

# *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

**JUNE/JULY 2011**  
 ROOFING/INSULATION  
 Deadline: April 22

**AUG/SEPT 2011**  
 WINDOWS & DOORS  
 Deadline: June 22

**OCT/NOV 2011**  
 REMODELING  
 Deadline: August 22

**DEC 2011/JAN 2012**  
 EXPO & WISCONSIN  
 CONVENTION PREVIEWS  
 Deadline: November 1

**FEB/MARCH 2012**  
 IOWA & NEBRASKA  
 CONVENTION PREVIEWS  
 Deadline: December 22

**APRIL/MAY 2012**  
 OUTDOOR LIVING/DECKS  
 Deadline: February 21

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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, 2011

| 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<br><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"  |

