

Rates effective January 1, 2024

### Service Program

Since my company uses a qualifying Ad in the **Christmas Buyer's Guide Issue** of **National Hardwood Magazine**, we are entitled to the privilege of using an Ad in the **Hardwood Purchasing Handbook**. (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.)

## 1. HARDWOOD PURCHASING HANDBOOK

### Standard Advertising Rates

#### \*\*Printed/Internet Edition

1 Page	\$2,150
1/2 Page	\$1,700
2 Page Spread	\$3,150
Front Spread	\$3,600
*Back Cover	\$3,750
Back Spread	\$3,150
Inside Back Cover	\$2,500

\*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
Bleed, per page	\$ 85
4-Color, extra	\$750
Tip-in Charge, extra	\$375

Bill us for a \_\_\_\_\_ Ad at the rate of \_\_\_\_\_ on a non-cancelable basis, to be published in the next edition of the **Hardwood Purchasing Handbook**. Firm name and Ad page number will be in bold type in telephone listing and classification listing.

## 2. NATIONAL HARDWOOD MAGAZINE – CHRISTMAS BUYER'S GUIDE ISSUE

### Standard Advertising Rates

*Front Cover	\$4,980
Inside Front Cover	\$3,240
Inside Back Cover	\$3,115
Back Cover	\$3,445
1 Page	\$2,280
1/2 Page	\$1,595
1/4 Page	\$1,265

### Editorial Rates

1/2 Page (Island)	\$1,870
1/3 Page	\$1,595
1/6 Page	\$1,075

\*plus regular schedule of at least 6 1/2 pages or more

**ALL RATES PAYABLE IN U.S. FUNDS**

Color: AAAA standard red, orange, yellow, green, brown or blue per page or fraction, extra	\$250
Bleed, per page	\$ 85
4-Color, extra	\$750

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Signed By \_\_\_\_\_ Date \_\_\_\_\_

**See back side for mechanical requirements and Insert rates**

Check one of the following boxes:

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



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Accepted For:  
 National Hardwood Magazine, Inc.  
 PO Box 34908  
 Memphis, TN 38184-0908  
 Phone: 901-372-8280 Fax: 901-373-6180

By \_\_\_\_\_

(Lower rates are available on Ads in the **Christmas Buyer's Guide Issue** when combined with a regular Ad program in **National Hardwood Magazine**.)

## HARDWOOD PURCHASING HANDBOOK - MECHANICAL REQUIREMENTS

<b><u>Ad Size:</u></b>	<b><u>Width (inches)</u></b>	<b><u>Depth (inches)</u></b>
2 facing pages	10	7.5 (Live Area)
1 Page	4.75	7.5 (Live Area)
1 Page, Bleed	5.75	8.75 (Trims .125 All Sides)
1/2 page	4.75	3.875 (Live Area)

<b><u>Inserts:</u></b>		
1 Page, Bleed	5.75	8.75 (Trims .125 All Sides)
1 Page, Bleed w/ folded tab	5.375	8.75 (Trims .125 All Sides)

**Finished trim size: 5.5 width x 8.5 depth.** All text for Bleed Ads must be within the Live Area only. **Live Area is 4.5 width x 7.5 depth.** Customer assumes responsibility for any image/text outside the Live Area.

**Standard Insert Rates:** (Artwork **not** included.) **Text paper:** 40# Text Lynx Opaque  
 \*Printing Includes 4-Color, Tip-in and bleed. **Cover & Inserts:** 110# Text Matte (65# Cover)

<b><u>Inserts</u></b>	<b><u>Space</u></b>	<b><u>*Printing</u></b>	<b><u>Total</u></b>
1 Page	\$2,500	\$1,750	\$4,250
1 Page, with folded tab	\$2,500	\$1,975	\$4,475
2 Pages	\$4,300	\$2,500	\$6,800
2 Pages, with folded tab	\$4,300	\$2,750	\$7,050

## CHRISTMAS BUYER'S GUIDE ISSUE - MECHANICAL REQUIREMENTS

<b><u>Ad Size</u></b>	<b><u>Horizontal (inches)</u></b>		<b><u>Vertical (inches)</u></b>	
	<b><u>Width</u></b>	<b><u>Depth</u></b>	<b><u>Width</u></b>	<b><u>Depth</u></b>
1 Page	7	9.875		
1/2 page	7	4.875	3.375	9.875
1/2 page (Island)	4.5625	7.5		
1/3 Page	4.5625	4.875		
1/4 Page			3.375	4.875
1/6 Page	4.5625	2.375	2.25	4.9375

### **FULL BLEED SIZE**

1 Page, Bleed	8.375	11.25
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**Finished trim size: 8.25 width x 10.875 depth.** All text for Bleed Ads must be within the Live Area only. Live Area is 7 width x 9.875 depth. Customer assumes responsibility for any image/text outside the Live Area.

**Preferred material:** We require a high resolution (300 dpi) PDF file. CMYK, embedded fonts and photos, crop marks, no security). We work in Adobe Creative Suite (Mac iOS).

Email Christmas Ad to: [nhm@millerwoodtradepub.com](mailto:nhm@millerwoodtradepub.com)

Email Hardwood Purchasing Handbook Ad to: [hph@millerwoodtradepub.com](mailto:hph@millerwoodtradepub.com)