

Your six time Ad program you receive these additional marketing benefits:

- (1) **Free** fully illustrated feature article illustrated by 6 to 8 photographs.
- (2) **Free** profile item on your sales or purchasing staff member under "Who's Who" in the Softwood Buyer.
- (3) 100 **free** gift subscriptions going to the buyer of your choice (NO duplication)...value \$5,500.
- (4) **Free** use of Green Book's On-line Softwood Marketing Directory.
(Normally leases for \$900.00 a year.... see brochure)
- (5) **Free** Stock listing service, 25 line limit. (See Softwood Forest Products' Stock Exchange.
- (6) **Free** small Ad all six issues of the "Wood Purchasing News" distributed to more than 50,000 buyers globally.

PLUS SALES...

The
Softwood
Forest
Products **Buyer**



"...it's everywhere you need to be to get more business!"

P.O. Box 34908 • Memphis, TN 38184-0908 • Phone (901) 372-8280 • EMAIL sfwd@millerwoodtradepub.com

www.millerwoodtradepub.com

You'll discover...

MORE SALES OPPORTUNITIES THAN YOU EVER DREAMED OF!

You'll Reach More...

BUYERS YOU'VE NEVER BEEN ABLE TO CONTACT BEFORE

You'll develop...

NEW ACCOUNTS...REPEAT CUSTOMERS

You'll get more phone calls, emails... and

MORE SALES

currently distributed to over 38,009* firms in North America

*Circulation per issue 20,000

- **Retail Outlets:** (Home Centers, Mass Merchandisers, Independent Retail Yards)17,100
- **Building Material Distributors, Contractor Yards:**407
- **Industrial Buyers:** (millwork, moulding, furniture, wood treating, manufactured housing, flooring, mobile homes, log homes, wood fencing, pallets, etc.)10,030
- **Wholesalers and Wholesale Distributors, Sash and Door Jobbers:**5,227
- **Mills:** (Lumber, Panel, Wood Shingles & Shake Producers, Engineered Wood Products Manufacturers).....2,795
- **Exporters:**.....253
- **Veneer, Pre-stain and Flooring Distributors**.....1,067
- **Softwood Trade Associations**69
- **To Be Classified:**.....1,061

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**THE SOFTWOOD FOREST PRODUCTS BUYER
STATE COUNT**

Alaska	88	Massachusetts	590
Alabama	909	Maryland	376
Arkansas	535	Maine	384
Arizona	411	Michigan	1048
California	2417	Minnesota	912
Colorado	478	Missouri	901
Connecticut	516	Mississippi	503
District of Colombia	19	Montana	250
Delaware	63	North Carolina	1259
Florida	1407	North Dakota	169
Georgia	1195	Nebraska	411
Guam	2	New Hampshire	266
Hawaii	70	New Jersey	566
Iowa	638	New Mexico	198
Idaho	418	Nevada	101
Illinois	1246	New York	1292
Indiana	823	Ohio	996
Kansas	461	Oklahoma	444
Kentucky	546	Oregon	1103
Louisiana	599	Pennsylvania	1691

Puerto Rico	12	Virginia	844
Rhode Island	93	Virgin Islands	3
South Carolina	557	Vermont	194
South Dakota	223	Washington	1098
Tennessee	936	Wisconsin	1047
Texas	2478	West Virginia	286
Utah	276	Wyoming	108
TOTAL	34,456		

CANADA

ALBERTA	209	ONTARIO	890
BRITISH COLOMBIA	1182	PRINCE EDWARD ISLAND	14
MANITOBA	111	QUEBEC	423
NEW BRUNSWICK	128	SASKATCHEWAN	101
NEWFOUNDLAND	48	YUKON	5
NOVA SCOTIA	150		
TOTAL	3,261		

MEXICO

TOTAL	538
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WHAT'S IN IT FOR YOU?

ADVERTISERS CAN TELL YOU:

“Three years ago when we decided to expand our marketing efforts to include print Ads our first choice was to go with “The Softwood Buyer”. With photo coverage of all major industry events, along with insightful articles and profiles, it is a publication that enjoys wide readership. Later, Superior Lumber acquired Sun Studs, merged with Swanson-Superior Forest Products and formed a new marketing name “Swanson Group”. “The Softwood Buyer” was the perfect vehicle for us to get this information out as quickly as possible to the key people in the industry. From the responses we get to our Ads and the photos you run, we know that “The Softwood Buyer” is hitting our targeted markets and our name is out in front of the right people. We have been very pleased with the results and feedback we’ve received from our Ads. And let me add that you have a great staff. We’ve enjoyed working with them over the years and they’ve been very helpful and supportive of our efforts.”



Chris Swanson
Swanson Group Inc.
Glendale, OR

“We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in The Softwood Forest Products Buyer. As a remanufacturer producing ornamental timbers and specialty products with an extensive milling facility we were amazed by the phone calls we received from our customers regarding the feature story you did accompanied by photographs. Our company has a small sales staff and “The Softwood Buyer” provides Richardson Lumber and Manufacturing the ability to target our customers and potential customers and we definitely see the VALUE!”



Jamie Hursh
Richardson Lumber and Manufacturing
Dallas, TX

“We have received a lot of telephone calls as a result of our Ad in The Softwood Forest Products Buyer. I believe it is a very worthwhile investment. Several of our customers have told me they enjoy reading your newspaper.”

Alden Robbins
Robbins Lumber Inc.
Searsmont, ME



“Tri-Pro Forest Products has been a regular advertiser with The Softwood Forest Products Buyer since May 1996, your newspaper has been our only consistent source of advertising in that length of time. With each issue, whether it be our Ads, the photos at the Inland Lumber Producers outing, the NAWLA Trader’s Market® or one of several WRCLA meetings, your representatives are always there to give us the exposure we need.

I am confident our investment in “The Softwood Buyer” is very worthwhile. Not only do we get calls from potential new accounts, more importantly, it keeps our sales team in better contact with our existing customers. The Ads and photos give us something to talk about and your articles keep our customers informed as to changes we are making, whether it be with plant improvements, or product changes. Keep up the good work!”



Terry Baker
Tri-Pro Forest Products
Oldtown, ID

“having advertised in your publication for several years, we have seen the benefits and results it has provided for our company. With your knowledge of the market and wide distribution within the industry, the ‘Softwood Buyer’ was our first choice to expand our market exposure. Not long after an issue is published, we always receive calls from what may be new customers. I consider your publication almost ‘required reading’ within the industry.

As our business continues to grow and change, I look forward to a continued working relationship with you. From a cost/benefit analysis, the ‘Softwood Buyer’ has been a very good investment for our marketing program.”



B. Manning - General Manager
Durgin & Crowell Lumber Co.
New London, N.H.

“Since we began advertising in your paper in 1991, we have been hearing from potential buyers that we never talked with before. We asked them how they came to call us and they mentioned seeing our Ads in your newspaper. We get a lot of feedback from news items and photographs, too, from industry meetings and writeups done on our sales team.

As far as we are concerned, advertising in The Softwood Forest Products Buyer is paying off and we recommend your paper to other firms.

Prior to beginning our program in your paper, we had never really done any repetitive advertising. This is a new experience for us and we are convinced it is a good investment from the inquiries and phone calls we continue to receive.”



Carlos Furtado
Sawarne Lumber Co., Ltd.
Richmond, B.C., Canada

“We advertise in two or three publications, but we get the highest response in terms of number of calls and quality of inquiries from The Softwood Forest Products Buyer. Your newspaper has worked better than any other advertising we have used. Our Ads, news items and photos appear regularly and they result in buyers contacting us. Then we call them back two or three times and finally we start doing business with them. It may take six months from the initial contact, but we have made customers from our use of your newspaper. As a result, we have just doubled our advertising space to half page sizes and we have gone from black and white to the use of color.

Even with current customers we see positive results. They will call us and say they saw our picture or an article about our company in your paper and it generates conversation and a chance to get to know one another a little better. Anytime we can get information out to customers or potential customers and have them respond, that’s helpful to our business.”



Mike Webster
Siskiyou Forest Products
Anderson, CA

The Softwood Forest Products Buyer

“...it’s everywhere you need to be to get more business!”

P.O. Box 34908 • Memphis, TN 38184-0908 • Phone (901) 372-8280 • FAX (901) 373-6180

One Success Story After Another...

**"WE HAVE ADVERTISED SINCE 1985 AND
ARE CONTINUING OUR AD PROGRAM."**



P.O. Box 299 • Casco, Maine 04015

The Softwood Forest Products Buyer
P.O. Box 34908
Memphis, Tennessee 38184-0908

Dear Terry,

"We believe in keeping our name, products & services in front of our customers and potential customers.

The 'Softwood Buyer' has enabled us to do that. We have had inquiries from other parts of the country that in the past, we were not selling. We have advertised since 1985 and are continuing our Ad program."

Sincerely,

Matt DuPrey, Sales
Hancock Lumber Company
Casco, Maine

CALL TODAY 901-372-8280

OR EMAIL US AT SFWD@MILLERWOODTRADEPUB.COM

For Ad rates and marketing support services unavailable elsewhere.



The
Softwood
Forest Products **Buyer**

"It's everywhere you need to be to get more business!"

Hancock Lumber Company P.O. Box 299 Casco, Maine 04015, producing 62.5 million board feet of Eastern White Pine annually with 3 sawmill locations, is currently using five 1/2 pages and 1 full page in the Softwood Forest Products Buyer, and 1 full page in NAWLA Special Issue.

One Success Story After Another...

“We Advertise in ‘The Softwood Buyer’ because we know the Market reads it...”



The Softwood Forest Products Buyer
P.O. Box 34908
Memphis, Tennessee 38184-0908

Dear Wayne,

“West Bay has been advertising its Cedar products continuously in The Softwood Forest Products Buyer since 1991 when we started our first annual Ad program with black and white quarter pages. Today we use two quarter pages and one half page horizontal in the special NAWLA Traders Market® edition in four-color. Our advertising commitment has grown over the years along with our company.

Recently, our Cedar sales team was pictured on the Front Cover of your paper. In a very short time, we got at least 40 phone calls from people we do business with who noticed the photograph. This is proof to us that our Ads are in the right place. We know the people we do business with read ‘The Softwood Buyer’- both suppliers and buyers. To us it makes perfect sense for our Ads to be seen in a newspaper that was created to put suppliers and buyers together and that is regularly read by industry members.”

Sincerely,



Chad Findlay

Chad Findlay, Sales Manager
West Bay Forest Products
& Manufacturing Ltd.
Langley, B.C., Canada V1M 2X7

The
Softwood
Forest
Products **Buyer**

CALL TODAY 901-372-8280

OR EMAIL US AT SFWD@MILLERWOODTRADEPUB.COM

For Ad rates and marketing support services unavailable elsewhere.

West Bay Forest Products & Manufacturing Ltd., established in 1988, is a wholesale distributor of Western Red Cedar products. Their products include: fascia, rough dimensions, decking, timbers, fencing and pattern stock. Company offices, yard and milling facilities are located in Langley, B.C., on the outskirts of Vancouver. Chad Findlay, sales manager, says, “The success of our company is due to the success of our customers. We work hard to build strong relationships with them and to understand and service their needs.”

You can reach West Bay Forest Products & Manufacturing Ltd. at 9770-199A Street, Langley, B.C., Canada, V1M 2X7, Web Address: www.westbaygroup.com, Phone: 604-881-2850, Fax: 604-881-0259, E-Mail: sales@westbaygroup.com

The Softwood Buyer gives us the ability to target our customers and potential customers... we definitely see the VALUE!



"We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in The Softwood Forest Products Buyer. As a remanufacturer producing ornamental timbers and specialty products with an extensive milling facility we were amazed by the phone calls we received from our customers regarding the feature story you did accompanied by photographs. Our company has a small sales staff and 'The Softwood Buyer' provides Richardson Lumber and Manufacturing the ability to target our customers and potential customers and we definitely see the VALUE!"

Jamie Hursh • Richardson Timbers • Dallas, TX

Richardson Timbers is a remanufacturer providing profiling and mill capabilities on large timbers and lumber. They supply Fir timbers as large as 20'x20'x40', Cedar 16'x16'x32' and Oak 12'x12'x20'. They keep a large inventory of timbers on their four-acre yard that is completely paved. Their milling facility consists of rip saws, gang rip saws, resaws, Weinig moulder, surfacers, band saws and an extensive file room. Tel: (214) 358-2314 - Fax: (214) 358-2383.

**CALL TODAY FOR
RATES AND DEADLINES!
1-800-844-1280**

The
Softwood
Forest
Products **Buyer**

P.O. Box 34908 • Memphis, TN 38184-0908 • Phone: 901-372-8280 • Fax: 901-373-6180

“We have advertised since 1985, the inception of The Softwood Forest Products Buyer.”

“We have advertised since 1985, the inception of The Softwood Forest Products Buyer. We believe in keeping our name, products and services before the markets we serve, being the wholesalers and wholesale distributors. Several of our customers have told us they enjoy reading your paper! As a result, we feel that it is a very worthwhile investment.”

**Alden Robbins
Robbins Lumber, Inc.
Searsmont, Maine**

CALL TODAY 901-372-8280

FAX US AT 901-373-6180 OR

EMAIL US AT: sfwd@millerwoodtradepub.com

**For Ad rates and marketing support services
unavailable elsewhere.**

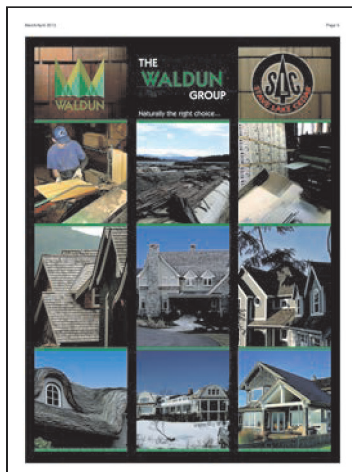


Alden Robbins

The Softwood Forest Products Buyer

“It’s everywhere you need to be to get more business!”

ROBBINS LUMBER INC., Searsmont, Maine, produce 28mm of 4/4 and 5/4 Eastern White Pine lumber. They have a drying operation to accommodate lumber production, their own paint/priming plant called Penobscot Bay Coatings, and a cut-up shop that produces clothes drying racks and wooden buckets. They may be reached at Tel.: 207-342-5221; Fax: 207-342-5201 or at www.rlco.com. They are currently using six 1/2 island Ad pages in four-color and the Inside Back Cover in four-color in the special NAWLA issue of The Softwood Forest Products Buyer.



Full Page
10.125"x13.75"
Waldun Group



1/2 Page Island
7"x9"
Hancock Lumber



1/2 Page Horizontal
10.125"x6.75"
AP Timber



1/4 Page
5"x6.75"
Sawarne Lumber

The Softwood Forest Products Buyer

MECHANICAL REQUIREMENTS

	Width	Depth
1 Page	10.125	13.75
1/2 Page (Island)	7	9
1/2 Page (Horizontal)	10.125	6.75
1/4 Page	5	6.75

Page is 4 columns, each column 2-3/8 inches wide.

REQUIRED MATERIAL

Digital files can only be accepted as a high resolution **Adobe Acrobat Distilled PDF** file (MAC Compatible) embedded fonts, photos and crop marks. Recommended Screen 100. Resolution 1200 dpi. All colors printed in CMYK - No 4/color Black

Ads and photos can be submitted on CD with printed copy of ad or via e-mail to:

sfwd@millerwoodtradepub.com

CLOSING DATE

Published bi-monthly: issued first week of publication month. Last forms close 3rd of preceding month. If proofs are desired, copy must be received sixty days prior to publication date.



"...it's everywhere you need to be to get more business!"

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www.millerwoodtradepub.com

Deadline for The Softwood Buyer - 2014

MARCH/APRIL ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

TUE.	FEBRUARY	4TH
FRI.	FEBRUARY	14TH
FRI.	FEBRUARY	21ST
WED.	MARCH	5TH

MAY/JUNE ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

TUE.	APRIL	1ST
TUE.	APRIL	15TH
FRI.	APRIL	25TH
WED.	MAY	7TH

JULY/AUGUST ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

MON.	JUNE	2ND
MON.	JUNE	16TH
FRI.	JUNE	20TH
WED.	JULY	2ND

SEPTEMBER/OCTOBER ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

FRI.	AUGUST	1ST
FRI.	AUGUST	15TH
FRI.	AUGUST	22ND
WED.	SEPTEMBER	3RD

NAWLA SPECIAL EDITION:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

TUE.	AUGUST	12TH
FRI.	AUGUST	15TH
FRI.	OCTOBER	3RD
WED.	OCTOBER	15TH

NOVEMBER/DECEMBER ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

WED.	OCTOBER	1ST
WED.	OCTOBER	15TH
FRI.	OCTOBER	24TH
WED.	NOVEMBER	5TH

JANUARY/FEBRUARY 2015 ISSUE:

AD RESERVATION DEADLINE
FINISHED ADS IN OFFICE
UPLOADED TO PRINTER
PAPERS MAILED

MON.	DECEMBER	1ST
TUE.	DECEMBER	9TH
FRI.	DECEMBER	12TH
FRI.	JANUARY	2ND

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www.millerwoodtradepub.com

The Softwood Forest Products Buyer

Rate Card No. 21
(Rates Effective January 1, 2014)

A Bimonthly newspaper serving North America's Softwood Forest Products Buyers

Payment in U. S. Dollars Only.

REGULAR ADVERTISING RATES (per insertion)

	1 Time (per ad)	3 Times (per ad)	6 Times (per ad)
1 Page	\$6,335	\$3,500	\$2,500
1/2 Page (Island)	\$4,565	\$2,800	\$2,180
1/2 Page (Horizontal)	\$3,210	\$2,200	\$1,750
1/4 Page	\$2,400	\$1,925	\$1,435

SPECIAL POSITIONS

2 Page Spread	\$7,848	\$5,235	\$4,290
Mini-spread	\$7,245	\$4,370	\$3,410
Back Page	\$6,882	\$4,150	\$3,125

COLORS

Standard colors - red, orange, yellow, green, brown, or blue	\$250
Matched colors	\$375
4-color	\$750 extra

INSERTS - Rates on request

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. Advertisers who run less than the original or renewed contracted space will be short rated. If the client does not complete the schedule that was confirmed, they will pay the 3-time rate for less than 6 and more than 3 and the 1-time rate for less than 3.

INSERTS

Rates on request

CLASSIFIED

Classified advertising accepted only for: Business opportunities, help wanted, position wanted, and machinery wanted and for sale.
Display classified \$60.00 per inch.

MECHANICAL REQUIREMENTS

	Width	Depth
1 Page	10-1/8	13-3/4
1/2 Page (Island)	7	9
1/2 Page (Horizontal)	10-1/8	6-3/4
1/4 Page	5	6-3/4

Page is 4 columns, each column 2-3/8 inches wide.

Minimum artwork or typesetting charge \$35.00 for corrections; \$100 for new layouts.

REQUIRED MATERIAL

Digital files can only be accepted as a high resolution **Adobe Acrobat Distilled PDF** file (MAC Compatible) embedded fonts, photos and crop marks. Recommended Screen 100. Resolution 1200 dpi. All colors printed in CMYK - **No 4/color Black**

Ads and photos can be submitted on CD with printed copy of ad or via e-mail to: sfwd@millerwoodtrade.com

COMMISSIONS AND DISCOUNTS

Agency commission: 15% of gross amount (space only) when paid within 30 days from date of invoice

CLOSING DATE

Published bi-monthly: issued first week of publication month. Last forms close 3rd of preceding month. If proofs are desired, copy must be received sixty days prior to publication date.

PUBLISHED:

January/February	July/August
March/April	September/October
May/June	November/December

Advertising Order

_____, 20____

Schedule

_____ Page January/February	20_____
_____ Page March/April	20_____
_____ Page May/June	20_____
_____ Page July/August	20_____
_____ Page September/October	20_____
_____ Page November/December	20_____

_____ Pages	Total
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THE **SOFTWOOD FOREST PRODUCTS BUYER**

P. O. BOX 34908 Memphis, Tenn. 38184-0908 (901)372-8280 1-800-844-1280

You are hereby authorized to insert the advertisement of the undersigned in The Softwood Forest Products Buyer, a bi-monthly publication, to occupy such space as shown on schedule herein, for one year and thereafter until discontinued by either party on sixty days' **written** notice prior to deadline, for which we (I) agree to pay at the rate of \$_____ per insertion, payable within 30 days. Total yearly amount of this contract, \$_____. Payment in U. S. Dollars Only.

We are to have the privilege of changing copy as often as desired, but all copy submitted shall be subject to your approval. You may supply or repeat previous advertisements when no new copy instructions are furnished. Art work and negatives ordered or approved by us are to be paid for at regular rates. During the term of this agreement it shall be cancelable by written notice, in which case space used shall be paid for at the card rates in effect on date of cancellation.

Accepted for	Name_____
Softwood Trade Publications, Inc.	Signed by_____
By_____	Address_____