

## **NAWLA Special Edition**

www.millerwoodtradepub.com/publications/nawla-special-issue/





## These are just a few companies that advertise in The Softwood Forest Products Buyer NAWLA Special Edition and other issues of the publication targeting your markets!



We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in <u>The Softwood Forest Products Buyer</u>. As a remanufacturer producing ornamental timbers and specialty products with an extensive milling facility we were amazed by the phone calls we received from our customers regarding the feature story you did accompanied by photographs.

Our company has a small sales staff and *The Softwood Buyer* provides Richardson Lumber and Manufacturing the ability to target our customers and potential customers and we definitely see the VALUE!

Jamie Hursh Richardson Lumber and Manufacturing Dallas, TX



...our Ads are in the right place. We know the people we do business with read *The Softwood Buyer* - both suppliers and buyers. To us it makes perfect sense for our Ads to be seen in a newspaper that was created to put suppliers and buyers together and that is regularly read by industry members.

Chad Findlay West Bay Forest Products



...The Softwood Buyer has enabled us to keep our name, products and services in front of our customers and potential customers...we are continuing our Ad program.

Matt Duprey Hancock Lumber Co.



We have received a lot of telephone calls as a result of our Ad in <u>The Softwood Forest Products Buyer</u>. I believe it is a very worthwhile investment. Several of our customers have told me they enjoy reading your newspaper.

Alden Robbins Robbins Lumber Inc. Searsmont, ME



# THE SOFTWOOD BUYER NAWLA Special Edition

Published once a year, *The Softwood Buyer NAWLA Special Edition* is the leading trade publication helping sawmills, plywood mills, engineered wood products manufacturers and remanufacturers target virtually ALL wholesale distributors and wholesalers across North America. The special edition is printed approximately one month prior to the NAWLA Traders Market® where buyer action is guaranteed and supplier contacts are priceless!



### Manufacturers and Suppliers of: Mill Equipment, Dry Kilns & Software providers

This special issue, along with six additional issues of *The Softwood Forest Products Buyer*, targets the mill/plant manager, as well as the owners/CEOs who make the decisions and sign the checks for Mill equipment.



Distributed to 11,000 firms, plus the digital copy may be seen online year round.







**CIRCULATION TOTAL - 11,000** 

US...... 8,300 CANADA...... 1,550

The balance is distributed to our advertisers and various meetings throughout the year.



All companies that advertise receive editorial support.



Strong online presence via social media as well as an informative and user-friendly company website.





Full Page (No Bleed) 9.25" x 13.25"

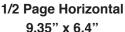


1/2 Page Island 7" x 9"



1/2 Vertical 4.5" x 13.25"







1/4 Page 4.65" x 6.3"



3/4 Page 7" x 13.25"

NOW AVAILABLE: Center Spread (with Bleed) 20.75" wide x 14.75 deep; Finished Trim 20.5 x 14.5; Live area 19.5" x 13.5". Please keep photos and text in the Live area.

MECHANICAL REQUIREMENTS  Width Depth		Depth	REQUIRED MATERIAL  We require a high resolution Adobe PDF, preferably generated from Acrobat
Full Page (WITH BLEED)	10.5	14.75	Distiller (CMYK COLORS ONLY, embedded fonts and photos, no crop marks).
Full Page (NO BLEED)	9.25	13.25	We primarily use Indesign and Photoshop.
3/4 Page	7	13.25	Recommended screen 100. Resolution 1200 dpi. NO FOUR COLOR BLACK.
1/2 Page (Island)	7	9	Ads and photos can be submitted via email to sfwd@millerwoodtradepub.com
1/2 Page (Horizontal)	9.35	6.4	
1/2 Vertical	4.5	13.25	CLOSING DATE
1/4 Page	4.65	6.3	Published bi-monthly: issued first week of publication month.



"...it's everywhere you need to be to get more business!"

P.O. Box 34908 • Memphis, TN 38184 • Phone 800-844-1280 sfwd@millerwoodtradepub.com



(These rates in The Softwood Forest Products Buyer apply only for one Ad in the NAWLA Special Issue)

☐ FULL PAGE \$3,150

☐ 1/2 ISLAND \$2,800

☐ 1/2 HORIZONTAL \$2,315

☐ 1/4 PAGE \$1,825

□ CENTER SPREAD \$4,750 (includes four color)

\* Four color is \$750

#### WHAT'S IN IT FOR YOU:

NOW, for the first time your AD will give you instant access to 11,000 Wholesalers, Stocking Distributors, Remans and Mills

PLUS, you'll be in touch with everybody at NAWLA's 2023 Traders Market
Columbus, OH
November 8-10
where....

# Buyer Action is Guaranteed and Supplier Contacts are Priceless!

- You'll have more sales opportunities than you ever dreamed of!
- You'll reach more buyers at the right time when they're looking for suppliers.
- You'll discover new markets...new buyers and you'll contact new suppliers.
- You'll develop new accounts...and repeat business!
- You'll be in front of the movers and shakers...the Heavy Hitters with tremendous "Buying Power."
- You'll have editorial support to give you, your personnel, facilities, products and services maximum visibility in the special NAWLA issue.
- With your 1/2 page Island, Horizontal, or Full Page Ad, you receive a FREE article (information and 3 photos supplied by YOU, editorial not to exceed 700 words).
- With a 1/4 page Ad you will receive a "Who's Who" on a key marketing person in your company (head & shoulders photo, editorial not to exceed 200 words).
- Your firm name will be in bold type and in color in exhibitor information.

Accepted for: SOFTWOOD TRADE PUBLICATIONS	Firm Name
PO Box 34908 Memphis, TN 38184-0908 Ph: 800-844-1280 • 901-372-8280 millerwoodtradepub.com	Signed By
Ву	Address

# THE SOFTWOOD FOREST PRODUCTS BUYER AD SPECS

No discounts for preferred premium Ad locations: Inside Front Cover Page 2, Page 3, Pages 4, 5, 7 and 1/2 Island Pages 8 & 9 Right hand positions opposite photograph pages Inside Back Cover and Back Cover

#### **Preferred Material:**

We require a high resolution Adobe PDF, preferably generated from Acrobat Distiller (CMYK, embedded fonts and photos, no crop marks). We primarily use Indesign and Photoshop.

Recommended screen 100. Resolution 1200 dpi. NO FOUR COLOR BLACK.

Ads and photos can be submitted via email to Apryll Cosby at: apryll@millerwoodtradepub.com

Or send a CD to: Apryll Cosby The Softwood Forest Products Buyer PO Box 34908 Memphis, TN 38184-0908

Should you have any questions, please call us at 800-844-1280.

Sizes:	Width	Depth
FULL PAGE:	9.25"	13.0"
FULL PAGE w/BLEED:	10.5"	14.75"
Finished Trim:	10.25"	14.5"
Live Area:	9.25"	13.5"
CENTER SPREAD (BLEED ONLY)	20.75"	14.75"
Finished Trim:	20.5"	14.5"
Live Area:	19.5"	13.5"

NOTE: Please keep any text, logos, or photos that you do not want trimmed off INSIDE THE LIVE AREA

	Width	Depth
1/2 Island	7"	9"
1/2 Horizontal	9.35"	6.4"
1/4 Page	4.65"	6.3"
1/2 Vertical	4.65	13.25

#### **COLOR CHARGES:**

FOUR-COLOR - \$750.00 PER INSERTION
ONE COLOR - \$250.00 PER INSERTION
PMS COLORS - \$375.00 PER COLOR/INSERTION