

## 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
Inside Back Cover	\$2,525
Back Cover	\$3,200
2 Page Spread	\$3,025

\*Back Cover must be in 4-Color

Page opposite Introduction	\$2,375
Page opposite Table of Contents	\$2,375

\*No Discount on Bookmark

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



Salesman \_\_\_\_\_

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

Address \_\_\_\_\_

Date \_\_\_\_\_

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

# IMPORTED WOOD PURCHASING GUIDE

## 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.

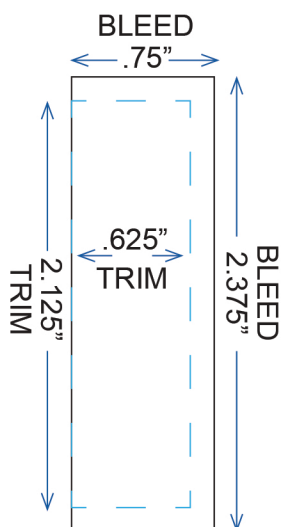
**Text paper:** 40# Text Lynx Opaque

### Inserts:

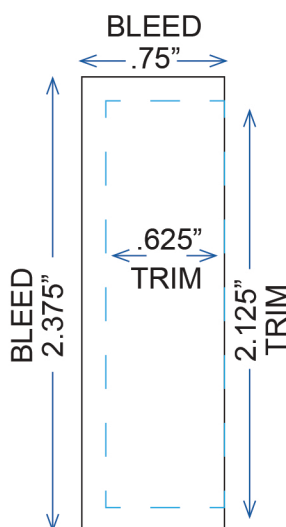
1 Page, Bleed	5.75"	8.75"	(Trims .125" All Sides)
1 Page, Bleed w/ folded tab			
For the page:	5.75"	8.75"	(Trims .125" All Sides, except Tab side)
For the page:	1.25"	3"	(Trims .125" All Sides, except Page side)

TEMPLATE AVAILABLE UPON REQUEST

**VERTICAL TAB  
RIGHT HAND PAGE**



**VERTICAL TAB  
LEFT HAND PAGE**



**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](mailto:guide@millerwoodtradepub.com) or send to:

**Attn: Production Manager**

Imported Wood Purchasing Guide

P. O. Box 34908 Memphis, TN 38184