

Scene *...in a flash!*

Northwestern Lumber Association's Monthly Newsletter

ELECTRONIC ADVERTISING OPTIONS

Northwestern Lumber Association's **Scene...in a flash!** - a great advertising opportunity! 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



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

GROW YOUR BUSINESS WITH US!



Northwestern Lumber Association

Scene...in a flash

Advertisement Insertion Order

Compete and return to Erica Nelson – see below for contact info

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: 15th of the month prior (i.e. April 15 for the May 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: 15th of the month prior (i.e. April 15 for the May 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: 15th of the month prior (i.e. April 15 for the May issue)

Please check your choice(s)

Insertion(s)	Deadline(s)	Insertion(s)	Deadline(s)
_____ January 20__	December 15	_____ July 20__	June 15
_____ February 20__	January 15	_____ August 20__	July 15
_____ March 20__	February 15	_____ September 20__	August 15
_____ April 20__	March 15	_____ October 20__	September 15
_____ May 20__	April 15	_____ November 20__	October 15
_____ June 20__	May 15	_____ December 20__	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 / Fax – 763-497-8810
 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.*