



hardwood PURCHASING handbook

P.O. Box 34908 • Memphis, TN 38184-0908 • 901/372-8280 • FAX 901/373-6180
Web Site: www.hardwoodpurchasinghdbk.com

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 45th 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.

Rates effective January 1, 2016

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/Online Edition

Table with 2 columns: Ad Type and Rate. Includes 1 Page (\$2,050), 1/2 Page (\$1,600), 2 Page Spread (\$3,000), Front Spread (\$3,450), *Back Cover (\$3,600), Back Spread (\$3,000), Inside Back Cover (\$2,375), Book Mark (\$4,600), Binder (\$2,155).

*Back Cover must be in 4-Color

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

ALL RATES PAYABLE IN U.S. FUNDS

Table with 2 columns: Color/Feature and Rate. Includes AAAA standard red, orange, yellow, green, blue or brown per page or fraction, extra (\$250); Bleed, per page (\$85); 4-Color, extra (\$750); Tip-in Charge, extra (\$375).

Bill us for a _____ 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.

Check one of the following boxes:

- Four checkboxes: We will provide finished artwork, We want you to create our Ad, Use the same Ad no changes, Make the following copy changes.



2. NATIONAL HARDWOOD MAGAZINE - CHRISTMAS BUYER'S GUIDE ISSUE

Advertising Schedule:

Standard Rates:

Table with 2 columns: Ad Type and Rate. Includes Front Cover (\$4,525), Inside Front Cover (\$2,275), Inside Back Cover (\$2,150), Back Cover (\$2,450), 1 Page (\$2,075), 1/2 Page (\$1,450), 1/4 Page (\$1,150).

Editorial Rates:

Table with 2 columns: Ad Type and Rate. Includes 2/3 Page (\$1,925), 1/2 Page (Island) (\$1,700), 1/3 Page (\$1,450), 2/9 Page (\$1,100), 1/6 Page (\$960).

Special Position, 20% extra

ALL RATES PAYABLE IN U.S. FUNDS

Table with 2 columns: Color/Feature and Rate. Includes AAAA standard red, orange, yellow, green, blue or brown per page or fraction, extra (\$250); Bleed, per page (\$85); 4-Color, extra (\$750); Tip-in Charge, extra (\$375).

Check one of the following boxes:

- Four checkboxes: We will provide finished artwork, We want you to create our Ad, Use the same Ad no changes, Make the following copy changes.

Accepted For:

National Hardwood Magazine, Inc.

P. O. Box 34908

Memphis, TN 38184-0908

Phone 901-372-8280 · Fax 901-373-6180

By _____

(Lower rates are available on Ads in the Christmas Buyer's Guide Issue when combined with a regular Ad program in National Hardwood Magazine.)

Firm name _____

Address _____

Signed By _____

See back side for mechanical requirements and Insert rates.

HARDWOOD PURCHASING HANDBOOK - MECHANICAL REQUIREMENTS

<u>Ad Size</u>	<u>Width</u>	<u>Depth</u>
2 Facing Pages	10"	7-3/4" (Live Area)
1 Page	4-3/4"	7-3/4" (Live Area)
1 Page, Bleed	5-3/4"	8-3/4" (Trim 1/8" All Sides)
1/2 Page	4-3/4"	3-7/8" (Live Area)

Inserts:

1 Page, Bleed	5-3/4"	8-3/4" (Trims 1/8" All Sides)
1 Page, Bleed w/ folded tab	5-3/8"	8-3/4" (Trims 1/8" All Sides, Except Tab Side)

Finished Trim Size: 5-1/2" width x 8-1/2" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 4-3/4" width x 7-3/4" depth.** Customer assumes responsibility for any image/type matter outside the Live Area.

Standard Insert Rates: (Artwork **not** included.)
*Printing includes 4-Color, Tip-in and Bleed

Text Paper: 40# Text Lynx Opaque
Cover & Inserts: 110# Text Matte (65# Cover)

<u>Inserts</u>	<u>Space</u>	<u>*Printing</u>	<u>Total</u>
1 Page	\$2,375	\$1,750	\$4,125
1 Page, with folded tab	\$2,375	\$1,975	\$4,350
2 Pages	\$4,100	\$2,500	\$6,600
2 Pages, with folded tab	\$4,100	\$2,750	\$6,850

CHRISTMAS BUYER'S GUIDE ISSUE - MECHANICAL REQUIREMENTS

NON-BLEED SIZES

<u>Ad Size</u>	<u>Horizontal</u>		<u>Vertical</u>	
	<u>Width</u>	<u>Depth</u>	<u>Width</u>	<u>Depth</u>
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"

BLEED SIZE

1 Page, Bleed	8-1/2"	11-1/4"
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Finished Trim Size: 8-1/4" wide x 11" depth. All type matter for Bleed Ads must be within the Live Area only. **Live Area is 7" wide x 9-7/8" depth.** Customer assumes responsibility for any image/type matter outside the Live Area.

Preferred Material: We require a high resolution **Adobe Acrobat Distilled PDF** file (C,M,Y,K embedded fonts & photos, crop marks, no security). If sent on CD, it should be Macintosh compatible – we primarily use InDesign and Adobe Photoshop (CS5). **Note: Customer assumes responsibility for artwork not Distilled through Adobe Acrobat.** Email Christmas & Handbook Ads to: nhm@millerwoodtradepub.com

Or mail to:

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