



Ads are positioned in the magazine layout at the publisher's discretion with the exception of primary placements: inside front cover, page 3, page 5 (facing table of contents), page 7, page facing inside back cover, inside back cover and back cover.

PRINT AD RATES (US\$ DOLLARS)

Ad size	NWPCA Members			Non-Members		
	1x	3x	6x	1x	3x	6x
1/4 p.	845	725	675	1150	995	895
1/3 p	995	845	775	1325	1195	1095
1/2 p.	1095	945	875	1495	1325	1225
full p.	1475	1325	1225	1995	1825	1725
full p. (IFC)	1695	1495	1375	2395	2095	1995
full p. (p.3)	1695	1495	1375	2395	2095	1995
full p. (p.5 facing TOC)	1695	1495	1375	2395	2095	1995
full p. (p.7)	1695	1495	1375	2395	2095	1995
full p. (facing IBC)	1695	1495	1375	2395	2095	1995
full p. (IBC)	1695	1495	1375	2395	2095	1995
full p. (BC)	1695	1495	1375	2395	2095	1995

Web & NWPCA E-News

Print advertisers receive 50% discount.

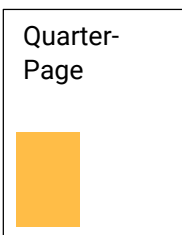
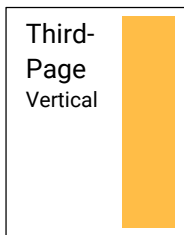
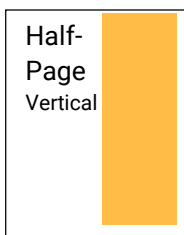
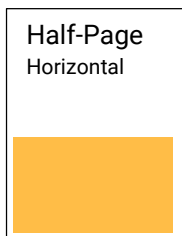
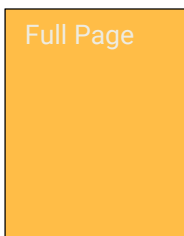
Web Ad Rates

Members: \$500/m
Non-Members: \$1,000/m

E-News Ad Rates

\$400/issue (Members only). Three ad minimum.

PRINT SPECS & DIMENSIONS



Magazine Trim Size

8.375" x 10.875"

Print Advertisement Size

Full-Page (with bleed): 8.625" x 11.125"
Full-Page (without bleed): 7.375" x 9.875"
Half-Page Horizontal: 7.375" x 4.5"
Half-Page Vertical: 3.5" x 9.875"
Third-Page Horizontal: 7.375" x 2.3"
Third-Page Vertical: 2.25" x 9.875"
Quarter-Page: 3.5" x 4.5"

Web Advertising

Web ads should be 120 pixels (w) by 600 pixels (h). File size should not exceed 40 KB. Web ads will appear on the NWPCA website (palletcentral.com). Ads are due 14 days prior to first run.

E-News Advertising

Ads should be 250 pixels (w) by 250 pixels (h). File size should not exceed 40 KB.

Artwork Specifications

High-resolution (300 dot per inch or DPI) PDF file. Photoshop, .EPS, .TIF or .JPG formats may also be accepted. All artwork, photos and logos included in the original ad file must also be 300 DPI high-resolution to ensure print quality. Please include/embed all necessary fonts and high-resolution images with the advertisement. Fonts not included will be substituted. Include a proof for verification during the print process if you want to ensure the printed color integrity of your ad.

PalletCentral magazine is not responsible for ads that are not correctly designed for printing. If you have questions regarding your ad quality or format, please contact Caryn Smith at (239) 225-6137 or Mark Barford at (703) 519-0186.

All electronic files are accepted via email to mbarford@palletcentral.com or via DropBox/YouSendIt. No faxed or other artwork will be accepted.



This Advertising Agreement form must be signed and returned in advance of any advertisement placements in PalletCentral (print or digital).

COMPANY INFORMATION

Please print clearly and return to NWPCA fax: 703-519-4720 or email:
mbarford@palletcentral.com.

I have read, signed below and agree to comply with the *2020 Terms & Conditions* (back page).

Authorized Signature: _____

Print Name: _____

Company name: _____

Advertising Contact Phone: _____

Mailing address: _____

City, State, Zip, Country: _____

E-mail: _____

ADVERTISEMENT ORDER TOTAL

Advertisers must pay for their ads in advance of publication unless other arrangements have been made (review the *Payment Terms* on the back page).

Total Print: _____ **Total Digital:** _____ **Grand Total:** _____

Advertiser Index Information (if different from above)

Company Name: _____

Phone: _____

Web address: _____

PAYMENT

- Check enclosed (payable to NWPCA)
- Please charge my credit card: Visa | Mastercard | American Express

Credit card number:

Exp. date: / CVC code:

Name on card: _____

Signature (required): _____

Credit card billing address (if different from top):

2020 DEADLINES

Please indicate the issues in which you want your company's print ad placed.

- January/February**
Reserve space by: Dec. 13, 2019
Submit ad by: Dec. 20, 2019
- March/April**
Reserve space by: Jan. 17, 2020
Submit ad by: Feb. 7, 2020
- May/June**
Reserve space by: April 17, 2020
Submit ad by: April 24, 2020
- July/August**
Reserve space by: June 19, 2020
Submit ad by: June 26, 2020
Includes *Buyer's Guide*
- September/October**
Reserve space by: Aug. 14, 2020
Submit ad by: Aug. 21, 2020
- November/December**
Reserve space by: Oct. 18, 2020
Submit ad by: Oct. 25, 2020

DIGITAL ADS

Display Months: Please circle the months during which you want your company's ad to appear:
Jan Feb Mar April May June
July Aug Sept Oct Nov Dec

AD DESIGN ASSISTANCE

NWPCA's *PalletCentral* designer, Caryn Smith, can create an advertisement for your business. Direct inquiries to Caryn about ad design and receiving an estimated cost by phone: 239-225-6137.

TERMS & CONDITIONS

CONTACT

PalletCentral magazine is a publication of the National Wooden Pallet & Container Association (NWPCA).

NWPCA

1421 Prince Street, Suite 340
Alexandria, Virginia 22314-2805
(703) 519-6104
Fax: (703) 519-4720
info@palletcentral.com
PalletCentral.com

ADVERTISING MATERIALS

Advertising materials are due by the deadline indicated in the advertising agreement/insertion order form. If new advertising copy is not received from the advertiser by the issue's deadline, the publisher of *PalletCentral* will insert the ad that was most recently placed.

If you need assistance with artwork, please contact *PalletCentral* designer, Caryn Smith, about creating an ad and the estimated cost. Phone: (239) 225-6137.

ADVERTISERS INDEX

Please submit in writing any changes to your information that appears on the ad index page in *PalletCentral* magazine: company name, phone number and website.

PLACEMENT

Print ad placement preferences may be requested but are not guaranteed, unless you have reserved one of the premium positions (inside front cover, page 3, page 5 (facing table of contents), page 7, page facing inside back cover, inside back cover or back cover) and have received confirmation on your reservation. All premium positions are on a first-come, first-served basis. Prior year advertisers of prime placements have first right of refusal in the following year.

PAYMENT TERMS

Advertisers must pay for their ads in advance of publication unless other arrangements have been made. An invoice will be issued at the time space is reserved. Payment is due upon receipt (in advance of publication). Credit cards on file will be charged at the beginning of the month.

CONDITIONS

The content of advertisements are subject to approval by the National Wooden Pallet & Container Association (NWPCA) and its governing Board of Directors. Placement of advertisements in *PalletCentral* magazine or online (palletcentral.com), assumes agreement with all stated policies in this agreement. The publisher reserves the right to reject or cancel any advertisement, insertion order or space reservations at any time, in which case a refund will be issued for any payments already made for future advertising. Previous acceptance of an advertiser under these guidelines does not guarantee continued acceptance. Ads are reviewed on a case-by-case basis. Rates subject to change. When new rates become effective, advertisers with a signed agreement will retain existing rates for the duration of their agreement.

CANCELLATIONS & REFUNDS

Advertising cancellations submitted via email (mbarford@palletcentral.com) or fax (703-519-4720) on or before the file deadline (as noted in the Advertising Agreement) will result in a full refund.