

# [BLD] CONNECTION MAGAZINE

## Advertising Tool Kit

Advertising Rates, Specifications & Deadlines

BLD CONNECTION Magazine is the official publication of BLD Connection (formerly Northwestern Lumber Association and Mid-America Lumbermens Association). BLD CONNECTION Magazine represents Arkansas, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and Upper Michigan. Each issue reaches 1,850 independent lumber and building material retailers and suppliers throughout the Midwest.



BLD CONNECTION Magazine provides information critical to the success of the lumber and building material industry sharing association and industry news and information as well as spotlighting industry vendors.

Digital issues are archived at [bldconnection.org](http://bldconnection.org) and links to each issue are shared via association communications. Advertisements are hotlinked from the digital issue.

TOTAL CIRCULATION: 1,850

Breakdown by State\*:

Minnesota	29%	Kansas - <i>New!</i>	5%
Wisconsin	15%	South Dakota	4%
Iowa	14%	North Dakota	3%
Nebraska	11%	Arkansas - <i>New!</i>	2%
Missouri - <i>New!</i>	6%	Upper Michigan	2%

\*remaining % outside of above states

**Advertising Contact:**  
**Erica Nelson**  
**(763) 497-1778**  
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**[erica.nelson@ewald.com](mailto:erica.nelson@ewald.com)**



BLD CONNECTION Magazine is published by  
 BLD CONNECTION  
 701 Decatur Avenue North, Suite 105  
 Golden Valley, MN 55427  
 (763) 544-6822 [www.bldconnection.org](http://www.bldconnection.org)

## ISSUES/DEADLINES

**DEC/JAN**

**Deadline: October 15\***

**FEB/MARCH**

**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**

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[erica.nelson@ewald.com](mailto:erica.nelson@ewald.com)

Betsy Pierre

Advertising Director

**(763) 295-5420**

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## Color Advertising Rates

(non-members add 15%)

PREFERRED POSITION: \$100 SURCHARGE

AD SIZES	1X	3X	6X
Full Page	\$1472	\$1317	\$1204
1/2 Page	\$1132	\$998	\$874
1/3 Page	\$926	\$771	\$668
1/4 Page	\$596	\$462	\$359
1/6 Page	\$411	\$308	\$256
Back Cover	\$1719	\$1534	\$1431
Inside Covers*	\$1616	\$1431	\$1328
Belly Band	\$1260		

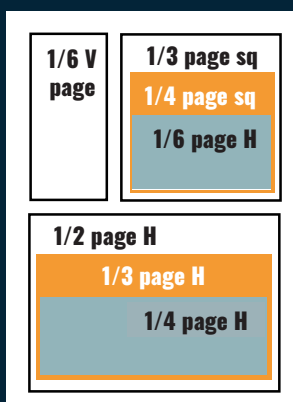
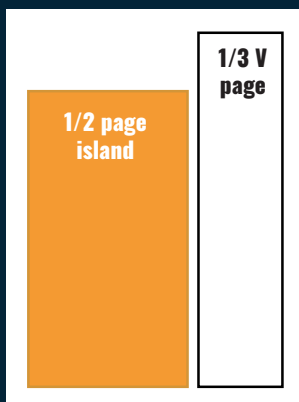
*\*inside front, opposite inside front or inside back*

## Ad Dimensions

AD SIZE	WIDTH	HEIGHT
FULL PAGE TRIM SIZE*	8 1/2"	10 7/8"
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 1/2"	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	8"	4 1/2"

*(belly band art should bleed off trim size)*

*\*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: \_\_\_\_\_

<b>Full Color Size/Format:</b> _____			
<b># of Insertions:</b>	_____	<b>Base Rate:</b> \$	_____ per Insertion
<b>Placement request:</b>	_____	<b>Added Fee:</b> \$	_____ per Insertion
		<b>Ad total:</b> \$	_____ per Insertion
<b>Special Instructions:</b> _____			
<b>Issues to run:</b> <i>(see rate card for deadlines)</i>	<input type="checkbox"/> February/March	20____	<input type="checkbox"/> August/September
	<input type="checkbox"/> April/May	20____	<input type="checkbox"/> October/November
	<input type="checkbox"/> June/July	20____	<input type="checkbox"/> December/January
			20____

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

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

\_\_\_\_\_  
Date

**Payment:** Should you wish to submit FULL Payment with this order - Please supply credit card info.  
Credit card number (please print legibly):

\_\_\_\_\_  
Expiration: \_\_\_\_/\_\_\_\_ (Visa, MasterCard, Discover accepted) Security Code: \_\_\_\_\_

**Your BLD Connection Advertising Contacts:**  
**Erica Nelson, Sales Representative – 763-497-1778 / erica.pierre@ewald.com**  
**Betsy Pierre, Advertising Director – 763-295-5420 / betsy.pierre@ewald.com**

## **Mechanical Requirements**

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

## **General Terms & Conditions (5/10/22)**

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—BLD Connection.

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 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.

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.

Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

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.