

The Hardwood Purchasing Handbook

The ***Hardwood Purchasing Handbook*** is sent out free to 4,000 purchasing agents who buy 100,000' board feet or more of #2 Common and Better lumber throughout North America. Distribution is to manufacturers of a wide variety of products including components, cabinets, furniture, millwork, mouldings, flooring, caskets, stairway parts, door jambs, toys, etc. It is also sent to major distribution / concentration yards in North America.

It is recognized as the most comprehensive source published in North America for Hardwood lumber.

This annual Hardwood supplier's guide contains listings of North American Hardwood lumber suppliers including sawmills, concentration/distribution yards, wholesalers and Hardwood plywood sources.

Now in its 40th year of publication, the "*Handbook*" gives detailed information on approximately 2,000 individual sources listed including name, address, phone, fax, e-mail and web address, species supplied and specialties provided, with a brief description of operations including dry kilns (if available), band or circle mill, etc.

SERVICE PROGRAM

Since my company uses a qualifying Ad in the Christmas—Buyer's Guide issue of National Hardwood Magazine, we are entitled to the privilege of using an Ad in the Hardwood Purchasing Handbook. Advertiser is responsible for full payment of any advertising run in said publication in the event the ad agency does not pay for client's advertising within 60 days of first billing. 15% agency discount allowable on **space only** and must be paid net 30 days.

1. HARDWOOD PURCHASING HANDBOOK

Standard Advertising Rates:

** Printed/Internet Edition

1 page	\$1,920
1/2 page	\$1,495
1/4 page	\$1,235
2 page Spread	\$2,775
Front Spread	\$3,270
*Back Cover	\$3,420
Back Spread	\$2,775
Inside Back Cover	\$2,275
Book Mark	\$4,400
Binder	\$2,055

- We will provide finished art.
- We want you to create our Ad.
- Use the same Ad no changes.

* Back Cover must be in four color

** Includes Internet edition with Ad, listing and direct links.

*ALL RATES PAYABLE IN U.S. FUNDS.

Color: AAAA standard red, orange, yellow, green, blue or brown per page or fraction, extra — \$250

Matched color per page or fraction, extra — \$375

Bleed: per page — \$85

4-color — \$750 extra

Tip-in charge - \$375 extra

Bill us for a _____ page(s) ad at the rate of _____, on a non-cancelable basis, to be published in the next edition of the Hardwood Purchasing Handbook, an annual directory. Firm name and Ad page number will be in bold type in telephone listing and classification listing.

2. NATIONAL HARDWOOD MAGAZINE-CHRISTMAS FORECASTS ISSUE

ADVERTISING SCHEDULE:

STANDARD RATES:

Front Cover	\$4,420
Inside Front Cover	\$2,165
Inside Back Cover	\$2,045
Back Cover	\$2,335
1 page	\$1,975
1/2 page	\$1,380
1/4 page	\$1,010

EDITORIAL RATES:

2/3 page	\$1,835
1/2 page (Island)	\$1,620
1/3 page	\$1,390
2/9 page	\$1,055
1/6 page	\$ 915

*All rates payable in U.S. Funds.

Special Position, 20% extra.

Color: AAAA standard red, orange, yellow, green, blue or brown per page or fraction, extra — \$250

Matched Color per page or fraction, extra — \$375

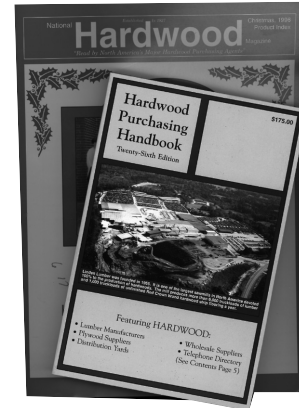
Bleed: per page - \$85

4-color — \$750

Tip-in charge — \$375 extra

(Lower rates are available on Ads in the Christmas issue when combined with a regular Ad schedule in the National Hardwood Magazine.)

Schedule and send proof of my _____ Ad in the Buyer's Guide—Christmas Issue of National Hardwood Magazine.



- We will provide finished art.
- We want you to create our Ad.
- Use the same Ad no changes.

Accepted for:
NATIONAL HARDWOOD MAGAZINE, INC.
 P. O. Box 34908
 Memphis, TN 38184-0908
 Phone 901-372-8280 • FAX 901-373-6180

Firm Name _____

Signed by _____

Address _____

By _____

Rates effective January 1, 2011

SEE OTHER SIDE FOR MECHANICAL REQUIREMENTS AND INSERT RATES

HANDBOOK MECHANICAL REQUIREMENTS: finished size 5-1/2" width x 8 1/2" depth

	Width	Depth
2 facing pages	10"	7-3/4" (Image Area)
1 page	4-3/4"	7-3/4" (Image Area)
1/2 page	4-3/4"	3-7/8" (Image Area)
1/4 page	4-3/4"	1-7/8" (Image Area)
1 page, bleed*	5-3/4"	8-3/4" (Trims 1/8" All Sides)

Inserts:

	Width	Depth
1 page, bleed*	5-3/4"	8-3/4" (Trims 1/8" All Sides)
1 page, bleed with folded tab*	5-3/8"	8-3/4" (Trims 1/8" All Sides, Except Tab Side)

*All type matter for Bleed Ads must be within the Live Area only. Live Area is 4.75"x7.75". Customer assumes responsibility for any image/type matter outside the Live Area.

Standard Insert Rates: (Artwork **not** included)

	Space	*Printing	Total
1 page	\$2,140	\$1,750	\$3,890
1 page, with folded tab	\$2,140	\$1,975	\$4,115
2 pages	\$3,900	\$2,500	\$6,400
2 pages, with folded tab	\$3,900	\$2,750	\$6,650

* Printing includes four color on 80 lb. coverstock or 80 lb. Gloss Bookweight stock (**Bookweight paper stock is not offered with a tab**), tip-in and bleed.

BUYERS GUIDE—CHRISTMAS FORECASTS ISSUE MECHANICAL REQUIREMENTS:

	Width	Depth	Width	Depth
1 page	7	10		
2/3 page	7	7-3/8	4-9/16	10
1/2 page	7	4-7/8	3-3/8	10
1/2 page (Island)	4-9/16	7-1/2		
1/3 page	4-9/16	4-7/8	2-3/16	10
1/4 page	7	2-3/8	3-3/8	4-7/8
2/9 page	4-9/16	3-1/4		
1/6 page	4-9/16	2-3/8	2-3/16	4-7/8
1 page, bleed	8-3/8	11-1/4		

Where publisher is required to furnish artwork, photographs, or extra service, advertiser agrees to pay cost. Minimum artwork or typesetting charge, \$35.00 for corrections; \$100 for new layouts. Minimum Cover artwork \$175.

Printing: Offset

Preferred Material: We require a high resolution **Adobe Acrobat Distilled PDF** file on CD (C,M,Y,K, embedded fonts & photos, crop marks, no security) **and** a high resolution JPEG file with color proofs. CD should be MacIntosh compatible - we primarily use Quark Xpress 4 and Adobe Photoshop.

NOTE: Anything other than Adobe Acrobat Distilled PDF file may incur a minimum \$100.00 (U.S.) conversion charge. Christmas Ads \ Handbook Ads and photos can be submitted via email to: tammy@hardwoodpurchasinghdbk.com

Christmas & Handook Ads: Tammy Daugherty

National Hardwood Magazine / Hardwood Purchasing Handbook
5175 Elmore Road, Suite 23
Memphis, TN 38134