

Building Products Connection

The Official Publication on the Northwestern Lumber Association

ADVERTISING TOOLKIT

Advertising Rates, Specifications & Deadlines



The Building Products CONNECTION magazine reaches 1,900 independent lumber and building material retailers throughout the upper midwest.

The CONNECTION is the official publication of Northwestern Lumber Association (NLA) representing Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin. It provides information critical to the success of the lumber and building material industry.

TOTAL CIRCULATION: 1,900

Breakdown by State:

Minnesota	37%
Iowa	19%
Wisconsin	17%
Nebraska	11%
South Dakota	7%
North Dakota	3%

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*The Building Products CONNECTION is published by
Northwestern Lumber Association
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GROW YOUR BUSINESS WITH US!

ISSUES/DEADLINES

DEC/JAN
EXPO & WISCONSIN
CONVENTION PREVIEWS
Deadline: October 15*

FEB/MARCH
IOWA & NEBRASKA
CONVENTION PREVIEWS
Deadline: December 15*

APRIL/MAY
Deadline: February 15*

JUNE/JULY
Deadline: April 15*

AUG/SEPT
Deadline: June 15*

OCT/NOV
Deadline: August 15*

**If the 15th falls on a weekend,
 deadline will be the next business day.*

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COLOR ADVERTISING RATES

(non-members add 10%)
 PREFERRED POSITION: \$100 SURCHARGE

AD SIZES	1X	3X	6X
Full Page	\$1400	\$1250	\$1150
1/2 Page	\$1075	\$950	\$825
1/3 Page	\$875	\$725	\$625
1/4 Page	\$550	\$425	\$325
1/6 Page	\$375	\$275	\$225
Back Cover	\$1625	\$1450	\$1350
Inside Covers	\$1525	\$1350	\$1250
Belly Band	\$1050		
Front Cover Sticker	\$600		



AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
FULL PAGE TRIM SIZE*	8 1/2"	11"
FULL PAGE LIVE AREA	8"	10 1/2"
1/2 PAGE HORIZONTAL	7 1/2"	4 7/8"
1/2 PAGE ISLAND	4 3/4"	7 1/2"
1/3 PAGE SQUARE	4 3/4"	4 7/8"
1/3 PAGE HORIZONTAL	7 1/2"	3 1/2"
1/3 PAGE VERTICAL	2 1/4"	10"
1/4 PAGE SQUARE	4 3/4"	3"
1/4 PAGE HORIZONTAL	7"	2 1/2"
1/6 PAGE VERTICAL	2 1/4"	4 7/8"
1/6 PAGE HORIZONTAL	4 1/2"	2 1/2"
BELLY BAND TRIM SIZE*	18 1/2"	5"
BELLY BAND LIVE AREA (belly band art should bleed off trim size)	8"	4 1/2"
STICKER TRIM SIZE*	2 1/2"	2 1/2"
STICKER LIVE AREA	2 1/4"	2 1/4"

**bleed 1/4 off trim size.*

