

ENGINEEREDWOOD

Journal

2021 EWTA MEDIA KIT

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.

Online and Email Distribution

The *Journal* provides a broad reach to your customers as a complimentary digital magazine posted on the EWTA website at www.engineeredwood.org, featured in various social media streams and distributed via email to subscribers in North America and beyond. Magazine information with links to articles, the member directory and an advertiser index is distributed at the APA Annual Meeting and at other industry conference and events, such as the Timber Processing & Energy Expo, the Panel & Engineered Lumber International Conference & Expo (PELICE) and others. An advertiser index is included in each issue with links from the advertisement to the company website. Past issues are also posted on the EWTA website. A dedicated Advertisers web page highlights the current advertisers with company information and website links.

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 (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.



2020 Autumn Issue

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 3 for both one-time and frequency rates.

Complimentary Membership Directory

Website and email links are included, providing the reader quick access to company information. The addition of a logo is optional. (\$130).

2021 ADVERTISING AND EDITORIAL DEADLINES

SPRING

EWTA Membership Directory Issue:

- Editorial Deadline - Feb. 15
- Advertising Sales Close - Feb. 15
- Advertising Material Due - Feb. 22
- Emailing and Online Posting - April 8

AUTUMN

APA Annual Meeting/Info Fair Issue:

- Editorial Deadline - July 30
- Advertising Sales Close - July 30
- Advertising Material Due - Aug. 6
- Emailing and Online Posting - Sept. 16

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

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 in each issue’s Advertiser Index. The first listing is at no charge. Additional category listings are \$20 each. The categories are:

- Consulting & Services
- Equipment & Tooling
- Materials & Supplies

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 Horizontal	\$1,500	\$1,410
1/3 Page	\$1,100	\$1,034
1/4 Page	\$850	\$799

PRICING IS PER ISSUE

Members receive an additional 10% discount at checkout

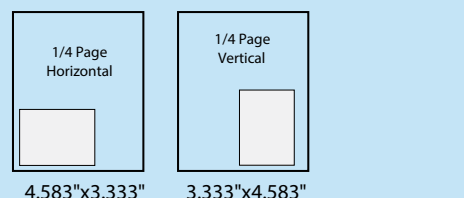
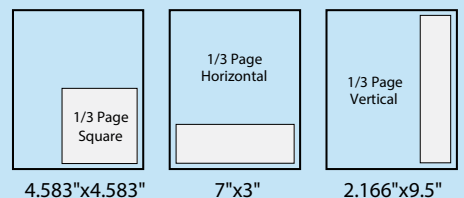
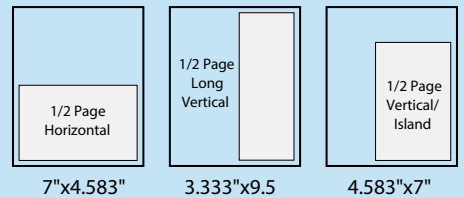
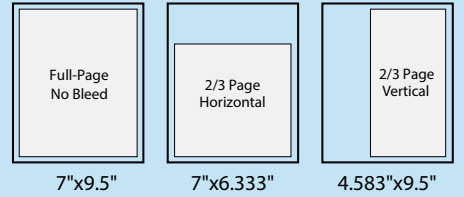
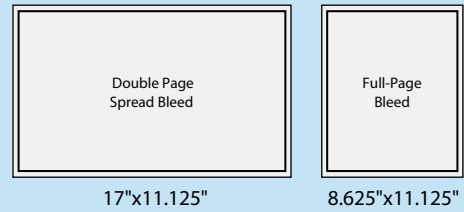
Advertising Sales

To request an Insertion Order/Contract, contact LaDauna Wilson at ladauna.wilson@apawood.org or 253 620-7483.

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



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 ladauna.wilson@apawood.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 15, 2021, for the spring 2021 issue and July 30, 2021, for the autumn 2021 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, CONTACT:

LaDauna Wilson,
Program Manager, Engineered Wood Technology Association
Phone: 253-620-7483
Email: ladauna.wilson@apawood.org