

With your six time Ad program you receive...

PERKS, EXTRAS and FREEBIES

- (1) **Free** loan of Green Book's Softwood Marketing Directory...save \$900.00.
(Also available on ONLINE...see brochure enclosed)
- (2) **Free** fully illustrated feature article.
- (3) **Free** news item in "Who's Who in Softwood Suppliers".
- (4) 100 **free** gift subscriptions...value \$5,500.
- (5) **Free** Stock listing service, 25 line limit.
- (6) **Free** small Ad in six issues of the "Wood Purchasing News" distributed to more than 38,000 buyers worldwide.

PLUS SALES...

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The
Softwood
Forest
Products **Buyer**



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

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You'll Reach More...

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You'll develop...

NEW ACCOUNTS...REPEAT CUSTOMERS

You'll get a lot of phone calls... and

MORE SALES

currently contacting over 39,725* firms in the marketplace

*Circulation per issue 20,000

- **Retail Outlets:** (Home Centers, Mass Merchandisers, Independent Retail Yards)18,746
- **Building Material Distributors, Contractor Yards:**473
- **Industrial Buyers:** (millwork, moulding, furniture, wood treating, manufactured housing, flooring, mobile homes, log homes, wood fencing, pallets, etc.)10,568
- **Wholesalers and Wholesale Distributors, Sash and Door Jobbers:**4,798
- **Mills:** (Lumber, Panel, Wood Shingles & Shake Producers, Engineered Wood Products Manufacturers).....2,837
- **Exporters:**.....262
- **Veneer, Pre-stain and Flooring Distributors**.....1,175
- **Softwood Trade Associations**68
- **To Be Classified:**.....551
- **Giant Home Builders**.....247

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DEADLINES FOR THE SOFTWOOD BUYER

MARCH/APRIL ISSUE

AD RESERVATION DEADLINE	Feb. 1
Finished ads in office	Feb. 15
Papers Printed	Feb. 25
Papers Mailed	Mar. 2

MAY/JUNE ISSUE

AD RESERVATION DEADLINE	Apr. 1
Finalized artwork	Apr. 15
Papers Printed	Apr. 29
Papers Mailed	May. 4

JULY/AUGUST

AD RESERVATION DEADLINE	June. 1
Finalized artwork	June. 15
Papers Printed	July. 1
Papers Mailed	July. 6

SEPT/OCT ISSUE

AD RESERVATION DEADLINE	Aug. 1
Finalized artwork	Aug. 15
Papers Printed	Sept. 2
Papers Mailed	Sept. 7

NOV/DEC ISSUE

AD RESERVATION DEADLINE	Oct. 3
Finalized artwork	Oct. 14
Papers Printed	Oct. 28
Papers Mailed	Nov. 2

JAN/FEB 2012 ISSUE

AD RESERVATION DEADLINE	Dec. 1
Finalized artwork	Dec. 15
Papers Printed	Dec. 23
Papers Mailed	Jan. 4

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SOFTWOOD FOREST PRODUCTS BUYER

PO Box 34908, Memphis, TN 38184

Tel: (901) 372-8280 (800) 844-1280 Fax: (901) 373-6180

Preferred Material:

We require a high resolution **Adobe Acrobat PDF** format file (C,M,Y,K, embedded fonts and photos & crop marks) with a printed checking proof of the Ad to compare with what we print from CD to avoid copy errors. They should be done on Macintosh format – we primarily use Quark Xpress 6.5 and Photoshop.

PLEASE GENERATE THE PDF FILE FROM ACROBAT DISTILLER. Please do not print a pdf from InDesign, Illustrator or PhotoShop.

NOTE: All colors printed in C,M,Y,K – No 400% Black (100% C, 100% M, 100% Y, 100% K). Use 100% black, rich black, warm black, etc.

Recommended Screen 100. Resolution 1200 dpi. Ads and Photos (tiff or jpeg) can be submitted via e-mail to: stokes@millerwoodtradepub.com

You may email the PDF file to: stokes@millerwoodtradepub.com, or send overnight on CD to:

Rachael Stokes
Softwood Forest Products Buyer
PO Box 34908
Memphis, TN 38184

Should you have any questions, please call me at 901-372-8280 or 800-844-1280.

NOTE: Anything other than an Adobe Acrobat PDF format may incur a minimum \$100.00 (U.S.) conversion charge.

SIZES

	<u>Width</u>	<u>Depth</u>
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.

