



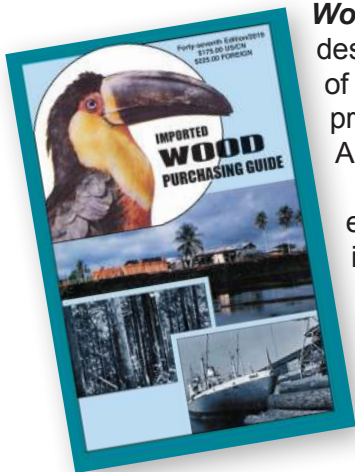
IMPORTED WOOD PURCHASING GUIDE

Information Sheet

The *Imported Wood Purchasing Guide* is published once a year and distributed to 4,000 firms throughout North America. The buyer's guide is sent to woodworking plants that purchase tropical/exotic hardwoods to produce furniture, cabinets, flooring, millwork and moulding, musical instruments, doors, yachts, staircase manufacturers, etc. It is circulated to direct importers, distribution yards, wholesaler/distributors of imported lumber and components, novelty and special wood product manufacturers, and industrial markets such as truck and trailer flooring, etc. Lastly, it is sent to central buying offices of mass merchandisers that purchase domestic and imported wood products such as lumber, squares,

dowels, etc. The *Imported Wood Purchasing Guide* is designed to promote suppliers of imported woods and wood products throughout North America.

Its purpose is to make it easier to find sources for imported lumber, plywood, veneers and miscellaneous wood products and related services.



The *Imported Wood Purchasing Guide* is universally accepted throughout the world as the most complete directory of its type available today.

It is used consistently and referred to often by those who influence the purchasing of imported wood products.

The *Imported Wood Purchasing Guide* is revised and completely updated each year to reflect the latest and most complete contact information available on North American firms selling imports... including firm listings, new supplier listings, new products and services.

As an advertiser you receive:

- Your complete listing will be in **bold-type** and boxed under the state you are headquartered in
- **Bold Blue** print in the phone, fax, web and email section
- Your company's name, location, and Ad page number will be listed under all the species you supply in the "advertisers only" Species Index in the back of the book only

* All advertisers and their listings are on-line with direct links to their company website and email

International Wood Trade Publications, Inc.

P. O. Box 34908, Memphis, TN 38184-0908

Tel: (901) 372-8280 Toll Free: (800) 844-1280

Web: www.millerwoodtradepub.com E-mail: guide@millerwoodtradepub.com

Date: _____

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	Book Mark	\$4,600
2 Page Spread	\$3,025		

*Back Cover must be in 4-Color

*No Discount on Bookmark

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

Check one of the following boxes:

We will provide finished Ad.

We want you to create our Ad.

Use the same Ad no changes.



Salesman _____

Firm Name _____

Address _____

Signed By _____

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MECHANICAL REQUIREMENTS:

Ad Size	Width	Depth	
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)

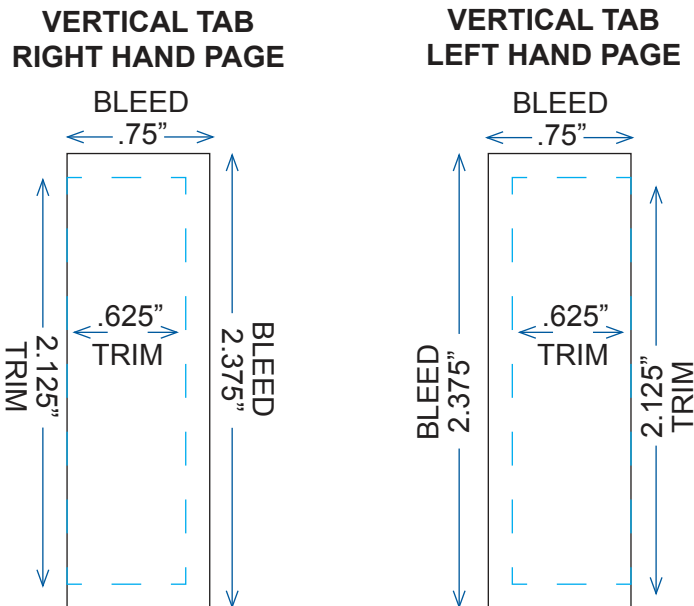
Finished trim size: 5.5" width x 8.5" depth. All text for Bleed Ads must be within the Live area only. **Live area is 4.5" with x 7.5" depth.** Customer assumes responsibility for any image/text outside the live area.

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
 Imported Wood Purchasing Guide
 P. O. Box 34908 Memphis, TN 38184