



2020
Member Connection Opportunity Kit

Engineered Wood Journal Media Kit

Info Fair 2020 – Exhibit and Sponsor Preview

Member Communication Opportunities

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Mission and Vision

Vision

To be the leading supplier organization in the engineered wood products industry.

Mission

To enhance the competitiveness and growth of APA – The Engineered Wood Association and EWTA memberships by:

- Providing resources to APA members in their continual improvement process.
- Helping to grow the membership base by being ambassadors for APA.
- Representing the interests of APA membership at regional, national and international venues.
- Providing a means by which business relationships within the membership are strengthened.

Contact Information

Info Fair

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Communications and Advertising

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ENGINEEREDWOOD *Journal*

Media Kit 2020

Value Proposition

Unique Content

The *Engineered Wood Journal* is the only North American trade magazine exclusively for and about the wood structural panel and engineered wood products industry. Drawing upon the knowledge and experience of subject matter experts, it is unique in its coverage of industry trends, issues and developments.

Target-Rich Readership

The *Journal* is carefully targeted to reach key decision-makers among your customers, including company principals and CEOs, senior executives, mill managers, quality assurance supervisors, technical managers, sales and marketing directors, safety and human resources personnel, and others in company leadership positions. The *Journal* also reaches industry product, equipment and service providers, consultants, analysts, academia, industry trade associations and other industry stakeholders.

Print, Online and Email Distribution

The *Journal* is mailed free of charge in full color to North American readers, as well as posted online and sent via email to subscribers throughout North America and beyond, providing broad distribution to your customers. Print copies also are distributed at the APA Annual Meeting each fall and at other industry conferences and events, such as the Timber Processing & Energy Expo, the Panel & Engineered Lumber International Conference & Expo (PELICE) and others. Each issue includes an advertiser index. In the digital edition, the advertiser listing and advertisements link to advertiser websites.

Cost-Effective Messaging

Engineered Wood Journal advertising rates are among the lowest in the industry. Combined with the magazine's highly targeted decision-making readership and diverse distribution methods (print, online and email), the *Journal* provides an extremely cost-effective means to reach key audiences. EWTA members also receive an advertising rate discount (see page 3), yielding an even better return on your advertising investment.



Helpful Staff

Advertisers work directly with Engineered Wood Technology Association staff, who are committed to member service rather than profit. They help connect and integrate your advertising with other communication channels such as EWTA membership, Info Fair exhibit or sponsorship, the APA Annual Meeting and other industry networking or information exchange opportunities. With our knowledge and expertise, we can help you make the most of your sales, marketing and messaging investments.

Leveraged Investment

Journal revenues provide financial support of EWTA networking events, information exchange activities and essential industry research projects. Advertising in the Journal thus serves two important purposes—first, helping you reach key buyers among your existing and prospective customers, and second, supporting EWTA and APA programs and activities of benefit to the entire industry.

Member Rate Discount

Display advertising rates for members of the Engineered Wood Technology Association are discounted 10%, extending your advertising dollars and improving your return on investment. Combined with all of the other benefits of EWTA membership, the discount provides a powerful economic incentive to join the leading supplier organization of the North American engineered wood products industry.

Frequency Rate Discount

Advertisers purchasing space for the same advertisement in both the spring and autumn issues of the Journal enjoy a 6% frequency rate discount. See page 4 for both one-time and frequency rates.

New This Year

- New, simplified rates!
- Larger 2x frequency discount.
- Order your logo upgrade (add your logo) for spring along with your dues.
- Order your logo upgrade for the Info Directory when you register for Info Fair.

2020 Advertising and Editorial Deadlines

SPRING – EWTA Membership Directory Issue:

- Editorial Deadline February 7
- Advertising Sales Close February 7
- Advertising Material Due February 14
- Mailing, Emailing, Online Posting April 10

AUTUMN – APA Annual Meeting/Info Fair Issue:

- Editorial/Info Fair Directory Deadline July 31
- Advertising Sales Close July 31
- Advertising Material Due August 7
- Mailing, Emailing, Online Posting October 2

STORIES AND FEATURES RELATED TO:

- Research and Development
- Codes and Standards
- APA Annual Meeting and Info Fair Supplier Exhibition
- Business Outlook Survey Results
- EWTA Supplier of the Year Awards Program
- Quality Assurance Trends
- Marketing Challenges and Opportunities
- Processing Innovations
- APA Safety Awards Program
- EWTA Membership Directory
- Technology Developments
- Industry Updates
- APA and EWTA Member News
- Upcoming Industry Events
- Human Resources Topics



FOR ADVERTISING INFORMATION, CONTACT:

Tara Mattina
Phone: 253-620-7413
Email: tara.mattina@apawood.org

Net Advertising Rates

Full-Color Rates (x=frequency)	1x	2x (6% discount)
Double Page Spread	\$3,800	\$3,572
Outside Back Cover	\$3,500	\$3,290
Inside Front or Inside Back Cover	\$3,200	\$3,008
Full Page	\$2,600	\$2,444
2/3 Page	\$2,100	\$1,974
1/2-Page Island	\$1,800	\$1,692
1/2 Page	\$1,500	\$1,410
1/3 Page	\$1,100	\$1,034
1/4 Page	\$850	\$799
1/6 Page	\$700	\$658
1/8 Page	\$600	\$564

PRICING IS PER ISSUE
Members can receive an additional
10% discount at checkout

Complimentary Membership Directory and Info Fair Exhibitor Listings

All EWTA member companies receive a free company listing in the spring issue Membership Directory, and all companies exhibiting at the EWTA Info Fair also receive a free company listing in the autumn issue. Both spring and autumn issue listings include company description and contact information.

Products/Services Showcase Ads

The Products/Services Showcase provides a cost-effective way to showcase a new product or service or to simply highlight your company's expertise. The Showcase spot **(\$350.00)** includes a 75-word-maximum product, service or company description, your logo and your company contact information. Products/Services Showcase spaces are limited, so reserve your spot early.

Advertiser Index Listing

All advertisers are listed at no charge in each issue's Advertiser Index. You may list your company under more than one category. **Additional category listings are \$20 each. The categories are:**

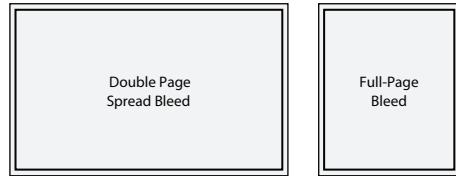
- Equipment & Tooling
- Materials & Supplies
- Consulting & Seminars

The minimum pixel width requirement for EWTA member logos:

- Platinum banner logo: 4,500 px
- Gold banner logo: 600 px
- EWJ/Directory logo: 600 px
- Digital logo: 300 px

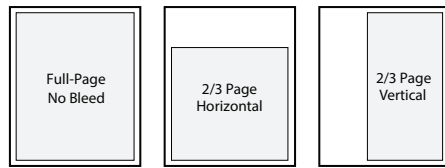
Ad Sizes and Print Specifications

Magazine Trim Size: 8.375" x 10.875"



17"x11.125"

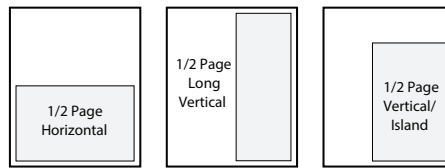
8.625"x11.125"



7"x9.5"

7"x6.333"

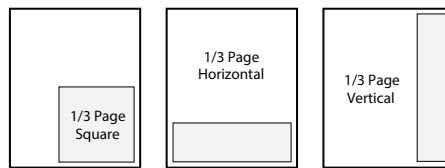
4.583"x9.5"



7"x4.583"

3.333"x9.5"

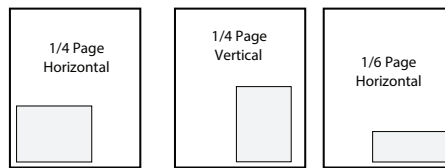
4.583"x7"



4.583"x4.583"

7"x3"

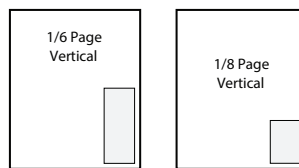
2.166"x9.5"



4.583"x3.333"

3.333"x4.583"

4.583"x2.166"



2.166"x4.583"

2.166"x3.333"

Note: Text placed outside the live area within any full-page or Double Page Spread ads may be cut off. Please keep text within the live area at all times.

Double Page Spread Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

SERVICES AND SPECIFICATIONS

Production Services

Professional ad design and assembly assistance is available to non-agency clients. Contact the EWTA team for more information.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode. Black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Submitting Ad Material

Ads can be emailed to advertising@engineeredwood.org. For files too large to email, please contact our team for submission instructions.

Proofs, Revisions and Cancellations

Proofs of ads produced by the *Journal* are available upon request at a charge of \$50. Design revisions are subject to a \$50 surcharge. Insertion orders are non-cancellable after the advertising closing date (February 7, 2020, for the spring 2020 issue and July 31, 2020, for the autumn 2020 issue).

Terms of Payment

Published ad rates are prior to member discounts. Invoices are due within 30 days from the invoice date. Past due accounts are subject to a 1% per month late charge. Checks, credit cards and ACH payments will be accepted (payment instructions will be available at the opening of the advertising sales period).

EWTA Membership Discount

EWTA members in good standing receive a display advertising discount of 10% off published rates.

FOR MORE INFORMATION ABOUT MEMBERSHIP, CONTACT:

Tara Mattina, APA Market Communications Director

Phone: 253-620-7413

Email: tara.mattina@apawood.org

2020 Info Fair Sponsor Benefits/Pricing

OCTOBER 17-20, 2020 • JW MARRIOTT TURNBERRY RESORT & SPA • MIAMI, FLORIDA

Diamond – \$8,000



- (3) Complimentary APA conference registrations
- (1) 8 x 10 exhibitor booth space
- Premium logo placement on signage at the APA Annual Meeting/ EWTA Info Fair
- (4) Complimentary guest tickets to the Info Fair Welcome Reception
- Company logo displayed on conference website and e-marketing
- Preferential seating at Chairman's Dinner
- Top mention in the *Engineered Wood Journal*
- (6) Issues top tier EWTA Newsletter Sponsorship
- (2) Entries into APA Annual Golf, Coot Shoot or Tennis Tournaments
- Podium recognition
- Special recognition at the bars during Info Fair.
- (1) Guestroom upgrade (if available and show management is in charge of the upgrade)
- (1) Diamond Opportunity

**Only one sponsor per an opportunity, first come – first served.*

- Sponsorship can choose from:
 - Hotel Key Cards
 - Bar Napkins
 - Bottled Water

Platinum – \$4,500



- (2) Complimentary APA conference registrations
- (1) 8 x 10 exhibitor booth space
- Prime Logo placement on signage at the APA Annual Meeting/ EWTA Info Fair
- (3) Complimentary guest tickets to Info Fair welcome reception
- Company logo displayed on conference website and e-marketing
- Preferential seating at Chairman's Dinner
- (6) Issues EWTA Newsletter Sponsorship
- Featured recognition in the *Engineered Wood Journal*

- Podium Recognition at General Session
- (1) Entry into APA Annual Golf, Coot Shoot or Tennis Tournaments

Gold – \$3,000



- (1) Complimentary APA conference registration
- (1) 8 x 10 exhibitor booth space
- (2) Complimentary guest tickets to Info Fair welcome reception
- Podium Recognition at General Session
- Recognition in the *Engineered Wood Journal*
- (3) Issues EWTA Newsletter sponsorship
- Company logo on conference website and e-marketing

- Logo displayed on banner at the APA Annual Meeting/ EWTA Info Fair
- (1) Entry into APA Annual Golf, Coot Shoot or Tennis Tournaments

Silver – \$2,000



- (1) Complimentary guest tickets to Info Fair welcome reception
- (1) 8 x 10 exhibitor booth space
- Recognition in the *Engineered Wood Journal*
- (2) Issues EWTA Newsletter sponsorship
- Company recognition conference website and e-marketing

- Company recognition on banner at the APA Annual Meeting/ EWTA Info Fair

Other Fees and Sponsorship Opportunities:

Exhibitor Booth

- \$1,100 (Early Bird*)
- \$1,300 (After*)
- (1) 8 x 10 exhibitor space
- Listed in conference program

Additional Sponsor Opportunities

- **Golf Tournament** - \$500
- **Coot Shoot** - \$900
- **Tennis** - \$300

*Details/dates to be released in early 2020

Member Communications Opportunities

EWTA's communications program offers a number of platforms for members to publicize their information and accomplishments.

Supplier Awards Program

The annual Supplier Awards Program recognizes members for their contributions to the industry. Each year, the program honors three member companies as Suppliers of the Year (one in each of three categories: Consulting/Services, Equipment/Tooling and Materials/Supplies) and one company for their Innovation of the Year, which is chosen by vote of APA members for a new product or service that has demonstrated a positive impact in the field.

Participants in the Supplier Awards Program receive considerable publicity, whether or not they win an award. Every EWTA member is automatically entered into the Supplier of the Year competition, which includes publication of their company names in the spring issue of the *Engineered Wood Journal* print and online editions. Companies who enter a product or services in the Innovation of the Year program will see their entries (photo and detailed description) published in the spring Journal print and online editions.

Award winners receive additional coverage in the autumn issue of the Journal, and are also honored on stage and with a trophy at the Chairman's Dinner at the APA Annual Meeting in the fall.

Engineered Wood Journal

EWTA's signature publication, the *Engineered Wood Journal*, is published two times a year and includes industry news of interest to EWTA and APA members. It covers a wide range of subjects of interest to the engineered wood products industry, including processing trends and innovations, research and development issues, marketing challenges and opportunities, technical developments, quality assurance trends, certification and regulatory developments, safety and health, and other topics.

Members are welcomed and encouraged to submit authored stories and articles that cover topics of broad interest and significance to the engineered wood products industry. Stories should avoid promoting specific companies, proprietary products or other commercial interests, although articles occasionally may have a product, service or company-specific focus if it serves to illustrate or explain a subject of broad readership interest. A byline and short biographical sketch of the author accompany all feature-length stories. Send queries to Tara Mattina at tara.mattina@apawood.org.

Members can request PDF versions of their published stories to serve as marketing pieces for their companies or simply link to the online version of the story. Authored pieces are valuable marketing tools that help position authors as thought leaders within the industry.

Both the print and electronic edition of the *Journal* is distributed free of charge by mail to U.S. and Canadian engineered wood product manufacturers, suppliers, consultants, analysts, academia and other industry stakeholders. Current and past issues are available on EWTA's website.

Connections newsletter

The *Connections* newsletter is an additional way for members to publicize company news, including acquisitions, new products, employee promotions/new hires/retirements and other new of interest to your customers and the industry. Members can send items for publication in the form of a press release to Tara Mattina at tara.mattina@apawood.org.

The *Connections* newsletter is published electronically every other month (six times a year) and is distributed via email to all EWTA and APA members.

Directory listing

EWTA keeps an up-to-date, comprehensive listing of each EWTA member in the EWTA Member Directory, both online and printed, each year in the autumn issue of the Engineered Wood Journal. Membership Directory listings include company contact information (emails, website and phone numbers) and a company description. Members are easily searchable through EWTA's website. Each company's online directory listing is dynamic and can be reviewed and updated at any time at <https://www.engineeredwood.org/member-directory-contacts>.