Apparel Software Solutions

Xperia

Xperia's Uniform Management System provides everything needed to help even your largest corporate accounts and their employees efficiently place and manage uniform and career apparel orders while staying within budget. Featuring a branded online ordering portal for each of your accounts, our unique software helps you efficiently group and process customer orders from artwork approval through every phase of procurement, production, shipment, and invoicing. [Schedule an appointment or free demo today!](#)

[LEARN MORE](#)

The leading email news source for North American uniform, image apparel, public safety equipment products and services.

Benefits:

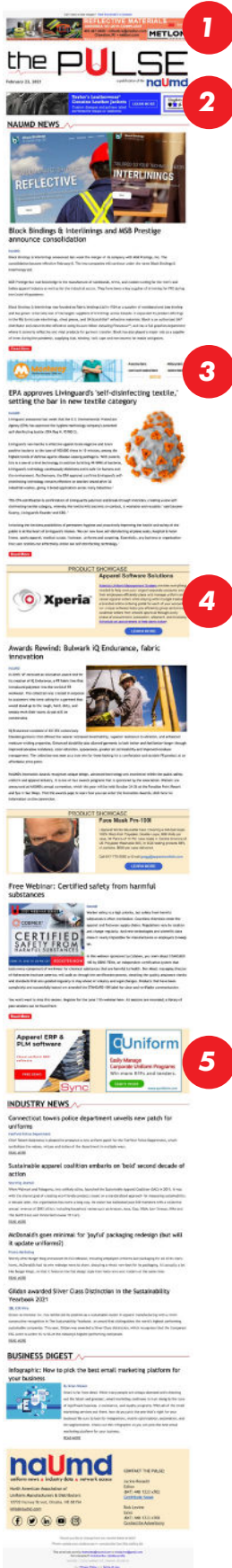
- ▲ Strong industry circulation of 6,500+
- ▲ Edited by veteran uniform editorial team
- ▲ Over 40 years of combined industry experience
- ▲ Published every Tuesday for many years

1,500+ dealers and distributors
1,500+ manufacturers
1,500+ professionals
and many more

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The Pulse Rates



Issue Ad Program

Prices are weekly, semi-annual or annual.

1 LEADERBOARD

This premier position at the top of publication provides your company with the best exposure and quality traffic.

Dimensions: 728x90 | File format: GIF,JPG | File size: 100k

Weekly: \$250

26 Weeks: \$5,850 (\$225/week)

52 Weeks: \$10,400 (\$200/week)

2 LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 728x90 | File format: GIF,JPG | File size: 100k

Weekly: \$225

26 Weeks: \$5,200 (\$200/week)

52 Weeks: \$9,100 (\$175/week)

3 BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message.

Dimensions: 728x90 | File format: GIF,JPG | File size: 100k

Weekly: \$150

26 Weeks: \$3,250 (\$125/week)

52 Weeks: \$5,200 (\$100/week)

4 PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 8-word headline, 50-word description and link to your site.

Dimensions: 275x275 | File format: GIF,JPG | File size: 100k

Weekly: \$200

26 Weeks: \$4,550 (\$175/week)

52 Weeks: \$7,800 (\$150/week)

5 NEWS BOX

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

Dimensions: 300x250 | File format: GIF,JPG | File size: 100k

Weekly: \$150

26 Weeks: \$3,250 (\$125/week)

52 Weeks: \$5,200 (\$100/week)



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The leading destination for North American uniform, image apparel, public safety equipment manufacturers, dealers and distributors.

Benefits:

- ▲ Strong industry presence with 4K+ monthly views
- ▲ News refreshed multiple times per week
- ▲ Daily social media links back to website
- ▲ Google Ad Manager click reporting available

Dealer and distributor visitors
Manufacturer visitors
Professional industry visitors
and many more

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NAUMD.COM Rates

Home Page



Website Ad Program

Prices are monthly or annual.

1 LEADERBOARD

The premium position banner and the only ad that is run-of-site on www.naumd.com. Availability is limited to five ads in rotation.

Dimensions: 728x90

File format: GIF,JPG

File size: 40k

Monthly: \$200

Annual: \$2000

2 PANEL SLIDER

Entire panel in the animated hero slider on the home page. Can place a video, image, text and select background. Panel ad displays after two NAUMD slider panels animate.

Dimensions: Dynamic sizing, 100% width

File format: GIF,JPG,VIDEO,TEXT

Monthly: \$150

Annual: \$1500

3 NEWS BOX

Positioned right below the home panel slider and on top of all news pages, our most popular locations for visitors.

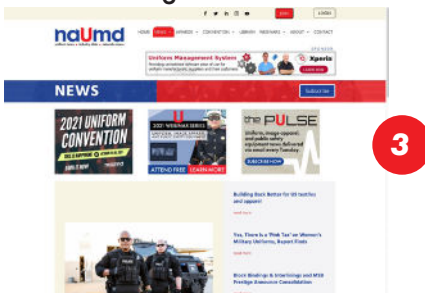
Dimensions: 300x250

File format: GIF,JPG

Monthly: \$200

Annual: \$2,000

All News Pages



Contact Us



We welcome your participation and support of our trade association.

1 SALES

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