

Service Program FOREST PRODUCTS EXPORT DIRECTORY

Standard Advertising Rates (artwork and color not included):

Printed/Internet Edition

1 Page	\$2,950
1/2 Page	\$2,500
2 Page Spread	\$4,200
Front Spread	\$4,800
Back Cover	\$4,200
Inside Back Cover	\$3,550

Check one of the following boxes:

- We will provide finished Ad.
- We want you to create our Ad.
- Use the same Ad no changes.

**Back Cover must be in 4-Color
Includes Internet Edition with Ad, Listing and Direct Links**

All Rates Payable in U.S. Funds

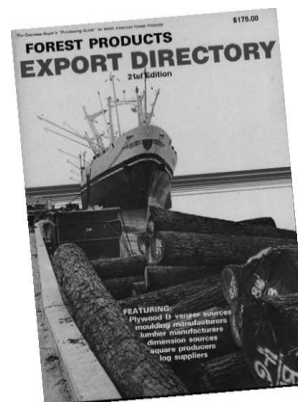
Color: AAAA standard red, orange, yellow, green, brown or blue per page or fraction, extra	\$250
Matched color per Page or fraction, extra	\$375
Bleed: per page	\$ 85
4-Color	\$750
Tip-in Charge	\$375

Bill us for a _____ at the rate of _____, on a non-cancelable basis, to be published in the _____ Edition of the **Forest Products Export Directory**. Artwork is to be paid for at regular rates. Firm name and Ad page number will be in bold type in telephone listing and classification listing.

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. 15% agency discount allowable on **space only** and must be paid net 30 days.

Accepted for:
International Wood Trade Publications, Inc.
P. O. Box 34908
Memphis, Tennessee 38184-0908
Phone: 901-372-8280 • Fax: 901-388-9058

Salesman _____
Firm Name _____
Address _____
Signed By _____ Date _____



Standard Insert Rates: (Artwork **not** included)

Inserts	Space	Printing	Total
1 Page	\$3,500	\$2,750	\$6,250
1 Page, with folded tab	\$3,600	\$3,350	\$6,950
2 Pages	\$6,000	\$3,375	\$9,375
2 Pages, with folded tab	\$6,100	\$3,975	\$10,075

Inserts: Printing includes 4-Color, tip-in and bleed
Cover and Inserts: 110# Text Matte (65# Cover)
Text Paper: 40# Text Lynx Opaque

Finished Size: 7 – 1/2” width x 10 15/16” depth

Ad Size	Width	Depth	
2 Facing Pages	13”	10”	(Image Area)
2 Facing Pages, bleed	15-1/2”	11 – 3/16”	(Trims 1/8” All Sides)
1 Page	6–1/2”	10”	(Image Area)
1 Page, bleed	7– 3/4”	11 – 3/16”	(Trims 1/8” All Sides)
1/2 Page	6–1/2”	5”	(Image Area)

Inserts

1 Page, bleed	7-3/4”	11-3/16”	(Trims 1/8” All Sides)
1 Page, bleed with folded tab	7-5/8”	11-3/16”	(Trims 1/8” All Sides)

All type matter for Bleed Ads must be within the Live Area only. **Live Area is 6 1/2” x 10” (Exception of side Tab page and live area will be 6 3/8” x 10”)**. Customer assumes responsibility for any image/type matter outside the Live Area.

Preferred Material: We require a high resolution **Adobe Acrobat Distilled PDF** file (C,M,Y,K embedded fonts & photos, crop marks, no security). If sent on a CD, it should be Macintosh compatible – we primarily use Quark Xpress 8 and Adobe Photoshop. Customer assumes responsibility for artwork not Distilled through Adobe Acrobat.

Send PDF file to: exd@millerwoodtradepub.com or send to:

Forest Products Export Directory
P. O. Box 34908
Memphis, TN 38134-0908