

Northwestern Lumber Association *Building Products CONNECTIONS*
Advertisement Insertion Order - Advertiser – please fill out information and circle where requested
Fax this order to Betsy: 763-322-5011 (see bottom of page for Betsy's contact info)

Company Name: _____
 Contact Person: _____
 Address: _____
 City, State, ZIP: _____
 Telephone: _____ Fax: _____ Email: _____

Check preference below (all rates are four color):

- _____ Outside Back Cover**
- _____ Inside Front Cover**
- _____ Opposite Inside Front Cover
- _____ Inside Back Cover**
- _____ Full Page**

Circle frequency/rate below (note: member/non-member rates*):

	Mbr / Non-Mbr	Mbr / Non-Mbr	Mbr / Non-Mbr	
_____ Outside Back Cover**	1x=\$1,500 / \$1,650	3x=\$1,400 / \$1,540	6x=\$1,300 / \$1,430	
_____ Inside Front Cover**	1x=\$1,400 / \$1,540	3x=\$1,300 / \$1,430	6x=\$1,200 / \$1,320	
_____ Opposite Inside Front Cover	1x=\$1,400 / \$1,540	3x=\$1,300 / \$1,430	6x=\$1,200 / \$1,320	
_____ Inside Back Cover**	1x=\$1,400 / \$1,540	3x=\$1,300 / \$1,430	6x=\$1,200 / \$1,320	
_____ Full Page**	1x=\$1,300 / \$1,430	3x=\$1,200 / \$1,320	6x=\$1,100 / \$1,210	
**Full Page Bleed Dimensions: Trim Size-8-1/2" w x 11" h (bleed 1/8" off trim size: keep live area 1/2" inside trim)				
**Full Page Non-Bleed Dimensions: 7-1/2" w x 10" h				
	Mbr / Non-Mbr	Mbr / Non-Mbr	Mbr / Non-Mbr	
_____ 2/3 Page	4-3/4" w x 10" h	1x=\$1,200 / \$1,320	3x=\$1,100 / \$1,210	6x=\$1,000 / \$1,100
_____ 1/2 Page horizontal	7-1/2" w x 4-7/8" h	1x=\$1,000 / \$1,100	3x=\$900 / \$990	6x=\$800 / \$880
_____ 1/2 Page vertical	2-1/4" w x 7-1/2" h	1x=\$1,000 / \$1,100	3x=\$900 / \$990	6x=\$800 / \$880
_____ 1/3 Page horizontal	7-1/2" w x 3-1/2" h	1x=\$800 / \$880	3x=\$700 / \$770	6x=\$600 / \$660
_____ 1/3 Page vertical	2-1/4" w x 10" h	1x=\$800 / \$880	3x=\$700 / \$770	6x=\$600 / \$660
_____ 1/3 Page square	4-3/4" w x 4-7/8" h	1x=\$800 / \$880	3x=\$700 / \$770	6x=\$600 / \$660
_____ 1/4 Page	4-3/4" w x 3" h	1x=\$500 / \$550	3x=\$400 / \$440	6x=\$300 / \$330
_____ 1/4 Page horizontal	7-1/2" w x 2-1/2" h	1x=\$500 / \$550	3x=\$400 / \$440	6x=\$300 / \$330
_____ 1/6 Page vertical	2-1/4" w x 4-7/8" h	1x=\$350 / \$385	3x=\$250 / \$275	6x=\$200 / \$220
_____ 1/6 Page horizontal	4-3/4" w x 2-1/2" h	1x=\$350 / \$385	3x=\$250 / \$275	6x=\$200 / \$220

Assign a specific location for your ad (NLA will do its best to accommodate your request).

_____ Request a specific, non-cover location (Add \$90 per issue). Location requested _____

*Rates will increase slightly in 2011. Please be aware of this if you select any 2011 issues below.

Please check your choice(s)

Insertion(s)	Deadline(s)
_____ Summer 2010	June 25, 2010
_____ October/November 2010	August 20, 2010
_____ December 2010/January 2011	November 1, 2010
_____ February/March 2011	December 23, 2010
_____ April/May 2011	February 21, 2011
_____ June/July 2011	April 22, 2011
_____ August/September 2011	June 22, 2011
_____ October/November 2011	August 22, 2011

_____ **Check here if you would like us to use the most current art we have received/we have designed for you for the Scoop for your future placements. Unless we hear otherwise by the above deadlines, NLA will use the most recent art submitted for subsequent ads.**

Signing below constitutes agreement to the details listed above and to the NLA General Terms & Conditions.

 Advertiser's Signature Date

Advertisement Insertion Order

Mechanical Requirements

- All ads must be submitted as a press quality PDFs with fonts embedded and set to correct ad dimensions.
- *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.
- Ad creation: Ads can be designed from your supplied copy. Please contact your ad sales rep for a quote.
- Send artwork to: Betsy Pierre – betsy@pierreproductions.com /763-295-5420. Please clearly label your art specific to the publication it is to appear.

Advertising Sales Manager Betsy Pierre (763) 295-5420 / fax: (763) 322-5011 / betsy@pierreproductions.com

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(s), 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 either 1)the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) 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”.*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for poor quality 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.*
- *The publisher reserves the right to charge for ad design services.*
- *The publisher reserves the right to cancel an ad contract at any time. Should the publisher enact this right, the publisher will refund the advertiser any fees paid for unfulfilled ad placements.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and their earned ad rate. There is a 10% surcharge on cancelled, pre-paid contracts.*