

## EDITORIAL CALENDAR

effective 01/08/10

### Spring Issue 2010

#### Publication Date: April 15

Focus: Ag Buildings & Decking  
Reserve Space by March 17, 2010  
Ad Materials due by March 24, 2010

### Summer Issue 2010

#### Publication Date: July 15

Focus: Windows, Doors & Hardware Innovations  
Reserve Space by June 21, 2010  
Ad Materials due by June 28, 2010

### October/November 2010

#### Publication Date: October 1

Focus: Kitchens & Baths  
Reserve Space by August 20, 2010  
Ad Materials due by August 27, 2010

### December (2010)/January (2011)

WRLA Pre-Convention

#### SHOW PROGRAM Expo Pre-Convention

(also distributed at Expo)

#### Publication Date: December 1, 2010

Reserve Space by October 22, 2010  
Ad Materials due by October 29, 2010

### February/March 2011

Iowa & Nebraska Pre-Convention

#### SHOW PROGRAMS (also distributed at shows)

#### Publication Date: February 1, 2011

Reserve Space by December 18, 2010  
Ad Materials due by December 29, 2010

Building Products CONNECTION is dedicated to providing information on issues important to the success of the lumber and building material industry in the upper Midwest.

It is the official publication of Northwestern Lumber Association (NLA), representing Iowa, Minnesota, Nebraska, North Dakota and South Dakota. We cooperate with the Wisconsin Retail Lumber Association (WRLA) to solicit information on behalf of their membership. The CONNECTION is mailed to 2,200 NLA and WRLA members.

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# BUILDING PRODUCTS CONNECTION



GROW YOUR BUSINESS WITH US

## MEDIA KIT

includes advertising rates, specifications and editorial schedules.



## NORTHWESTERN LUMBER ASSOCIATION

Representing Lumber and Building Material Dealers and Suppliers

## MEMBER ADVERTISING RATES

(non-members add 10%)

Advertising rates effective as of 1/1/10

### Four Color:

1X	3X	5X	
Full Page	\$1200	\$1125	\$1000
2/3 Page	\$1100	\$925	\$825
1/2 Page	\$950	\$825	\$725
1/3 Page	\$750	\$625	\$525
1/4 Page	\$475	\$350	\$300
1/6 Page	\$300	\$225	\$175

### Advertising Sizes: (w" x h")

Full Page Bleed:	8 3/4" x 11 1/4"
Full Page Non-Bleed:	7 1/2" x 10"
2/3 Page (v):	4 3/4" x 10"
1/2 Page (h):	7 1/2" x 4 7/8"
1/2 Page (v):	4 3/4" x 7 1/2"
1/3 Page (v):	2 1/4" x 10"
1/3 Page Square:	4 3/4" x 4 7/8"
1/3 Page (h):	7 1/2" x 3 1/2"
1/4 Page Square:	4 3/4" x 3"
1/4 Page (h):	7 1/2" x 2 1/2"
1/6 Page (v):	2 1/4" x 4 7/8"
1/6 Page (h):	4 3/4" x 2 1/2"

## Special Placement

Inside Front Cover: \$1710    Inside Back Cover: \$1685  
Outside Back Cover: \$1930

## Printing and Binding

*Building Products CONNECTION* is printed by photo offset with standard SWOP inking, 150 line screen and halftones. Color rotation: CMYK. Four color density should not exceed 400 percent; only one color may be solid. Magazines are saddle stitched.

## Discounts

**PREPAID ad placements receive a 5% discount.**

Recognized agencies are allowed a 15% discount on space and color. Agency discounts are only allowed on invoices paid within 30 days of the invoice date. No discount is available on classified ads, production charges, or advertisements created by magazine's Creative Services.

## Inserts

Furnished by advertisers, ready for binding, quoted by insertion. Required page size for an insert is 8 1/4" x 11". Printed by publisher, rates upon request.

## Production Charges

Advertisers will receive additional production charges, at a rate of \$60/hr., for any advertisements requiring additional work to make printer-ready.

## Submitting Digital Files

Acceptable File Formats: QuarkXpress, Adobe Illustrator, Adobe Photoshop or a Press Quality PDF.

- All QuarkXpress, Illustrator and PDF documents should include all support files (images/graphics) and fonts on the disc you provide.
- All Illustrator files must be saved as .eps files and built in four-color (CMYK) process. All fonts within an Illustrator document should be converted to paths or outlines.
- All Photoshop graphics must be saved as either .jpg, .tif, or .eps files and should be of high resolution (300 dpi or higher) at actual size. All Photoshop files must be saved as CMYK.

When submitting CD's or DVD's, please include a spec sheet and a hard copy of your advertisement with your disc. **No electronic media will be accepted without a spec sheet and hard copy of your ad.** Matchprints are available for \$90 per print. The *Building Products CONNECTION* is not responsible for any printed color errors in ads without match print back-up.

## Regulations

Contracts may be canceled by either party, at no charge, if they are submitted in writing prior to the scheduled space deadline for that particular issue. **All canceled contracts must be submitted in written form. No verbal agreements will be recognized as binding.** There is a 10% service charge on canceled, pre-paid contracts.

## Delinquent Accounts

The publisher reserves the right to hold the advertiser and its agency jointly liable for monies due and payable to the publisher. The publisher reserves the right to deny ad placement on invoices unpaid later than 60 days.

## Legal Liability

The advertiser and advertising agency assume liability for all content of the printed advertisement. They will also assume liability for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the standards of the publication. In accordance with the US Postal regulations, all ads for contests must state "No purchase necessary."

## Deadlines

If the advertiser fails to furnish ad materials by the deadline stated above, the advertiser's previous ad will run. The publisher reserves the right to repeat a former ad at full rate if the advertiser does not furnish proper advertising materials. If the advertiser has not previously run an ad, the advertiser will be charged for the full cost of the space reserved.

Building Products  
**Connection**  
THE OFFICIAL PUBLICATION OF THE NORTHWESTERN LUMBER ASSOCIATION