

# WHAT'S IN IT FOR YOU?

## Advertisers Can Tell You:



"We have been very pleased with the phone calls and inquiries we have received as a result of our advertising in **The Softwood Forest Products Buyer**. 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



"We have had a long-standing partnership with *The Softwood Buyer* and advertised since 1985 in their publication on a regular basis. They have a proven reach and exposure throughout the industry. The amount of conversations with new potential customers that start with 'I saw you in *The Softwood Buyer*' is measurable."

**Alex Darrah**  
Durgin and Crowell Lumber Co., Inc.  
New London, NH



"We have received a lot of telephone calls as a result of our Ad in **The Softwood Forest Products Buyer**. 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



"We advertise in two or three publications, but we get the highest response in terms of number of calls and quality of inquiries from *The Softwood Buyer*. Your newspaper has worked better than any other advertising we have used. Our Ads, news items and photos appear regularly and they result in buyers contacting us. Then we call them back two or three times and finally we start doing business with them. It may take six months from the initial contact, but we have made customers from our use of your newspaper. As a result, we have just doubled our advertising space to half page sizes and we have gone from black and white to the use of color.

Even with current customers we see positive results. They will call us and say they saw our picture or an article about our company in your paper and it generates conversation and a chance to get to know one another a little better. Anytime we can get information out to customers or potential customers and have them respond, that's helpful to our business."

**Darren Duchi**  
Siskiyou Forest Products  
Anderson, CA

The  
**Softwood**   
Forest Products **Buyer**

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

P.O. Box 34908 • Memphis, TN 38184 • Phone (901) 372-8280 • Fax (901) 373-6180

**[www.millerwoodtradepub.com](http://www.millerwoodtradepub.com)**

# With your six time marketing program you receive these additional sales benefits:

- (1) **Free** feature article accompanied by 6 to 8 four-color photographs.
- (2) **Free** news item on your sales or purchasing representative under "Who's Who" in The Softwood Buyer.
- (3) 100 **free** gift subscriptions going to the buyers of your choice compliments of your company (NO duplication)...value \$6,500.
- (4) **Free** use of Green Book's Online Softwood Marketing Directory. (Normally leases for \$1,000.00 a year... see brochure.)
- (5) **Free** Stock listing service, 25 line limit. (See Softwood Forest Products' Stock Exchange.)
- (6) **Free** small Ad in all six issues of the "Wood Purchasing News" distributed to more than 50,000 buyers globally on a rotating basis.
- (7) Priority on News Items under Trade Talk.

The  
**Softwood**  
Forest Products   
**Buyer**



**“...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

**www.millerwoodtradepub.com**

You'll discover...

## **MORE SALES OPPORTUNITIES THAN YOU EVER DREAMED OF!**

You'll reach more...

## **BUYERS YOU'VE NEVER BEEN ABLE TO CONTACT BEFORE**

You'll develop...

## **NEW ACCOUNTS...REPEAT CUSTOMERS**

You'll get more phone calls, emails... and

## **MORE SALES**

**currently distributed to over 35,879\* firms in North America & Mexico**

\*Circulation per issue 20,000

•Retail Outlets (Home Centers, Mass Merchandisers, Independent Retail Yards).....	15,560
•Building Material Distributors, Contractor Yards .....	279
•Industrial Buyers (millwork, moulding, furniture, wood treating, manufactured housing, flooring, mobile homes, log homes, post framed and timber framed buildings, prefabricated buildings, storage sheds, wood fencing, pallets, etc.) .....	10,096
•Wholesalers and Wholesale Distributors, Sash and Door Jobbers .....	5,092
•Mills (Lumber, Panel, Wood Shingles & Shake Producers, Engineered Wood Products Manufacturers and Remanufacturers).....	3,371
•Exporters .....	255
•Veneer .....	98
•Softwood Trade Associations.....	61
•To Be Classified .....	1,067

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## The Softwood Forest Products Buyer State Count

Alabama	924
Alaska	79
Arizona	377
Arkansas	522
California	2,173
Colorado	473
Connecticut	464
Delaware	57
Dist. of Columbia	13
Florida	1,280
Georgia	1,144
Guam	1
Hawaii	70
Idaho	430
Illinois	1,078
Indiana	750
Iowa	557
Kansas	412
Kentucky	504
Louisiana	609
Maine	373
Maryland	357
Massachusetts	551
Michigan	982
Minnesota	827
Mississippi	511
Missouri	812

Montana	282
Nebraska	370
Nevada	88
New Hampshire	244
New Jersey	485
New Mexico	168
New York	1,142
North Carolina	1,169
North Dakota	146
Ohio	941
Oklahoma	408
Oregon	1,140
Pennsylvania	1,561
Puerto Rico	9
Rhode Island	85
South Carolina	538
South Dakota	221
Tennessee	843
Texas	2,369
Utah	259
Vermont	166
Virginia	765
Washington	1,057
West Virginia	221
Wisconsin	908
Wyoming	99
<b>Total</b>	<b>32,014</b>

## Canada

Alberta	240
British Columbia	1,197
Manitoba	113
New Brunswick	123
Newfoundland	53
Nova Scotia	150

Ontario	852
Prince Edward Island	16
Quebec	479
Saskatchewan	101
Yukon	4
<b>Total</b>	<b>3,328</b>

## Mexico

<b>Total</b>	<b>537</b>
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# 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.**

**CMYK COLORS ONLY.** We cannot guarantee color consistency with other color types

Ads and photos can be submitted via email to Apryll Cosby at:  
[apryll@millerwoodtradepub.com](mailto: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"	13.25"
FULL PAGE w/BLEED:	10.5"	14.75"
Finished Trim:	10.25"	14.5"
<b>Live Area:</b>	<b>9.25"</b>	<b>13.25"</b>
CENTER SPREAD (BLEED ONLY)	20.75"	14.75"
Finished Trim:	20.5"	14.5"
<b>Live Area:</b>	<b>19.5"</b>	<b>13.25"</b>

**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"

COLOR CHARGES:

FOUR-COLOR - \$750.00 PER INSERTION

ONE COLOR - \$250.00 PER INSERTION

PMS COLORS - \$375.00 PER COLOR/INSERTION



# High Temperature Pine Kilns

## Indirect High Temperature Gas Burners:

- Designed for Timbers and Poles.
- Operates at up to 240 °F.
- Top quality results with fast drying times.
- Corrosion resistant aluminum and stainless steel coils providing an extra long life.
- Precision control systems with remote access from anywhere in the world.
- In-house installations mean available.
- Comprehensive customer support from the experts that built your kiln.

The by-products of convection remain inside of the heat exchanger, resulting in slower process rate.

Indirect vs. Direct

[www.nyle.com](http://www.nyle.com) [kilnsales@nyle.com](mailto:kilnsales@nyle.com) | 800-777-6953

Estimate/Quote Form/Price Request/Order Form/Request for Quote

Page 10

[illegible][illegible]

Full Page (With Bleed)	Full Page (No Bleed)
10.5" x 14.75"	9.25" x 13.25"

[illegible][illegible][illegible]

**1/2 Page Horizontal**  
**9.35" x 6.4"**

**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

	<b><u>Width</u></b>
Full Page (WITH BLEED)	10.5
Full Page (NO BLEED)	9.25
3/4 Page	7
1/2 Page (Island)	7
1/2 Page (Horizontal)	9.35
1/2 Vertical	4.5
1/4 Page	4.65

### REQUIRED MATERIAL

**We require a high resolution Adobe PDF, preferably generated from Acrobat Distiller (CMYK COLORS ONLY, 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 [sfwd@millerwoodtradepub.com](mailto:sfwd@millerwoodtradepub.com)**

**CLOSING DATE**

Published bi-monthly: issued first week of publication month.

The  
**Softwood**  
Forest Products  **Buyer**

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**P.O. Box 34908 • Memphis, TN 38184 • Phone 800-844-1280**

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# The Softwood Forest Products Buyer

A Bi-monthly newspaper serving North  
America's Softwood Forest Products Buyers

*Payment in U. S. Dollars Only.*

## **REGULAR ADVERTISING RATES** (per insertion)

	1 Time (per ad)	3 Times (per ad)	6 Times (per ad)
1 Page	\$6,335	\$3,675	\$2,625
1/2 Page (Island)	\$4,565	\$2,940	\$2,290
1/2 Page (Horizontal)	\$3,210	\$2,310	\$1,840
1/2 Page (Vertical)	\$3,210	\$2,310	\$1,840
1/4 Page	\$2,400	\$2,020	\$1,505

## **SPECIAL POSITIONS**

2 Page Spread	\$7,848	\$5,235	\$4,290
Mini-spread	\$7,245	\$4,370	\$3,410
Back Page	\$6,882	\$4,355	\$3,280

**CENTER SPREAD - BLEED ONLY: \$4,525.00 per insertion (COLOR IS AN ADDITIONAL CHARGE)**

## **COLORS**

Standard colors - red, orange, yellow, green, brown, or blue	\$250
PMS Colors	\$375 (per color, per insertion)
4-color	\$750 extra

**INSERTS** - Rates on request

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. Advertisers who run less than the original or renewed contracted space will be short rated. If the client does not complete the schedule that was confirmed, they will pay the 3-time rate for less than 6 and more than 3 and the 1-time rate for less than 3.

## **CLASSIFIED**

Classified advertising accepted only for: Business opportunities, help wanted, position wanted, and machinery wanted and for sale. Display classified \$60.00 per inch.

## **COMMISSIONS AND DISCOUNTS**

Agency commission: 15% of gross amount (space only) when paid within 30 days from date of invoice

## **CLOSING DATE**

Published bi-monthly: issued first week of publication month.

## **PUBLISHED:**

January/February	July/August
March/April	September/October
May/June	November/December

## ADVERTISING ORDER

20

### Schedule

Page January/February 20

Page March/April 20

Page May/June 20

Page July/August 20

Page September/October 20

Page November/December 20

Pages Total

### The Softwood Forest Products Buyer

P.O. BOX 34908 Memphis, TN 38184-0908 (901) 372-8280 1-800-844-1280

You are hereby authorized to insert the advertisement of the undersigned in The Softwood Forest Products Buyer, a bi-monthly publication, to occupy such space as shown on schedule herein, for one year and thereafter until discontinued by either party on sixty days' **written** notice prior to deadline, for which we (I) agree to pay the rate of \$ per insertion, payable within 30 days. Total yearly amount of this contract \$ . Payment in U.S. Dollars Only.

We are to have the privilege of changing copy as often as desired, but all copy submitted shall be subject to your approval. You may supply or repeat previous advertisements when no new copy instructions are furnished. Art work ordered or approved by us is to be paid for at regular rates. During the terms of this agreement it shall be cancelable by written notice, in which case space used shall be paid for at the card rates in effect on date of cancellation.

Accepted for

Name

Softwood Trade Publications, Inc.

Signed by

By

Address



## 2022 Deadlines For The Softwood Forest Products Buyer

### MARCH/APRIL ISSUE

AD RESERVATION ..... February 1  
Finished Ads in Office..... February 15  
Papers Mailed ..... March 2

### MAY/JUNE ISSUE

AD RESERVATION .....April 1  
Finished Ads in Office.....April 15  
Papers Mailed .....May 5

### JULY/AUGUST ISSUE

AD RESERVATION ..... June 1  
Finished Ads in Office..... June 15  
Papers Mailed ..... June 30

### SEPTEMBER/OCTOBER ISSUE

AD RESERVATION ..... August 1  
Finished Ads in Office..... August 15  
Papers Mailed ..... September 1

### NOVEMBER/DECEMBER ISSUE

AD RESERVATION ..... October 3  
Finished Ads in Office..... October 14  
Papers Mailed ..... November 3

### JANUARY/FEBRUARY 2023 ISSUE

AD RESERVATION ..... December 1  
Finished Ads in Office.....December 12  
Papers Mailed ..... January 5

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**Special  
NAWLA  
Edition**

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

- ☐ **FULL PAGE**                      **\$2,755**
- ☐ **1/2 ISLAND**                      **\$2,435**
- ☐ **1/2 HORIZONTAL**              **\$2,015**
- ☐ **1/4 PAGE**                        **\$1,590**
- ☐ **CENTER SPREAD** **\$4,500** (includes four color)

### **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 2022 Traders Market  
Phoenix, AZ  
November 9-11  
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**  
PO Box 34908 Memphis, TN 38184-0908  
Ph: 800-844-1280 • 901-372-8280  
millerwoodtradepub.com

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

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

**Address** \_\_\_\_\_

**By** \_\_\_\_\_

No discounts for preferred premium Ad locations:  
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Right hand positions opposite photograph pages  
Inside Back Cover and Back Cover

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