

# Building Products Connection

The Official Publication on the Northwestern Lumber Association

## ADVERTISING TOOLKIT

Advertising Rates, Specifications & Deadlines



The Building Products CONNECTION magazine reaches 1,900 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: 1,900

Breakdown by State:

Minnesota	37%
Iowa	19%
Wisconsin	17%
Nebraska	11%
South Dakota	7%
North Dakota	3%

Advertising Contact:  
Erica Nelson  
(763) 497-1778  
Fax: (763) 497-8810  
[erica@pierreproductions.com](mailto:erica@pierreproductions.com)



*The Building Products CONNECTION is published by  
Northwestern Lumber Association  
701 Decatur Avenue North, Suite 105  
Golden Valley, MN 55427*

**(763) 544-6822**  
[www.nlassn.org](http://www.nlassn.org)

## GROW YOUR BUSINESS WITH US!

## ISSUES/DEADLINES

**DEC/JAN**  
**EXPO & WISCONSIN**  
**CONVENTION PREVIEWS**  
**Deadline: October 15\***

**FEB/MARCH**  
**IOWA & NEBRASKA**  
**CONVENTION PREVIEWS**  
**Deadline: December 15\***

**APRIL/MAY**  
**Deadline: February 15\***

**JUNE/JULY**  
**Deadline: April 15\***

**AUG/SEPT**  
**Deadline: June 15\***

**OCT/NOV**  
**Deadline: August 15\***

*\*If the 15th falls on a weekend,  
 deadline will be the next business day.*

Advertising Contact:

Erica Nelson  
 (763) 497-1778  
 erica@pierreproductions.com

Betsy Pierre  
 Advertising Director  
 (763) 295-5420  
 betsy@pierreproductions.com

## COLOR ADVERTISING RATES

(non-members add 10%)

PREFERRED POSITION: \$100 SURCHARGE

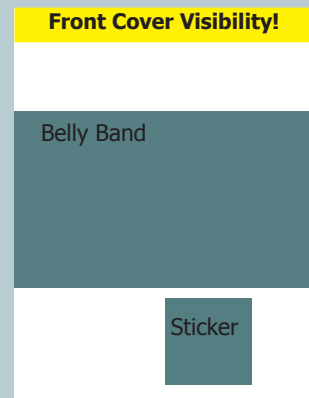
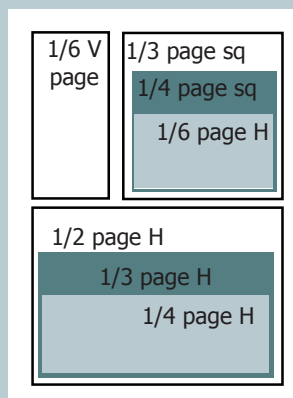
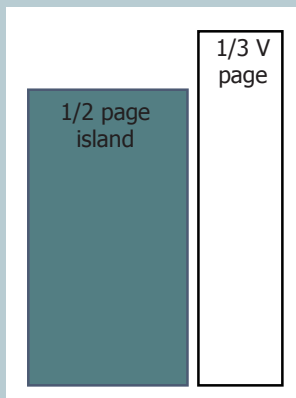
AD SIZES	1X	3X	6X
Full Page	\$1400	\$1250	\$1150
1/2 Page	\$1075	\$950	\$825
1/3 Page	\$875	\$725	\$625
1/4 Page	\$550	\$425	\$325
1/6 Page	\$375	\$275	\$225
Back Cover	\$1625	\$1450	\$1350
Inside Covers	\$1525	\$1350	\$1250
Belly Band	\$1050		
Front Cover Sticker	\$600		

**New!**

## AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
FULL PAGE TRIM SIZE*	8 1/2"	11"
FULL PAGE LIVE AREA	8"	10 1/2"
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"	2 1/2"
1/6 PAGE VERTICAL	2 1/4"	4 7/8"
1/6 PAGE HORIZONTAL	4 1/2"	2 1/2"
BELLY BAND TRIM SIZE*	18 1/2"	5"
BELLY BAND LIVE AREA (belly band art should bleed off trim size)	8"	4 1/2"
STICKER TRIM SIZE*	2 1/2"	2 1/2"
STICKER LIVE AREA	2 1/4"	2 1/4"

*\*bleed 1/4 off trim size.*





**Advertising Insertion Order**

Please reserve the following ad placements -  
reference current rate card

**Complete and fax to 763-497-8810**

**Advertiser Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Full Color Size/Format:** \_\_\_\_\_

**# of Insertions:** \_\_\_\_\_ **Base Rate:** \$ \_\_\_\_\_ per Insertion

**Placement request:** \_\_\_\_\_ **Added Fee:** \$ \_\_\_\_\_ per Insertion

**Less Pkg Credit:** \$ \_\_\_\_\_ per Insertion

**Ad total:** \$ \_\_\_\_\_ per Insertion

**PO# (if applicable):** \_\_\_\_\_

**Special Instructions:** \_\_\_\_\_

<b>Issues to run:</b> <i>(see rate card for deadlines)</i>	February/March	20__	August/September	20__
	April/May	20__	October/November	20__
	June/July	20__	December/January	20__

Signing below constitutes agreement to the details listed above and to the Building Products CONNECTION General Terms & Conditions.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

**Your Building Products CONNECTION Advertising Contacts:**  
**Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com**  
**Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com**

## Mechanical Requirements

<u>Art Submission:</u>	Press quality PDFs preferred with fonts embedded.
<u>Dimensions:</u>	Refer to rate card for ad dimensions.
<u>Full Color:</u>	For full color art, please make sure art separates CMYK (Not RGB).
<u>Ad creation:</u>	Ads can be designed from your supplied copy. There is a \$50 minimum fee for ad creation.
<u>Send artwork to:</u>	Erica Nelson – <a href="mailto:erica@pierreproductions.com">erica@pierreproductions.com</a> / 763-497-1778 Please clearly label your art specific to the publication it is to appear.

## 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--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 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” and the publisher’s editorial typeface (Adobe Garamond) will not be used.*

*The advertiser agrees that all submit artwork will be free of copyright.*

*The publisher is not responsible for errors in advertiser 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.*

*Artwork will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*

*Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.*

*Cancellation of any portion of the Insertion Order voids any frequency discount.*

*Preferred placements are non-cancellable. Other cancellations must be made within 30 days in advance of the artwork deadline.*