

# ADVERTISE WITH NHLA



The National Hardwood Lumber Association is the oldest and largest hardwood trade association and its membership represents all areas of the hardwood industry. No matter how they touch the industry, NHLA members are your potential customers. The marketing channels for NHLA include both print and online products.

## PRINT ADVERTISING WITH HARDWOOD MATTERS

### DOMESTIC AND INTERNATIONAL DISTRIBUTION

More than just a magazine, the award-winning *Hardwood Matters* is the voice of the hardwood industry. Published 11 times per year with a combined January/February issue, *Hardwood Matters* is distributed throughout the United States, Canada and to more than 24 other countries. The magazine is also distributed at the Annual NHLA Convention and various tradeshow and events worldwide.

### LOYAL READERS

Through its relevant, timely and unique content, *Hardwood Matters* keeps readers on the inside track about issues facing the hardwood lumber industry as well as Association news. These loyal readers are the decision makers and leaders in the hardwood industry.

### UNIQUE ADVERTISING OPPORTUNITIES

*Hardwood Matters* will publish three special themed issues and one special distribution issue in 2010. Special themed issues are devoted to compelling topics and give your company the ability to customize your advertising message to a specific audience.

- **April – Energy & the Environment:** A look at the top energy and environmental issues that affect the hardwood industry including but not limited to legislative policies, green building, certification and the growth of alternative fuel sources.
- **June – Sustainable Design:** An in-depth look at the use of hardwoods in sustainable design principals and projects. Hardwood use trends, environmental merits of hardwood use and wood alternative products are part of the editorial focus.
- **November – Standards:** Our standards mean quality and excellence. Discussions will center on the rules and standards in regards to global trade, maximization of yield, and assurance of quality shipments.
- **October Special Distribution** at the 2010 NHLA Annual Convention & Exhibit Showcase

## ONLINE ADVERTISING WITH NHLA.COM

### GLOBAL REACH

NHLA was originally founded to create a uniform system of lumber grading rules to ease regional trade. Today, those same grading rules are used around the world as the market has grown to become a global industry. While a majority of visitors to NHLA.com are from the United States, the site is also viewed by people in more than 130 countries including: Canada, China, United Kingdom, Germany, Russia, Mexico, Vietnam, Italy and India. Your advertising dollars reach potential customers in the United States and around the globe.

### ONLINE TRAFFIC: MORE THAN 72,000 PAGE VIEWS PER MONTH

NHLA.com is an information-driven website with news, events, industry information, a job board and a searchable member directory. This information brings online visitors to the NHLA website often with monthly traffic averaging 4,600 unique visitors viewing more than 15.9 pages each visit. The longer our visitors stay and read, the longer your message reaches these hardwood industry visitors.

### EXCLUSIVE ONLINE ADVERTISING OPPORTUNITIES

Online advertising is new for 2010, and is limited to an exclusive number of banner ads available. Your company could be one of only nine companies advertising to this niche market. As the sole advertiser in your selected premium section of the NHLA website, your message will be viewed by thousands of visitors each day. Artwork can be updated as often as you like – a great way to compliment your print advertisement. The one click on your ad sends potential customers directly to your website.

### BRAND INTEGRATION

Partnering with NHLA offers your company true and harmonious brand integration through print and online advertising as well as convention exhibit space and sponsorship opportunities.



# ADVERTISING POLICIES & SPECIFICATIONS

NHLA reserves the right to refuse any print or electronic advertisement and may reject any URL link embodied within any advertisement.

NHLA is not involved in the commercial publishing business. No agency discounts will be allowed. NHLA will not be involved in the development process with the agency. NHLA will not be responsible for incorrect colors, words or any mistakes on any furnished artwork.

### REFUND POLICY

If the print artwork for the ad is not received by the 7<sup>th</sup> day of the preceding month of publication, NHLA doesn't guarantee placement. Refunds will not be provided.

### NHLA LOGO SPECIFICATIONS

If you are using the NHLA logo in your ad, please refer to the *NHLA Logo Standards Policy*, which can be downloaded from our website at [www.nhla.com/about.html](http://www.nhla.com/about.html)

### HARDWOOD MATTERS

### ARTWORK SPECIFICATIONS

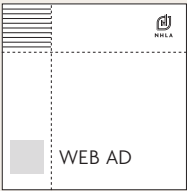
**Print artwork must be received by the 7<sup>th</sup> day of the month preceding publication.**

Artwork must be provided digitally via email or CD. Both Mac and PC files are accepted. Files must be submitted in EPS, TIFF or high-resolution PDF formats (do not downsample images). All fonts and any associated graphic files must be embedded. All files need to be submitted in 300 dpi CMYK format.

It is highly recommended that a color proof be provided with any new ad.

<p><b>FULL PAGE</b></p> <p>Ad Size: 8.5" x 10"</p> <p>Bleed: 8.75" x 10.25"</p> <p>Safe Area: 8.25" x 9.75"</p>	<p><b>BACK COVER</b></p> <p>Ad Size: 8.5" x 6.75"</p> <p>Bleed: 8.75" x 6.875"</p> <p>Safe Area: 8.375" x 6.5"</p>	<p><b>HORIZONTAL HALF</b></p> <p>Ad Size: 7.25" x 4.125"</p>	<p><b>VERTICAL HALF</b></p> <p>Ad Size: 3.5" x 8.5"</p>	<p><b>HORIZONTAL QUARTER</b></p> <p>Ad Size: 7.25" x 1.9375"</p>	<p><b>VERTICAL QUARTER</b></p> <p>Ad Size: 3.5" x 4.125"</p>

### NHLA.COM



Ad Size:  
125 x 125 pixels

### MECHANICAL REQUIREMENTS

All Website Advertising Tiles are 125 x 125 pixels, and file size must be under 25KB. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF, Animated GIF, or JPEG.

All ad units must open a new browser window upon click.

NHLA will notify the advertiser by email that their advertisement has been added to the website. The agreed duration will begin from notification by NHLA.

Turnaround Time: 7 business days on all standard creative submitted



## 2010 ADVERTISING RATES

### HARDWOOD MATTERS

**The deadline to place an order is the 1<sup>st</sup> day of the month preceding publication. Artwork is due the 7<sup>th</sup> day.**

(Note: For example, ads for the June issue must be ordered by May 1<sup>st</sup> and artwork supplied by May 7<sup>th</sup>.)

**Exception:** Artwork for the October Special Issue is due September 1<sup>st</sup>.

### SPECIAL EDITIONS

- April – Energy & Environment
- June – Sustainable Design
- November – Standards
- October Special Distribution

### AD RATES

Select the rate that matches the size of your ad, the placement of your ad and the number of times you would like the ad to run in the magazine. All fees shown are in US dollars. Any applicable taxes are not included. Rates include full color and full bleed.

All ads (other than those where specific locations have been reserved) will be placed based on space availability at the time of production.

AD SIZES	1 ISSUE		3 ISSUES		6 ISSUES		11 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
<b>Full Page Options:</b>								
<i>Non-Specific Location</i>	\$1,450	\$1,740	\$1,350	\$1,620	\$1,200	\$1,440	\$1,050	\$1,260
<i>Inside Front Cover</i>	\$1,850	\$2,220	\$1,650	\$1,980	\$1,450	\$1,740	\$1,250	\$1,500
<i>Inside Back Cover</i>	\$1,850	\$2,220	\$1,650	\$1,980	\$1,450	\$1,740	\$1,250	\$1,500
<i>Other Specific Location*</i>	\$1,595	\$1,915	\$1,485	\$1,785	\$1,320	\$1,585	\$1,155	\$1,385
<b>Back Cover</b>	\$2,195	\$2,630	\$1,995	\$2,390	\$1,795	\$2,150	\$1,595	\$1,935
<b>Horizontal or Vertical Half</b>	\$1,100	\$1,320	\$1,000	\$1,200	\$850	\$1,020	\$700	\$840
<b>Horizontal or Vertical Quarter</b>	\$800	\$960	\$700	\$840	\$550	\$660	\$400	\$480

\*You may request a specific location in the magazine such as Page One, Facing Table of Contents or near a particular story.

### NHLA.COM

### AD RATES

All Tiles are 125 x 125 pixels.

Premium Sections Include: About NHLA, Education, Industry Information (includes job board), News, NHLA Services, Events (includes calendar), Membership Directory and Become a Member.

AD LOCATIONS	3 MONTH	6 MONTH	12 MONTH
<b>Home Page Package: (one package available)</b>	MEMBER ONLY	MEMBER ONLY	MEMBER ONLY
<i>Exclusive Home Page Tile + One Premium Section</i>	\$1,700/monthly	\$1,500/monthly	\$1,200/monthly
<b>Tile on Premium Section (seven sections available)</b>	\$1,200/monthly	\$1,000/monthly	\$750/monthly

### ADVERTISING INQUIRIES

Leah Covington | advertising@nhla.com | 901-399-7551 | 800-933-0318 | 901-399-7589 (fax)  
National Hardwood Lumber Association | PO Box 34518 | Memphis, TN 38184 | www.nhla.com