



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.**

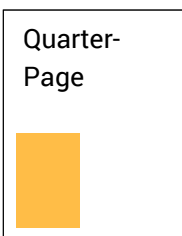
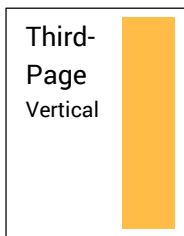
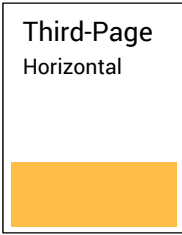
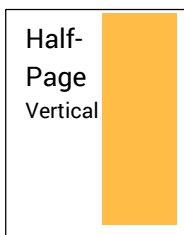
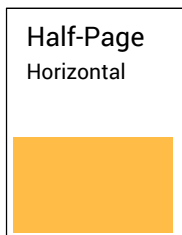
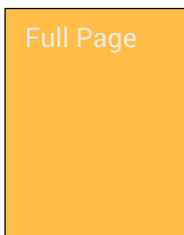
#### Web Ad Rates

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 (w/o 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 160 pixels (w) by 600 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 are acceptable. Any photos and logos included in the original ad file must also be 300 DPI to ensure print quality. Include/embed all necessary fonts and high-resolution images with the ad. 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 ad quality or format, 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.



# ADVERTISING AGREEMENT

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](mailto:mbarford@palletcentral.com).

I have read, signed below and agree to comply with the *2019 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):

\_\_\_\_\_

## 2019 DEADLINES

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

- January/February**  
Reserve space by: Jan. 4, 2019  
Submit ad by: Jan. 15, 2019
- March/April**  
Reserve space by: Feb. 15, 2019  
Submit ad by: Feb. 28, 2019
- May/June**  
Reserve space by: April 15, 2019  
Submit ad by: April 20, 2019
- July/August**  
Reserve space by: June 15, 2019  
Submit ad by: June 20, 2019  
Includes *Buyer's Guide*
- September/October**  
Reserve space by: Aug. 15, 2019  
Submit ad by: Aug. 20, 2019
- November/December**  
Reserve space by: Oct. 15, 2019  
Submit ad by: Oct. 20, 2019

## 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.



## 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.

## LIABILITY

NWPCA and Publisher do not accept liability for errors in any advertisement published. Advertiser and advertising agency agree to indemnify, defend, and hold harmless Publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from Publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

## 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.