

# Scene ...in a flash!

Northwestern Lumber Association's Monthly Newsletter

## ELECTRONIC ADVERTISING OPTIONS

### Advertising Rates, Specifications & Deadlines

The Northwestern Lumber Association's **Scene ...in a flash!** is now accepting ads!  
Choose from three options:

- **Scene Sponsorship** is acknowledged as the "Brought to you by" company for each issue. Your logo will link to the URL you designate.
- **Scene Image Ads** appear on the left side bar.
- **Scene Text Ads** are maximum five line text ads that will appear in the body copy of the e-newsletter.

The **Scene ...in a flash!** electronic newsletter provides NLA's members with a monthly update of association and industry news. From OSHA compliance to Special Events and Professional Development updates, legislative news to product offerings, the monthly **Scene** has it covered.

**TOTAL CIRCULATION: 1,200+**

Advertising Contact:

**Erica Nelson**  
(763) 497-1778

Fax: (763) 497-8810  
erica@pierreproductions.com

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



**GROW YOUR BUSINESS WITH US!**

**In This Issue**

- Industry Political Action Committee
- Best and Worst Tax Climate
- OSHA Compliance
- 2012 NLA Conventions
- NLA Programs and Services
- Congratulations to Drexel Incorporated
- Golfing, Fishing, and Shooting
- See the Twins
- Business Tidbits
- Featured Item

**LEGISLATION AND REGULATION NEWS**

**Industry Political Action Committee Moves Forward**

The 2012 Election Cycle has begun and the Lumber Dealers Political Action Committee (LUDPAC), which is the political fund of NLEBNA, needs every lumber dealer to participate in the political process! Enroll in LUDPAC and receive monthly political updates straight from Capitol Hill, election information, and invitations to special LUDPAC events.

To enroll in LUDPAC or update your enrollment, simply click [HERE](#) and fill out the online LUDPAC prior approval form. Get involved in LUDPAC today!

**The Best and Worst Tax Climate for Small Business**

The Iowa, Minnesota, and Nebraska tax climates fare poorly in the latest report from the Small Business & Entrepreneurship Council (SBE Council). According to the Council's 2011 Business Tax Index, the Cornhusker State is No. 39 out of the 50 states and the District of Columbia. Iowa ranked No. 47 and Minnesota is second from the bottom at No. 50. The authors of the report examined 18 different areas of taxation, including: income taxes, capital gains taxes, corporate taxes, property taxes, fuel taxes and wireless taxes. The states were ranked according to the overall tax burden on entrepreneurship and small business.

According to the SBE Council, the five best tax systems in America are: 1.) South Dakota, 2.) Texas, 3.) Nevada, 4.) Wyoming and 5.) Washington.

**OSHA Compliance**

Most people will say they are confused, frustrated and dazed by the rules and regulations put out by OSHA. And no wonder. It is a maze to navigate their web site to find specific information. Fortunately, NLA and your national association, NLEBNA, can provide some assistance.

- [Forklift training kit](#) specifically for lumberyards
- [Safety manual](#)
- [Labor Law posters with the Dept. of Labor requirements](#)
- [Coming soon ... OSHA's Compliance Guidelines](#)

OSHA is making an increasing number of unannounced inspections to lumberyards. No longer do they give warnings; instead they issue fines. OSHA has a program in place for you to voluntarily invite an inspector to your yard and provide you with a list of items that need to be taken care of. You will not be given a warning or a fine, but you will commit to making the fixes. Another inspection will be made to see that you have complied.

Taking action before the OSHA compliance unit arrives could save you a lot of money and a lot of heartache.

Below are web sites that will help

- [NLEBNA's Resource Page](#)
- [OSHA Publications](#)
- [State Association List](#)

**CONVENTIONS**

**2012 NLA Conventions**

Ready, set, SHOW!!! The 2012 convention dates and venues have been set! Suppliers...watch your mailboxes for registration materials for all shows coming to you in early July.

**What's Coming Up**

June 7, 2011  
Iowa Spring Golf Outing  
Hobby, IA

June 23, 2011  
Nebraska Golf Outing  
York, NE

July 15, 2011  
NLA Board Meeting  
Green Lake, WI

July 29, 2011  
Wisconsin District III Golf Outing



# Northwestern Lumber Association

## Scene...in a flash

### Advertisement Insertion Order

Fax this order to Melanie: 763-595-4060

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Please check your preferred choice below:**

**Option #1**

\_\_\_\_\_ Scene Sponsorship – **Circle rate and indicate issues below** – 1x = \$300 / 6x = \$275 per / 12x = \$250 per  
 Acknowledged as the “Brought to you by:” company for each issue.  
 Logo will link to sponsor determined URL  
 Art Needed: Submit .png .eps or .jpg logo  
 Deadline: 15<sup>th</sup> of the month prior (i.e. April 15 for the May 2015 issue)  
 URL to link logo to: \_\_\_\_\_

**Option #2**

\_\_\_\_\_ Scene Image Ad - **Circle rate and indicate issues below** – 1x = \$250 / 6x = \$225 per / 12x = \$200 per  
 Scene image advertisers submit vertical ad 120w x 600 h pixel art that will appear on the right side of the e-newsletter or horizontal ad 600 w x 120h pixels that appears within the left column articles.  
 Art Needed: Submit .png .eps or .jpg art file set to 120w x 600h pixels (vertical) or 600w x 120h pixels (horizontal)  
 Deadline: 15<sup>th</sup> of the month prior (i.e. April 15 for the May 2015 issue)  
 URL to link logo to: \_\_\_\_\_

**Option #3**

\_\_\_\_\_ Scene Text Ad - **Circle rate and indicate issues below** – 1x = \$250 / 6x = \$225 per / 12x = \$200 per  
 Scene text advertisers submit a maximum five line text ad (65 characters per line) that will appear as one of the blurbs in the e-newsletter.  
 Text Needed: Submit maximum five line text ad (65 characters per line)...Ad may contain a URL to be hotlinked.  
 Deadline: 15<sup>th</sup> of the month prior (i.e. April 15 for the May 2015 issue)

**Please check your choice(s)**

Insertion(s)	Deadline(s)	Insertion(s)	Deadline(s)
_____ January 201_	December 15	_____ July 201_	June 15
_____ February 201_	January 15	_____ August 201_	July 15
_____ March 201_	February 15	_____ September 201_	August 15
_____ April 201_	March 15	_____ October 201_	September 15
_____ May 201_	April 15	_____ November 201_	October 15
_____ June 201_	May 15	_____ December 201_	November 15

**Unless we hear otherwise by the above deadlines, NLA will use the most recent art submitted for subsequent ads.**

Signing below constitutes agreement to the details listed above and to the NLA General Terms & Conditions.

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

\_\_\_\_\_  
 Date

**Your Northwestern Lumber Association Advertising Contacts:**

Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com  
 Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com

## Advertisement Insertion Order

### Mechanical Requirements

- All ads must be submitted as a .png .jpg or .gif – (120w x 600h pixel or 600w x 120h)
- Ad creation: Ads can be designed from your supplied copy. Please contact your ad sales rep for a quote.
- Send artwork to: Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com. 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(s), 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 either 1)the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) 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”.*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for poor quality 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.*
- *The publisher reserves the right to charge for ad design services.*
- *The publisher reserves the right to cancel an ad contract at any time. Should the publisher enact this right, the publisher will refund the advertiser any fees paid for unfulfilled ad placements.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and their earned ad rate. There is a 10% surcharge on cancelled, pre-paid contracts.*