

# ENGINEEREDWOOD *Journal*

## *Media Kit 2019*

### Advertising Value Proposition

#### Unique Content

The *Engineered Wood Journal* is the only North American trade magazine exclusively for and exclusively about the wood structural panel and engineered wood products industry. It is unique in its coverage of industry trends, issues and developments, including processing innovations, research and development, marketing challenges and opportunities, technical developments, codes and standards issues, quality assurance, mill safety, and management topics, among others.

#### 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 E-mail Distribution

The *Journal* is mailed free of charge in full color print form to North American readers, as well as posted online and sent via e-mail 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, Panel & Engineered Lumber International Conference & Expo (PELICE), International Wood Composites Symposium, etc. Each issue includes an advertiser index, with links to your company website in the electronic edition. Website addresses in online edition advertisements also are linked electronically 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 e-mail), the *Journal* provides an extremely cost-effective means to disseminate your advertising message to key audiences. EWTA members also receive an advertising rate discount (see page 2), yielding an even better return on your advertising investment.



**Helpful Staff**

The *Engineered Wood Journal* is published by the Engineered Wood Technology Association staff, the same knowledgeable and helpful people you deal with in connection with EWTA membership, Info Fair exhibit space purchases, APA annual meeting and other event sponsorships, and EWTA information exchange activities. With our knowledge and expertise, we can help you make the most of your sales marketing and messaging investments.

**Leveraged Investment**

*Journal* revenues in excess of publishing costs provide financial support of EWTA networking events, information exchange activities, and market and processing 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 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 percent, extending your advertising dollars and improving your return on investment. Combined with all of the other benefits of EWTA membership (visit [www.engineeredwood.org](http://www.engineeredwood.org) for more information), 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 five percent frequency rate discount. See page 3 for both one-time and frequency rates.

**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 held each year in conjunction with the APA annual meeting also receive a free company listing in the autumn issue. Both spring and autumn issue listings include company description and contact information. Listed companies may elect to upgrade their listings with a company color logo for an additional charge. See information on page 3.

**2019 Advertising and Editorial Deadlines**

**SPRING – EWTA Membership Directory Issue:**

- Editorial Deadline February 8
- Advertising Sales Closing February 8
- Advertising Material Due February 15
- Mailing, Emailing, Online Posting March 29

**AUTUMN – APA Annual Meeting/Info Fair Issue:**

- Editorial Deadline August 23
- Advertising Sales Closing August 23
- Advertising Material Due August 30
- Mailing, Emailing, Online Posting October 11

**STORIES AND FEATURES RELATED TO:**

- Research and Development
- Codes and Standards
- 2019 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 MORE INFORMATION, CONTACT:**

Terry Kerwood, Member Services Director  
Phone: 253-620-7237  
E-mail: [terryk@engineeredwood.org](mailto:terryk@engineeredwood.org)

**Net Advertising Rates**

Full-Color Rates	1x	2x
Double Page Spread	\$3,769.50	\$3,579.50
Outside Back Cover	\$3,439.50	\$3,309.50
Inside Front or Inside Back Cover	\$3,219.50	\$3,089.50
Full Page	\$2,589.50	\$2,459.50
2/3 Page	\$2,099.50	\$1,989.50
1/2-Page Island	\$1,769.50	\$1,679.50
1/2 Page	\$1,459.50	\$1,389.50
1/3 Page	\$1,189.50	\$1,129.50
1/4 Page	\$799.50	\$759.50
1/6 Page	\$719.50	\$679.50
1/8 Page	\$589.50	\$559.50
Black-and-White Rates	1x	2x
Full Page	\$1,759.50	\$1,669.50
2/3 Page	\$1,549.50	\$1,469.50
1/2-Page Island	\$1,379.50	\$1,309.50
1/2 Page	\$1,189.50	\$1,129.50
1/3 Page	\$919.50	\$869.50
1/4 Page	\$689.50	\$659.50
1/6 Page	\$589.50	\$559.50
1/8 Page	\$479.50	\$459.50

**Membership Directory and Info Fair Exhibitor Listing Color Logo Upgrades**

Member companies featured (at no charge) in the spring issue Membership Directory and in the autumn issue Info Fair exhibitor directory may elect to add a company color logo to their listings as a means to increase company visibility. The color logo upgrade is **\$129.50**.

**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 (**\$329.00**) includes a 75-word-maximum product, service or company description and your company contact information. You may also upgrade your Showcase ad with a color company logo for an additional charge of \$129.50 for a total of **\$458.50**. Products/Services Showcase spaces are limited, so reserve your spot early.

**Advertiser Index Listing**

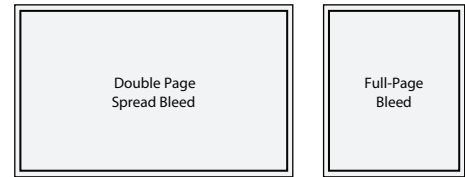
All advertisers are listed at no charge in each issue's Advertiser Index. You may list your company under more than one category. **Additional category listings are \$20 each.**

**Advertising Inserts**

In addition to conventional advertisements within the *Journal*, advertisers may also publish advertising inserts for mailing with the *Journal*. Inserts can be published in four-page increments. Insert advertiser logos are also published as supporters in the electronic *Connections* newsletter. For more information and pricing, contact Terry Kerwood, 253-620-7237, terryk@engineeredwood.org.

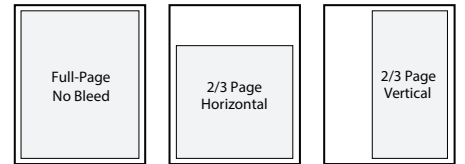
**Ad Sizes and Print Specifications**

Magazine Trim Size: 8.375" x 10.875"



17"x11.125"

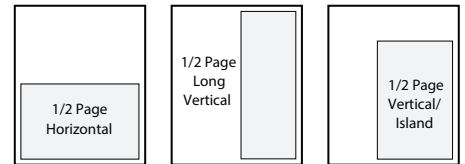
8.625"x11.125"



7"x9.5"

7"x6.333"

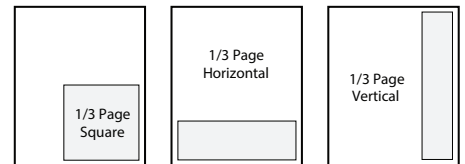
4.583"x9.5"



7"x4.583"

3.333"x9.5"

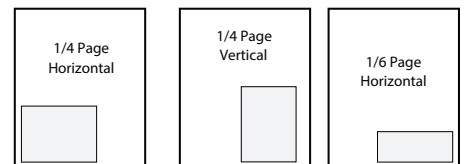
4.583"x7"



4.583"x4.583"

7"x3"

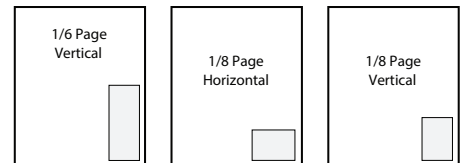
2.166"x9.5"



4.583"x3.333"

3.333"x4.583"

4.583"x2.166"



2.166"x4.583"

3.333"x2.166"

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 Melinda Lilley 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 Terry Kerwood at [terryk@engineeredwood.org](mailto:terryk@engineeredwood.org). For files too large to email, please contact Terry Kerwood 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 8, 2019 for the spring 2019 issue and August 23, 2019 for the autumn 2019 issue).

### **Terms of Payment**

Published ad rates are net. Invoices are dated and sent the day of magazine mailing and payments are due within 30 days from the invoice date. Past due accounts are subject to a 1 percent per month late charge. To pay by credit card, please contact Terry Kerwood, 253-620-7237, [terryk@engineeredwood.org](mailto:terryk@engineeredwood.org) for payment instructions.

### **EWTA Membership Discount**

EWTA members in good standing receive a display advertising discount of 10 percent off published rates. Products/ Services Showcase ads and advertising enhancements, such as Info Fair exhibitor and annual membership directory listing logos, are not discounted from published rates.

### **FOR MORE INFORMATION, CONTACT:**

Terry Kerwood, Member Services Director  
Phone: 253-620-7237  
E-mail: [terryk@engineeredwood.org](mailto:terryk@engineeredwood.org)