



**NHHLA**

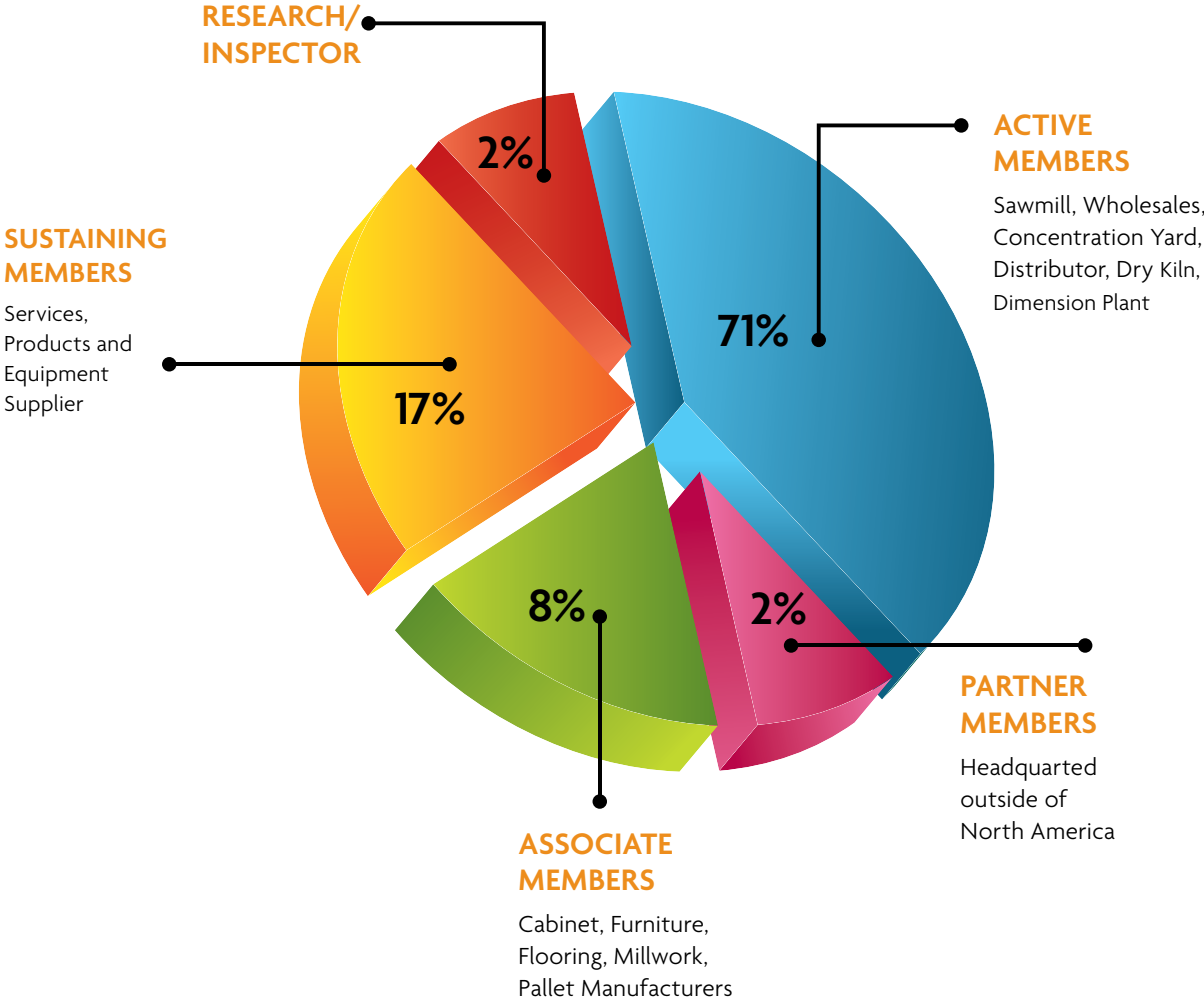


# 2023 MARKETING AND MEDIA KIT

PRINT | DIGITAL | EVENT

For more than 125 years, NHLA has been the voice of the hardwood industry and represents the entire hardwood supply chain at all levels of production. The National Hardwood Lumber Association is the only national voice for the hardwood industry. Reach influential decision makers with our marketing solutions.

# 2022 NHLA MEMBERSHIP BREAKDOWN





## BY THE NUMBERS 2022

### PRINT

**3,500**  
distributed

**11**  
issues per year

### WEB

**170K**  
page views on NHLA.com

**34%**  
bounce rate

### SOCIAL

**457K**  
Facebook Impressions

**2.8%**  
Facebook Engagement Rate

### SOCIAL FOLLOWERS

**10,000**  
Facebook Followers

**1,936**  
Twitter Followers

**5,900**  
LinkedIn Followers

**1,745**  
Instagram Followers

### DESKTOP V. MOBILE STATS

**59%** Total Viewers on Desktop

**39%** Total Viewers on Mobile

**2%** Total Viewers on Tablet

# 2023 EDITORIAL CALENDAR

ISSUE	ISSUE CLOSE	ART DUE	
January/February	December 1	December 5	<b>Promotion</b> News on efforts to promote the use of hardwoods, and expand the understanding of the sustainable wood industry
March	January 27	February 3	<b>Global Logistics and Transportation</b> News on logistics and transportation and how they affect the hardwood industry.
April	February 24	March 3	<b>125 Years of NHLA</b> Happy Birthday!
May	March 24	March 31	<b>Domestic Markets</b> Review of domestic consumer market trends in hardwood consumption
June	April 25	May 2	<b>Membership</b> News and insights on hardwood industry leaders, their companies and best practices for building successful organizations
July	May 26	June 2	<b>Convention Preview Special Edition</b>
August	June 23	June 28	<b>Advocacy</b> Update on key legislative issues affecting the hardwood industry, advocacy events and resources
September	July 25	August 1	<b>Grading Rules</b> The foundation of NHLA are the hardwood lumber grading rules, and they are the basis for how all hardwood lumber is traded.
October <i>Convention Distribution</i>	August 25	September 1	<b>Global Markets</b> Overview of the international hardwood markets, product breakdown, and emerging market trends
November	September 25	October 2	<b>Automation</b> Understanding the impact of automation on workers and companies
December	October 26	November 2	<b>Year in Review</b> Convention Recap, reflections of the past year and future forecasts

Editorial calendar subject to change.

## 2023 PRINT ADVERTISING RATES

### HARDWOOD MATTERS

11 Issues

The award-winning magazine of the National Hardwood Lumber Association and the voice of the hardwood industry; *Hardwood Matters* is published 11 times per year and distributed to the leading companies of the global hardwood industry.

**See editorial calendar for deadline to place an order and when artwork is due.**

AD SIZES	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
	MEMBERS Only	MEMBERS Only	MEMBERS Only	MEMBERS Only
<b>Full Page Options:</b>				
Non-Specific Location	\$1,595	\$1,485	\$1,320	\$1,155
Inside Front Cover	\$2,035	\$1,815	\$1,595	\$1,375
Inside Back Cover	\$2,035	\$1,815	\$1,595	\$1,375
Other Specific Location*	\$1,755	\$1,635	\$1,455	\$1,270
<b>Back Cover</b>	\$2,415	\$2,195	\$1,975	\$1,755
<b>Horizontal or Vertical Half</b>	\$1,210	\$1,100	\$935	\$770
<b>Horizontal or Vertical Quarter</b>	\$880	\$770	\$605	\$440

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

Rates include full color & full bleed.



# 2023 PRINT ADVERTISING RATES

## MEMBER SPOTLIGHT

10 issues (excludes July)

Popular buy each year.  
Sells out fast so don't miss out  
reserve your spot today!

The Member Spotlight is a feature article that highlights your business and is a great way to announce new products, mergers, and growth. Your article allows your peers and customers to learn more about your company. How does it work? NHLA will interview a company representative and learn all there is to know about your company, how it started, new products, various successes, and more. NHLA will write the article and you will have the opportunity to provide photos and give final approval.

Not only is the Member Spotlight published in *Hardwood Matters*, but it's also posted as a blog on the NHLA website, and on Facebook, Twitter, and LinkedIn.

### RATES

Members Only
\$2,500 per spotlight

# SAMPLES

### ISSUE DEADLINE

January/February	November 1
March	January 1
April	February 1
May	March 1
June	April 1
August	June 1
September	July 1
October	August 1
November	September 1
December	October 1

**MEMBER SPOTLIGHT**

**CARBOTECH-AUTOLOG**



**Carbotech-Autolog:**  
THE EXPERTISE TO IMPROVE PRODUCTIVITY

**D**o you remember when Disney and Pixar merged? The two companies brought a different skill set to the table and when they merged, the magic really started to happen. Now take for example, Carbotech and Autolog. Both companies began 35 years ago, and in 2021 they decided to come together. When Carbotech first started, they offered their customers elite handling equipment. When Autolog began, it focused more on software for optimization and PLC controls for the industry.

Eric Michael, VP of Sales & Marketing at Carbotech International, says, "Autolog was deeply involved in the different process of saw-mills and planer mills. Bringing the two companies together made perfect sense."

Carbotech purchased Autolog in July 2021, and since then it's been a marriage made in heaven. Now Carbotech-Autolog can design and manufacture practically anything, hand in hand with the latest technology, and handle the installation.

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**Carbotech's head office.**

through 2025. Eric says, "We are so busy right now! Autolog is booked through 2023, and Carbotech is booked until 2025, which is impressive - I have never seen that in our history. We had a very busy year in 2020 when the pandemic started. Mostly because we couldn't travel, and it is hard to make sales when you don't travel. But we caught up quickly after the first six or seven months of 2021. Now, things are looking so good that we are exploring the idea of opening a division in the southern U.S. We plan for that to widen our capacity to deliver our new projects."

Eric continued, "I would say the key to our success has been our after-sales service. We've been known for that since the beginning. Our customers know that we ensure they're happy with their equipment and our services. They know they are in good hands. That is part of what separates us from our competition. We employ a complete turnkey solution where the customer has one project manager to take care of the whole project. So, our customers have one phone number to call when they have an issue, be it with the equipment or anything else. We can provide the whole solution while many other companies cannot. Another thing that makes us different is that we do business in other countries, which allows us to learn new concepts from other cultures that can be brought back to North America, giving us more expertise in this industry."

Looking toward the next wood year, Michael said, "We are being a part of the forestry and sawmill business. This is a great industry because it continues to evolve year after year. There are always new technologies coming up on the market. I would say the future looks bright for Carbotech-Autolog. We will continue growing and will be present everywhere there is wood."

You can reach out to Carbotech-Autolog online at [www.carbotech.com](http://www.carbotech.com), via email at [info@carbotech.com](mailto:info@carbotech.com), or by phone at 800-587-6117.

Carbotech-Autolog is bullish for 2022. Actually, they are bullish

WWW.NHLA.COM

**MEMBER SPOTLIGHT**

**ALLY GLOBAL LOGISTICS**



**Ally Global Logistics:**  
CUSTOMIZING YOUR SHIPPING NEEDS

**L**ike any successful family business, Ally Global Logistics has deep roots. In 1984, Cindra and Stephen J. Zambo started a logistics company and became the first freight forwarder specializing in forest products. As a result, their son, Stephen A. Zambo (aka Steve), spent his childhood growing up around forest products and logistics. With that background, it is no surprise that in 2011 Steve and his dad decided to start a new company, taking the good things they had learned in the past and building upon them to make a better company with a fresh approach. They called the company Ally Global Logistics because it is an ally for their customers. Operationally, the company started in 2013, focusing solely on providing export services to the Forest Products Industry. In 2020 they added a domestic line to their existing export business, transporting about to raise 30,000 containers annually.

The company's president, Steve Zambo, is proud of Ally Global's deep roots, saying, "We are excited to hit a major milestone in 2023. Next September, we will have been in business for ten years. A decade is a very exciting. Most businesses don't make it past a year. Even fewer make it past five years. So, we are looking forward to celebrating our tenth anniversary! We would not be able to get to this point without our clients or our team. They are what makes the company truly special."

Before Ally Global reaches that milestone, they have a lot of big moves coming up. Ally Global will open a reload transport facility in Pennsylvania by the end of the year. Steve said, "The Pennsylvania

facility is 50,000 square feet and will help lumber companies move their product more effectively. This is a different approach compared to what most of our competitors are doing. We are in the process of building proprietary software with real-time data allowing our customers to see where their shipment is at any given time versus having to ask for a status update, ETA, or wondering how their documents are progressing. It will be totally different from a transparency and visibility standpoint compared to what most of the industry has been accustomed to utilizing. We aim to become an extension of our clients' business, so they can focus on what matters, selling lumber."

Ally Global doesn't solely focus on new technology and company growth. They also bring their staff together with a charity program they call Ally Cares. Steve said, "Ally Cares is an important program to us. With Ally Cares, we aren't just moving freight. We are giving back by setting \$1 aside for every load we move. It adds up quickly. Each year, our staff as a whole submits what charities they believe should receive the donations. And then, as a company, we all put in blind votes, and the money raised is donated to the charity that wins the popular vote. Our initial goal was to raise \$100,000 in five years. And as it stands today, we are on pace to raise \$100,000 within just three years. In 2022, we've donated to Wounded Warriors, Boston Children's Hospital, and Doctors Without Borders."

The list of services Ally Global supplies is long. They offer domestic, export and import shipping as well as drayage, banking, insurance, and warehousing. We can do ocean shipping, fumigation and offer a suite of documentation services. The list

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**"Our membership with NHLA is important to us because we are invested in the lumber industry, and we are invested in the success of the companies within the industry. Our NHLA membership isn't just something nice to be a part of; it is crucial to our success. Our customers are NHLA members, and we support them by supporting NHLA."**



goes on, but the key takeaway is that if you need it, Ally Global can provide it." "We've positioned ourselves as a full end-to-end service provider for the forest products market. We view lumber and logs as a vital industry for our nation and the world. Aligning ourselves with the industry helps to ensure future success."

Steve is an advocate for the hardwood lumber industry, saying, "Our membership with NHLA is important to us because we are invested in the lumber industry, and we are invested in the success of the companies within the industry. Our NHLA membership isn't just something nice to be a part of; it is crucial to our success. Our customers are NHLA members, and we support them by supporting NHLA. Plus, NHLA Conventions are an absolutely awesome place to meet many of our clients that we might not be able to see throughout the year. We sponsor and exhibit every year because it provides great exposure and supports our customers. We would never stop sponsoring or exhibiting."

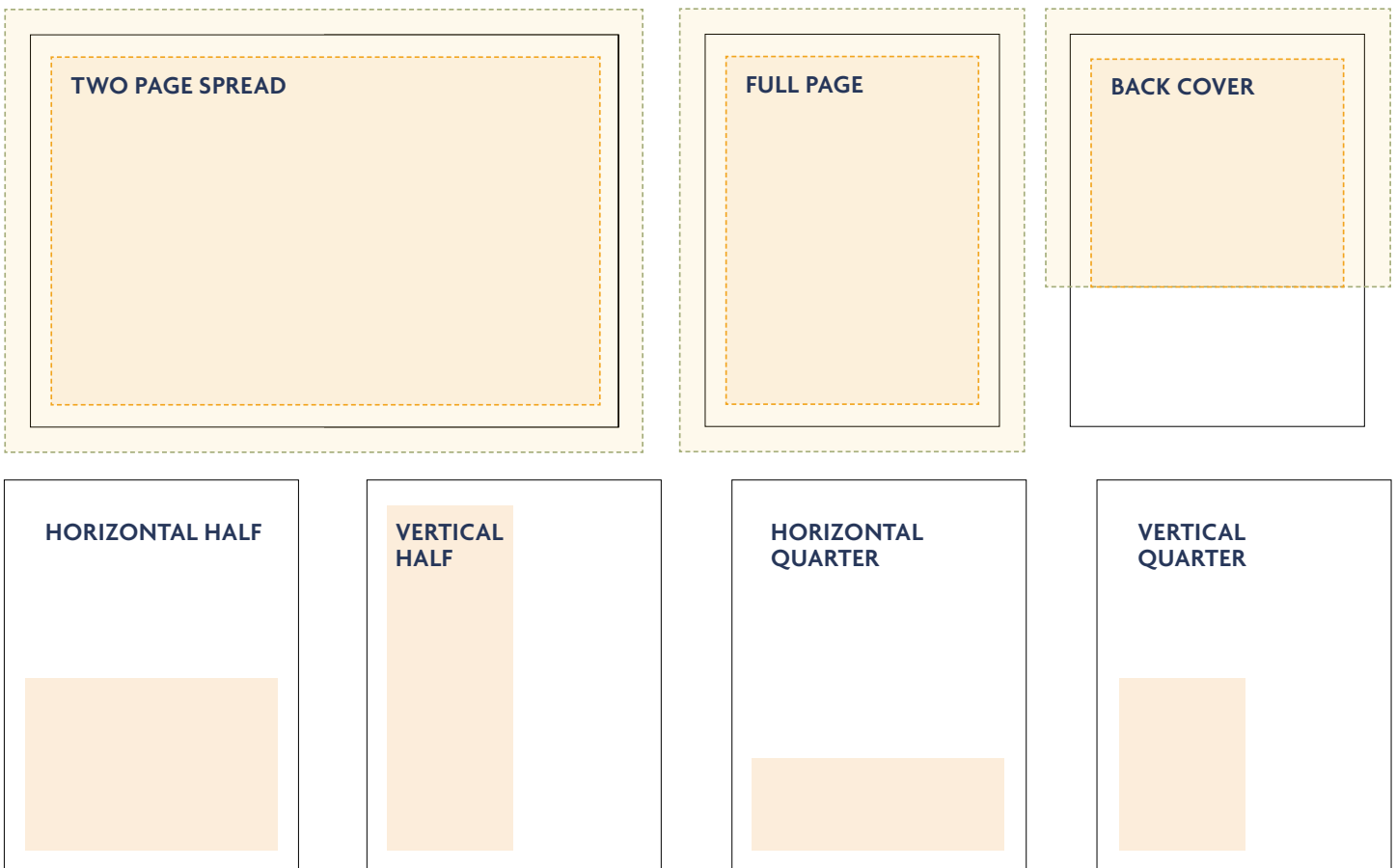
Looking toward the future, Steve is enthusiastic, "We're going to be offering a software platform that, quite frankly, no one else has because it is custom made. This platform is going to help a lot of organizations to better manage the way that they handle their freight regardless of market conditions. More importantly it is going to help manage the flow of information compared to today's standards."

You can reach out to Ally Global Logistics online at [www.allygloballogistics.com](http://www.allygloballogistics.com), via email at [sales@allygloballogistics.com](mailto:sales@allygloballogistics.com), or by phone at (781) 544-3070.

OCTOBER 2022 HARDWOOD MATTERS | 13

# 2023 PRINT ADVERTISING SPECIFICATIONS

PAGE UNIT	AD SIZE	LIVE AREA	BLEED
Two Page Spread	17" x 10"	16.75" x 9.75"	17.25" x 10.25"
Full Page	8.5" x 10"	8.25" x 9.75"	8.75" x 10.25"
Back Cover	8.5" x 6.75"	8.375" x 6.5"	8.75" x 6.875"
Half-Page Horizontal	7.25" x 4.125"	N/A	N/A
Half-Page Vertical	3.5" x 8.5"	N/A	N/A
Quarter Page-Horizontal	7.25" x 1.9375"	N/A	N/A
Quarter Page-Vertical	3.5" x 4.125"	N/A	N/A



## ARTWORK REQUIREMENTS

Artwork must be provided digitally via email. 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.

**Note:** Text placed outside the live area within any full-page or back cover ad may be cut off. Please keep text within the live area at all times.

# 2023 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

## BIMONTHLY eNewsletter: *Hardwire*

NHLA's e-newsletter delivers critical member and industry news to more than 5,000 NHLA members, friends and partners.

8,500+  
Newsletter  
Subscribers

36%  
Average Open Rate  
(Industry average is 25%)

### Distribution:

On the 1st and 15th of each month,  
2 ads per issue

#### AD RATES AND AD SIZES

AD PLACEMENT	1 Time	Ad Specs
First Banner	\$600	680 x 125
Second Banner	\$500	680 x 125

File format - GIF or JPG / url link provided

## SPECIAL ADVERTISER SPONSORED NEWSLETTER

The advertiser will supply the graphics, content and links for the newsletter content. NHLA will build the newsletter, distribute and provide a post distribution report.

Limited to 6 per year

\$1000 per issue

The screenshot shows the NHLA News e-newsletter interface. At the top is the NHLA News logo and a sub-header: "This is a *Hardwire* Special Advertising Edition." Below this is a large advertisement for TallyExpress, a QMSI partner. The ad features the text "ACCURATE END TALLIES IN 90 SECONDS" and "TallyExpress". It includes an image of a tablet displaying a software interface. Below the image, it says "Tally bundles in seconds with the TallyExpress app. Just snap a photo with your smartphone or tablet. Review the results on your screen, and save the file. Yes, it really is THAT easy." A prominent green button reads "Start Your Free 30-Day Trial". At the bottom, it mentions "Visit us at NHLA Annual Convention - Booth #108, plus other hardwood industry events." and the TallyExpress logo again.

The screenshot displays the content of the NHLA News e-newsletter. At the top is the NHLA News logo. Below it, it says "The October 20th edition of the NHLA *Hardwire*". A section titled "What's Happening at NHLA" features a "Supply Chain Disruption" article with the headline "Halloween isn't the only scary thing happening this month". The article includes a photo of trucks and text about supply chain issues. Below this is another article titled "What's causing America's massive supply-chain disruptions?" with a photo of a shipping container yard and text about global bottlenecks. A "First Banner" advertisement for JobScan is shown with the headline "Where can JS-50 WX deliver in your hardwood mill?". Below the banner is the "NHLA NEWS" section header, followed by an article titled "Inspector Training School to Join Apprenticeship TN". The article discusses the NHLA Inspector Training School's acceptance into the Tennessee Apprenticeship program and mentions the Tennessee Workforce Development System. It also includes contact information for Carol McElya. Below the article is a "Second Banner" advertisement for "Expert solutions for hardwood manufacturing" with the sub-header "In-Person Educational Opportunities". This section lists details for "Module 1, Online Inspector Training School" (November 29 - December 10, 2021) and "Class 197 of the Inspector Training School" (January 10 - March 4, 2022), both in Memphis, TN, with contact information for instructor Roman Matyushchenko.

# 2023 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

## NHLA.COM

Increase your visibility with an online advertisement on NHLA's website, nhla.com. With the user experience in mind, nhla.com offers an inviting, easy-to-navigate source infused with the latest technological innovations. Packed with new resources and eye-catching visuals, NHLA.com is the go-to site for NHLA members and the industry to look for information and resources.

170K  
Pageviews

\*2022 average

### AD SIZES AND AD RATES

AD PLACEMENT	MONTHLY
Box Ad: 400 x 400	\$400 per month
Skyscraper Ad: 330 x 500	\$500 per month

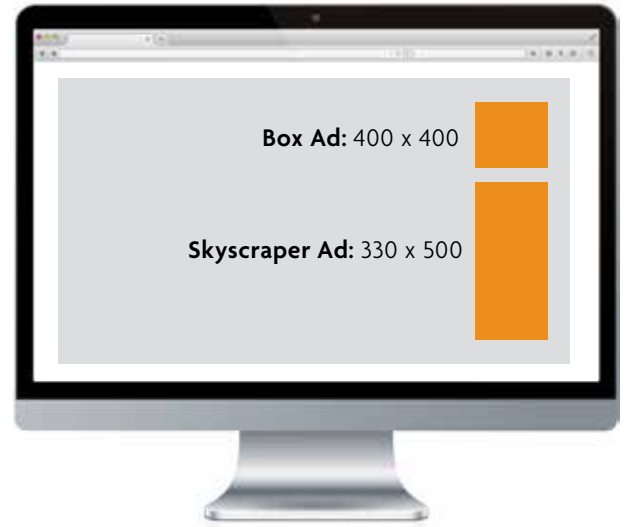
(Ads are run of site and not specific to any one page of content with the exception of the Convention page.)

### ARTWORK REQUIREMENTS

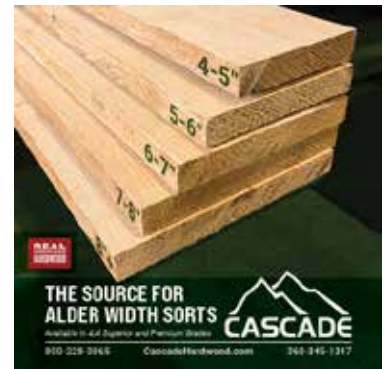
Website advertising comes in two different sizes: 400 x 400 pixels (box ad) or 330 x 500 pixels (skyscraper ad). File size must be under 25KB. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF or JPEG. All ad links will open a new browser window upon click.

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



## SAMPLES





# 2023 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

## LINKEDIN ADS



12 times a year (1 ad per month)

The advertiser will supply the message and graphics. NHLA will build, schedule, and place the ad. Ads will run 7 days and will be monitored as to the status of delivery. A report will be delivered to the advertiser.

5,900  
Linkedin Followers

### AD RATES AND AD SIZES

1 Time
\$750 per ad

**Turnaround Time:** 7 business days on all standard creative submitted

## WEBINAR SPONSORSHIP

Proven Format that Generates High Quality Leads

This is a unique format with subject matter experts and engaged audiences that are looking for answers to their biggest challenges.

Sponsor a webinar and receive recognition with pre-webinar promotion ads (digital and print), on the registration page, in the email reminders, in the webinar waiting room and during the live event.

### RATES

1 Time
\$3500 for a single sponsor
\$2500 if co-sponsored (\$2500 per company)



# 2023 MEMBERSHIP DIRECTORY ADVERTISING RATES

The NHLA Membership Directory is a tool to help you connect with NHLA members and obtain lumber and services that you may need. Search categories include Lumber & Products, Equipment, Services, and Supplies, Exporters, Research Members, Inspector Members, and those that are Facility Grade Certified.

## Membership Directory



**Landing Page** (600 x 600 pixels) | \$420

## Membership Directory

### AD RATES

**AD LOCATIONS | Members Only**

**Landing Page (1 advertiser) | \$420 per month**

**Run of Site | \$250 per month**

### ARTWORK REQUIREMENTS

Landing page size is 600 x 600 pixels

Run of Site sizes are 640 x 200 pixels

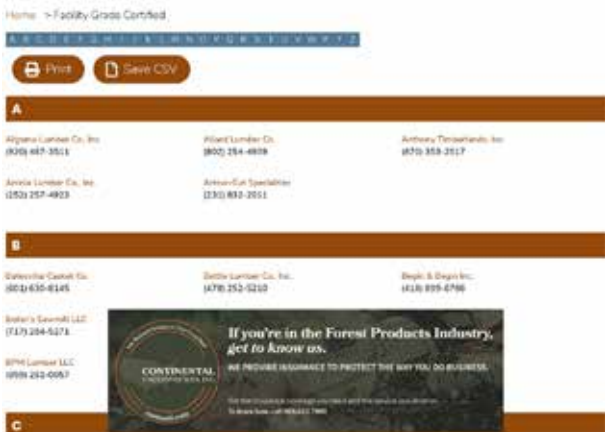
Artwork must be submitted digitally via email. The following file formats are acceptable: PNG or JPEG (preferred).

### Membership Directory

Ad Size:  
640 x 200 pixels

Ad Size:  
600 x 600  
pixels

### Facility Grade Certified



### United States



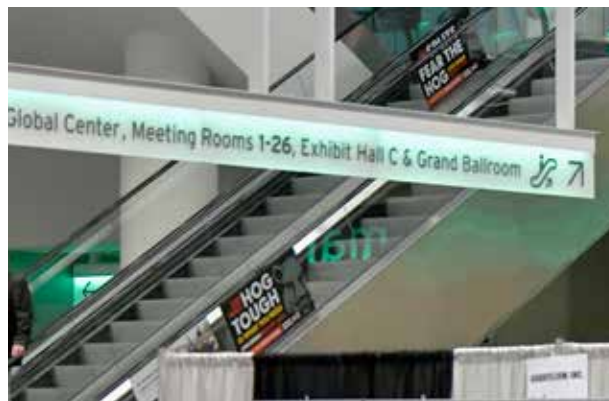
**Run of Site** (640 x 200 pixels) | \$250

# 2023 IN-PERSON EVENT - CONVENTION

The biggest hardwood industry event of the year is the NHLA Annual Convention & Exhibit Showcase. Become a sponsor to increase awareness of your brand, products, and/or services. Whether you are looking to co-sponsor one of our programmed events, provide breakfast for attendees, sponsor an official cocktail party, or provide a unique gift in the registration bag, we have you covered. Lock in your NHLA Convention sponsorship early so you can reap the benefits of months of pre-event promotion such as logo inclusion in marketing emails, social posts, and more. **Learn more:** [www.nhla.com/sponsor](http://www.nhla.com/sponsor)

*Convention Sponsorships are an exclusive opportunity for NHLA members only.*

## Sample of Sponsorship Opportunities



# ADVERTISING POLICIES & SPECIFICATIONS

Advertisers assume liability for all content of advertisements. 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.

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## PLACEMENT POLICY

If the print artwork for the ad is not received by the 5<sup>th</sup> day of the preceding month of publication, NHLA doesn't guarantee placement.

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## NHLA LOGO SPECIFICATIONS

If you are using the NHLA logo in your ad, please refer to the *NHLA Logo Standards Policy*.

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## CONTACTS

### ADVERTISING SPONSORSHIPS EXHIBITS MEMBERSHIP

**John Hester**  
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**Vicky Simms**  
Membership Development Manager  
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### EDITOR MARKETING/ COMMUNICATIONS & EVENTS

**Renee Hornsby**  
Chief Operating Officer  
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r.hornsby@nhla.com

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### PRINT & DIGITAL ADVERTISING MATERIAL SUBMISSIONS

**Melissa Ellis Smith**  
Art Director  
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m.ellis@nhla.com

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## FOLLOW US

### SOCIAL MEDIA OUTLETS



**Target key leaders in the hardwood industry!**



National Hardwood Lumber Association | PO Box 34518 | Memphis, TN 38184 | [www.nhla.com](http://www.nhla.com)

STRONG ROOTS. GLOBAL REACH. | [WWW.NHLA.COM](http://WWW.NHLA.COM)