

# *Building Products* Connection

THE OFFICIAL PUBLICATION OF THE NORTHWESTERN LUMBER ASSOCIATION

## ADVERTISING TOOLKIT

Advertising Rates, Specifications & Deadlines



The *Building Products CONNECTION* magazine reaches 2,200 independent lumber and building material retailers throughout the upper midwest.

The *CONNECTION* is the official publication of Northwestern Lumber Association (NLA) representing Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin. It provides information critical to the success of the lumber and building material industry.

**TOTAL CIRCULATION: 2,200**

*Breakdown by State:*

Minnesota	37%
Iowa	19%
Wisconsin	17%
Nebraska	11%
South Dakota	7%
North Dakota	3%

Advertising Contact:

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Serving Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin

**GROW YOUR BUSINESS WITH US!**

## AD DEADLINES

### SUMMER ISSUE 2010

Deadline: June 25

### OCT/NOV 2010

Deadline: August 20

### DEC 2010/JAN 2011

EXPO & WISCONSIN  
 CONVENTION PREVIEWS  
 Deadline: November 1

### FEB/MARCH 2011

IOWA & NEBRASKA  
 CONVENTION PREVIEWS  
 Deadline: December 24

### APRIL/MAY 2011

Deadline: February 21

### JUNE/JULY 2011

Deadline: April 22

### AUG/SEPT 2011

Deadline: June 22

### OCT/NOV 2011

Deadline: August 22

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*The Building Products*  
**CONNECTION** is published by  
 Northwestern Lumber  
 Association,  
 5905 Golden Valley Road,  
 Suite 110, Mpls. MN 55422

**(763) 544-6822**  
**www.nlassn.org**

## COLOR ADVERTISING RATES

(NLA non-members add 10%)

EFFECTIVE JUNE 1, 2010

AD SIZES	1x	3x	6x
Full Page	\$1300	\$1200	\$1100
2/3 Page	\$1200	\$1100	\$1000
1/2 Page	\$1000	\$900	\$800
1/3 Page	\$800	\$700	\$600
1/4 Page	\$500	\$400	\$300
1/6 Page	\$350	\$250	\$200
Back Cover	\$1500	\$1400	\$1300
Inside Covers	\$1400	\$1300	\$1200

## 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	8"	10 1/2"
2/3 Page	4 3/4"	10"
1/2 Page Horizontal	7 1/2"	4 7/8"
1/2 Page Island	4 3/4"	7 1/2"
1/3 Page Square	4 3/4"	4 7/8"
1/3 Page Horizontal	7 1/2"	3 1/2"
1/3 Page Vertical	2 1/4"	10"
1/4 Page Square	4 3/4"	3"
1/4 Page Horizontal	7 1/2"	2 1/2"
1/6 Page Vertical	2 1/4"	4 7/8"
1/6 Page Horizontal	4 3/4"	2 1/2"

