

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:
Betsy Pierre
(763) 295-5420
Fax: (763) 322-5011
betsy@pierreproductions.com



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

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 Buyer's Guide is published by Northwestern Lumber Association,
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(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"

