

2012 DRM

Northwestern Lumber Association Dealer Reference Manual & Buyer's Guide

ADVERTISING RATE CARD

Advertising Rates, Specifications & Deadlines



The 2012 Dealer Reference Manual and Buyer's Guide (DRM) is the most comprehensive listing of building material suppliers in the Midwest. It is one of the most frequently used publications by Northwestern Lumber Association members to research products and services and to connect with colleagues and industry suppliers.

The 2012 DRM is now the official dealer reference manual for Minnesota, Wisconsin, Iowa, North Dakota, South Dakota and Nebraska — which allows you to reach more than 1,500 lumber and building material retailers in the six state area! With a variety of advertising opportunities available, your message will hit your target market again and again all year long.

TOTAL CIRCULATION: 1,500+

Advertising Contact:

Erica Nelson

(763) 497-1778

Fax: (763) 497-8810

erica@pierreproductions.com

Betsy Pierre

Advertising Director
(763) 295-5420

Fax: (763) 322-5011

betsy@pierreproductions.com



GROW YOUR BUSINESS WITH US!

AD DEADLINE

Ad agreement due by
September 30, 2011

Display ad materials due by
October 14, 2011

PUBLICATION DATE

January 1, 2012

ADVERTISER BENEFITS

In addition to your display ad, you will receive an **enhanced listing** in the 2012 DRM which includes:

- Company name, address, telephone/fax numbers and up to 25 line items in the Supplier Section, which are cross-referenced in the Trade Names and Products Sections. Line items are sales representative names, products and/or trade names. Additional line items over 25 are \$2 each. (\$3.25 for NLA non-members).
- All of your distribution centers or sales offices in IA, MN, NE, ND, SD and WI will be included.
- Company logo placement in the supplier section.

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The DRM is published by
Northwestern Lumber Association,
5905 Golden Valley Road,
Suite 110, Mpls. MN 55422

(763) 544-6822
www.nlassn.org

ADVERTISING RATES

10% DISCOUNT IF PAID WITH ORDER

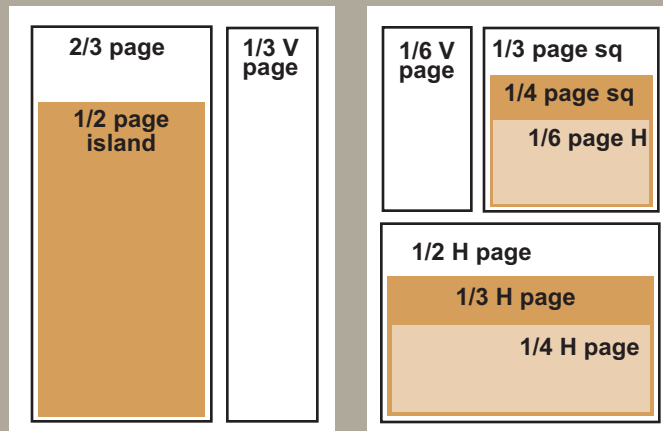
(NLA non-members add 20% to published rate)

AD SIZES	BLACK & WHITE*	FOUR COLOR
Full Page	\$1025	\$1800
2/3 Page	\$925	\$1550
1/2 Page	\$850	\$1350
1/3 Page	\$700	N/A
1/4 Page	\$550	N/A
1/6 Page	\$475	N/A
Covers	N/A	OBC \$2310/ICs \$2100
Tab Pages	N/A	\$2065

*for spot color, add \$400 per color to Black & White Rate

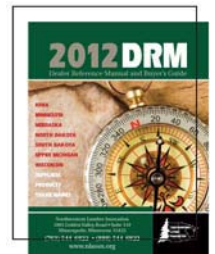
AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
Full Page Trim Size <i>(bleed 1/4" off trim size)</i>	8 1/2"	11"
Full Page Live Area	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Island	4 1/2"	7 1/2"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Horizontal	7"	3 1/2"
1/3 Page Vertical	2 1/4"	10"
1/4 Page Square	4 1/2"	3"
1/4 Page Horizontal	7"	2 1/2"
1/6 Page Vertical	2 1/4"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 1/2"





**2012 Dealer Reference Manual
Display Ad Insertion Order**
Please reserve the following ad placements -
reference current rate card
Compete and fax to 763-497-8810



Advertiser Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Ad Size / Color Preference: _____

Position Preference (tab, cover, etc.): _____

Deadlines – Space = 9/30/11 / Art = 10/14/11

Ad Rate: \$ _____ per Insertion

PO# (if applicable): _____

Special Instructions: _____

NOTE: Listing order/details made on separate order.

Payment: Ad fees will be invoiced. A 10% pre-payment discount is available if FULL ad payment is made with order. You may pay by credit card.

Circle Card: _____ Visa _____ or _____ Mastercard

Credit card number (please print legibly): _____

Expiration: ____/____ Security Code: ____

Name on Card: _____

Signing below constitutes agreement to the details listed above and to the Northwestern Lumber Association General Terms & Conditions.

Authorized Signature

Date

Your Building Products CONNECTION Advertising Contacts:

Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com

Mechanical Requirements

- Art Submission: Press quality PDFs preferred with fonts embedded.
- Dimensions: Refer to rate card for ad dimensions.
- Full Color: For full color art, please make sure art separates CMYK (Not RGB).
- Ad creation: Ads can be designed from your supplied copy. There is a \$50 minimum fee for ad creation.
- Send artwork to: Erica Nelson – erica@pierreproductions.com / 763-497-1778
Please clearly label your art specific to the publication it is to appear.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication--the Northwestern Lumber Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submit artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.