

Service Program

IMPORTED WOOD PURCHASING GUIDE

Bill us for a _____ at the rate of _____, payable in advance on a non-cancelable basis, to be published in the Imported Wood Purchasing Guide, an annual directory, for the _____ Edition. 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.

ALL RATES PAYABLE IN U.S. FUNDS

Standard Advertising Rates (artwork and color not included):

1 Page \$2,175
1/2 Page \$1,775

Special Postion Rates:

Inside Front Cover	\$2,725	Page opposite Introduction	\$2,375
Inside Back Cover	\$2,525	Page opposite Table of Contents	\$2,375
Back Cover	\$3,200		
2 Page Spread	\$3,025		

*Back Cover must be in 4-Color

Check one of the following boxes:

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

Standard Insert Rates: (artwork not included)
 Printing Includes 4-Color, tip-in and bleed

Text Paper: 40# Text Lynx Opaque
Cover & Inserts: 110# Text Matte (65# Cover)

Inserts	Space	Printing	Total
1 Page	\$2,600	\$1,750	\$4,350
1 Page, with folded tab	\$2,700	\$1,975	\$4,675
2 Pages	\$4,400	\$2,500	\$6,900
2 Pages with folded tab	\$4,400	\$2,750	\$7,150

Printed/Internet Edition: Includes Ad, Listing, and Direct Links

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

Accepted for:
INTERNATIONAL WOOD TRADE PUBLICATIONS, INC.
 P. O. Box 34908
 Memphis, Tennessee 38184-0908
 Phone: 901-372-8280 • Fax: 901-388-9058



Salesperson _____

Firm Name _____

Address _____

Signed By _____ Date _____

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MECHANICAL REQUIREMENTS:

Ad Size

2 facing pages, no bleed	9"	7.5"	(Live Area)
2 facing pages with bleed	11.5	8.75	(Trims .125" All Sides)

NOTE: Facing pages have a 1/2" gutter on either side of the center (binding)

1 Page	4.5"	7.5"	(Live Area)
1 Page, Bleed	5.75"	8.75"	(Trims .125" All Sides)
1/2 page	4.75"	3.875"	(Live Area)

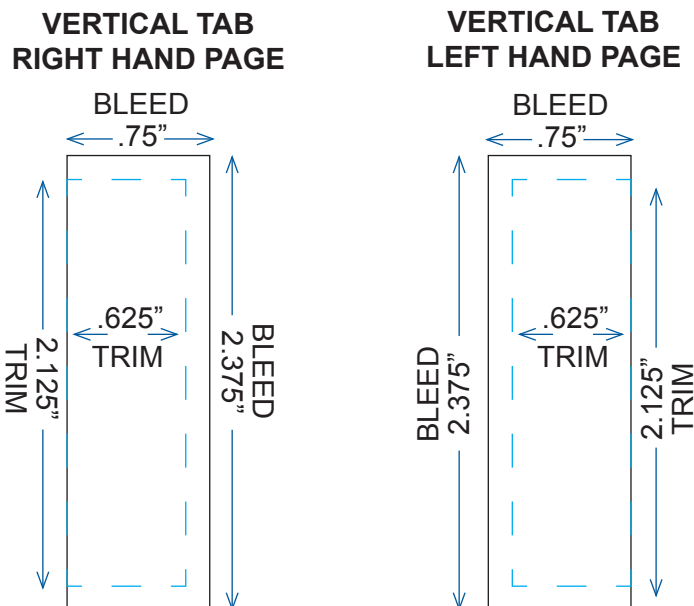
Finished trim size: 5.5" width x 8.5" depth. All text for Bleed Ads must be within the Live area only. **Live area is 4.5" width x 7.5" depth.** Customer assumes responsibility for any image/text outside the live area.

Text paper: 40# Text Lynx Opaque

Inserts:

1 Page, Bleed	5.75"	8.75"	(Trims .125" All Sides)
1 Page, Bleed w/ folded tab			
For the page:	5.75"	8.75"	(Trims .125" All Sides, except Tab side)
For the page:	1.25"	3"	(Trims .125" All Sides, except Page side)

TEMPLATE AVAILABLE UPON REQUEST



Standard insert rates: (Artwork **not** included.)

Cover & Inserts: 100# Text Matte (65# Cover)

*Printing includes 4-Color, Tip-in and Bleed

Preferred Material:

We require a high resolution (300 dpi) PDF file (C, M, Y, K embedded fonts & photos, crop marks, no security).

Ads and photos may also be submitted via e-mail to guide@millerwoodtradepub.com or send to:

Attn: Production Manager

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P. O. Box 34908 Memphis, TN 38184