

BLD 2025 DRM

Member Directory and Buyer's Guide

Advertising Rate Card

Advertising Rates, Specifications, & Deadlines

New in 2025 – Mid-America Lumbermens Association has merged with Northwestern Lumber Association to form BLD Connection!

The 2025 Member and Buyer's Guide (DRM) is the most comprehensive listing of building material suppliers in the Midwest. It is the official member directory of BLD Connection and has been one of the most frequently used publications by members to research products and services and to connect with colleagues and industry suppliers.

The 2025 DRM includes the following states: Arkansas, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and Upper Michigan – which allows you to reach 1,140 lumber and building material businesses! With a variety of advertising opportunities available, your message will hit your target market again and again all year long.

TOTAL CIRCULATION: 1,140



NEW! Online Ad Option!

NEW - Online Directory!

Must advertise in print issue.

Live May 2025 - April 2026
Top Banner Ad (max 6) - \$750
Bottom Banner Ad (max 6) - \$450
728w x 90h (pixels) - .png, .eps or .jpg.

Advertising Contact: Erica Nelson | (763) 497-1778 | Fax: (763) 497-8810 | erica.nelson@ewald.com

AD DEADLINES

Early Bird Pricing
August 15, 2024

Final Space
December 15, 2024

Display Ad Art
February 15, 2025

Banner Ad Art
March 15, 2025

PUBLICATION
May 2025

ADVERTISER BENEFITS

In addition to your display ad, you will receive an enhanced listing in the 2025 DRM which includes:

- Company name, address, telephone/fax numbers and up to 25 line items in the Supplier Section, which are crossreferenced in the Trade Names and Products Sections. Line items are sales representative names, products and/or trade names. Additional line items over 25 are \$2 each. (\$4 for BLD non-members).
- All of your distribution centers or sales offices in AR, IA, KS, MN, MO NE, ND, SD, WI and the UP can be included.
- Company logo (b&w or grayscale) placement in the supplier section.

Advertising Contact:

Erica Nelson

(763) 497-1778

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erica.nelson@ewald.com

The DRM is published by
BLD Connection
(763) 544-6822

www.bldconnection.org

ADVERTISING RATES

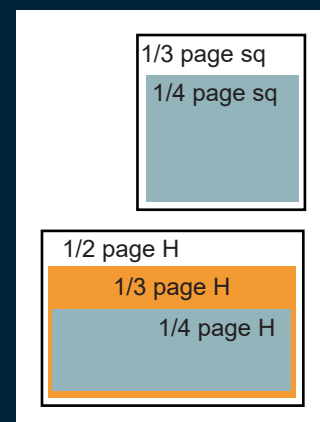
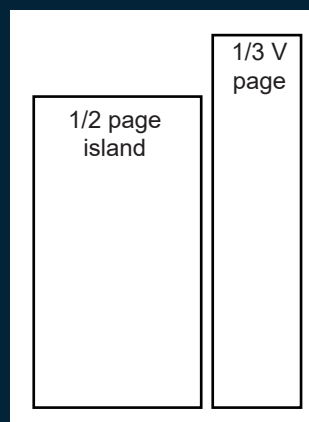
DISCOUNT IF PAID WITH ORDER BY AUGUST 15, 2024
(BLD Connection non-members add 15% to published rate)

AD OPTIONS	BY AUG 15 PREPAID	AUG 16 & BEYOND
FULL PAGE	\$1,999	\$2,109
1/2 PAGE	\$1,519	\$1,589
1/3 PAGE	\$1,269	\$1,329
1/4 PAGE	\$1,099	\$1,139
BACK COVER	\$2,539	\$2,669
INSIDE COVERS	\$2,329	\$2,439
TAB PAGES	\$2,279	\$2,399

Reduce by \$400 for black & white (covers & tabs excluded)

AD DIMENSIONS

AD SIZE	WIDTH	HEIGHT
FULL PAGE TRIM SIZE <i>(bleed 1/4" off trim size)</i>	8 1/2"	11"
FULL PAGE LIVE AREA	7"	10"
1/2 PAGE HORIZONTAL	7"	4 7/8"
1/2 PAGE ISLAND	4 1/2"	7 1/2"
1/3 PAGE SQUARE	4 1/2"	4 7/8"
1/3 PAGE HORIZONTAL	7"	3 1/2"
1/3 PAGE VERTICAL	2 1/4"	10"
1/4 PAGE SQUARE	4 1/2"	3"
1/4 PAGE HORIZONTAL	7"	2 1/2"



Basic Listing (FREE) - Members, Please Fill Out This Information:

This basic listing is published in print and online at no charge for Associate Members.

Company Name: _____

Address: _____

City/State/Zip: _____

Phone #: _____ Fax #: _____

Toll Free Phone #: _____ e-mail: _____

Web Site Address: _____

NEW! Select the categories that best fit your company for the online directory:

- Building Products Wholesale/Distributor Business Service (i.e. insurance, computer)
 Concrete Decking Doors Farm Equipment Fencing/Railing Hardware
 Insulation Lumber Metal Paint Roofing Siding Tools Windows

2025 DRM - Member Directory and Buyer's Guide LISTING & AD ORDER FORM

Who is the best contact regarding this order?

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone #: _____

E-mail: _____

Enhanced Listing (Free with a Display Ad, \$250 without an Ad)

Includes above basic listing, plus up to 25 additional listing lines. (Line items over 25 are \$2 each for BLD members, \$4 for non-members). Use DRM Listing Details Form to select your products. **Please return DRM Listing Details form with this agreement if new or updating OR check Exact Repeat.** All advertisers must pay for additional lines over 25.

- New/Updated Enhanced Listing \$250* (please attach) Exact Repeat 2024 Enhanced Listing \$250* Add Company Logo \$100
*Enhanced Listing free with display ad, \$2 each line beyond 25 (\$4 for non-members) printed in b&w or grayscale

_____ Add'l Lines beyond 25 lines x \$2 (or \$4) **TOTAL ENHANCED LISTING FEE (include logo & add'l lines): \$**

Questions on Enhanced Listings? Contact Melanie Hultman, melanie@bldconnection.org (763) 595-4050

Display Ad See rate card for options. Includes Enhanced Listing (with up to 25 additional listing lines) & logo. Be sure to fill out Enhanced Listing block and DRM Listing Details Form as well.

Ad Option: _____ **DISPLAY AD RATE: \$** _____

Position Preference (tab, cover, etc.): _____

Special Instructions: _____

New! - Online Directory Ad See rate card for options. Must advertise in print issue.

Ad Option (top or bottom banner): _____ **ONLINE AD RATE: \$** _____

Special Instructions: _____

Questions on Display Ads or Directory Ads? Erica Nelson, erica.nelson@ewald.com (763) 497-1778

Authorization Signing below constitutes agreement to the details listed above, to the DRM Listing Details Form, and to the BLD Connection General Terms & Conditions. It also provides payment authorization.

Authorized By: _____ Print Name: _____ Date: _____

Payment Choices Check preferences below.

- Pre-pay for the following (*The "Aug 15 Prepaid" display ad rate must be paid by Aug 15:*)

Display Ad Enhanced Listing Fee Both

Use the credit card below:

Visa Mastercard Am Ex

Card Number: _____

Exp. Date: _____ Security Code: _____

- Please send an invoice May 2025 for the following:

Display Ad (*if booked after Aug 15*) Enhanced Listing Fee Both

Remember to

- Update Basic Listing & Contact Info
 - NEW! Check off categories for the online directory.
- Indicate Enhanced Listing and Ad Choices
- Sign Authorization section (even with FREE listing).
- Return with Payment Choices.

Fill in totals from sections above:

BASIC LISTING \$ _____ 0.00

ENHANCED LISTING FEE \$ _____

DISPLAY AD RATE \$ _____

ONLINE DIRECTORY AD \$ _____

TOTAL \$ _____

Return To: BLD Connection

10700 Old County Road 15, Ste 200, Plymouth, MN 55441

Fax: (763) 595-4060

2025 DRM Listing Details - FOR NEW or UPDATED LISTING

Company: _____

Do not fill out if you are repeating your 2024 listing. Free Listing includes 5 line items. Display Ads and Enhanced Listing includes up to 25 line items. Line items are products and/or trade names or sales representative names. Products & trade names are cross-referenced from your listing to the Products & Trade name sections of the directory. Additional line items over 25 are \$2 each for BLD Connection members (\$4 for non-members). Contact Melanie with questions at (763) 595-4050 or melanie@bldconnection.org.

- A-**
- Accessories - Shutters, Vents
 - Adhesives
 - Agri Building Materials
 - Aluminum Building Products
 - Anchors - Bolts
 - Arches
 - Laminated
 - Gothic
 - Architectural Columns
 - Architectural Products
 - Area Walls
 - Asphalt Coatings
 - Asphalt Rolls

- B-**
- Backerboard
 - Balusters
 - Iron & Wood
 - Barn Board - Shakes, Siding
 - Beadboard
 - Beams
 - GluLam
 - Laminated Wood
 - Treated
 - Boards
 - Cedar, Dricon
 - PVC
 - S4S
 - Veneered
 - Boom Trucks
 - Bridge Plank
 - Building Columns
 - Building Products - Wholesaler/Distributor

- C-**
- Cabinets
 - Cantilever Racks
 - Caulk
 - Colored
 - Caulking Compound
 - Cedar & Cedar Products
 - Cedar, Clear
 - Ceilings
 - Cement
 - Bag Mix
 - Masonry Portland
 - Cement Board
 - Cladding
 - Closet Organizers
 - Coil Stock
 - Columns
 - Aluminum
 - Architectural
 - Composite
 - Engineered

- Columns - continued*
- Fiberglass
 - GluLam
 - Laminated
 - Laminate, Metal, Wood
 - Laminated Wood
 - Permacast & Wood
 - Treated
 - Treated GluLam
 - Treated MCQ
 - Vinyl
 - Wood
 - Compressors
 - Computer Software
 - Accounts Payable
 - Accounts Receivable
 - Construction
 - Estimating
 - General Ledger
 - Inventory Control
 - Payroll
 - Point of Sale
 - Quotations
 - Sales Orders
 - Concrete Mix
 - Sand, Mortar
 - Concrete Products
 - Connectors - Metal, Wood
 - Counter Tops/Material
 - Cultured Stone

- D-**
- Deck Components - Alum, Glass, Log Railing, PVC, Wood
 - Deck Lighting
 - Deck Necessities
 - Deck Railing
 - Aluminum
 - Cedar
 - Vinyl
 - Deck Screws/Deck Fastening Systems
 - Deck Tools
 - Decking
 - Aluminum
 - Cellular
 - Composite
 - Laminated
 - Vinyl
 - Wood
 - Wood, Cedar
 - Design & Drafting
 - Dimension - Cedar - S4S, Rough Sawn
 - Dock Boards
 - Door Frames
 - Aluminum Clad
 - Door Lites - Insert-Type

- Door Openers
 - Commercial
 - Electric
 - Garage
- Doors
 - Accordion
 - Agri
 - Basement
 - Bifold
 - Commercial
 - Custom Wood
 - Exterior, Steel, Wood, Fiberglass
 - Fiberglass
 - Fire
 - Flush
 - French
 - Insulated Steel
 - Interior
 - Interior, Flush & Panel
 - Interior, Louver, Panel
 - Metal
 - Painted
 - Panel
 - Patio
 - Patio, Clad
 - Patio, Clad & Wood
 - Patio, Sliding Glass
 - Patio, Swinging
 - Patio, Swinging Clad
 - Patio, Vinyl
 - Patio, Wood
 - Prehung Steel, Wood
 - Prehung Wood
 - Raised Steel
 - Residential
 - Sliding French, Wood
 - Sliding Glass
 - Sliding Systems
 - Steel Entrance
 - Storm
 - Vinyl
- Doors, Garage
 - Bifold
 - Car Wash
 - Commercial
 - Embossed Steel
 - Insulated
 - Raised Steel Panel
 - Res. Openers
 - Residential
 - Rustic Flush
 - Steel
- Downspouts
 - Galvanized, Painted, Accessories
- Drywall

- Drywall - Accessories
 - Drywall - Materials
- E-**
- Engineered Wood Products
 - Entry Door Units
 - Steel, Fiberglass
 - Entry Systems
 - Exterior Molded Millwork
- F-**
- 401K Plans
 - Farm Equipment
 - Fascia
 - Fascia Systems
 - Soffit
 - Fasteners
 - Concrete
 - Door
 - Steel, Wood
 - Felt
 - Rolled Roofing
 - Fence Post
 - Fencing
 - Aluminum
 - Boards/Split-Rail
 - Snow
 - Vinyl
 - Wire
 - Wood
 - Fiberglass Entry Units
 - Fire Retardant Treating
 - Fittings
 - Flashing
 - Flooring
 - Hardwood
 - LVP & LVT
 - Prefinished
 - Solid, Strip, Plank
 - Southern Pine & Fir
 - Subflooring
 - Tongue & Grooved
 - Unfinished
 - Foam Board
 - Extruded
 - Fork Lift Trucks
 - Fork Lifts - Truck Mounted
 - Foundation
 - Coatings
 - Foam Systems
 - Lumber
 - Permanent Wood
 - Pressure Treated
 - Frames
 - Clad
 - Doors & Windows
 - Doors & Windows, Clad
 - FRP Panels

- Furring
 - Furring Strips
- G-**
- Galvanized - Flat Sheet
 - Gates
 - Hardware
 - Farm
 - Industrial
 - GluLams
 - Gutter Equipment & Accessories
 - Gutters
 - Aluminum
 - Metal
 - Metal, Galvanized
 - Painted
 - Vinyl
 - Gypsum Products
- H-**
- Hangers
 - Joist
 - Joist & Beam
 - Hardboard
 - Hardware
 - Barn Door
 - Hay Feeding Equipment
 - Hog Equipment
 - Horse Stall/Corrals
 - Housewrap
- I-**
- Ice-Water Shield
 - Industrial Particleboard
 - Insulated Concrete Forms
 - Insulation
 - Accessories
 - Batts, Rolls
 - Blowing
 - Board, Rigid
 - Cellulose
 - Commercial
 - Fiberglass
 - Fiberglass Blown
 - Foam
 - Foil
 - Loose Fill
 - Metal Building
 - Nail Base
 - Spray-On
 - Under Slab
 - Urethane
 - Insurance
 - Auto
 - Disability
 - Life & Health
 - Property, Casualty, Liability
 - Workers Comp.

- J-**
- Joists
 - Floor & Roof
 - I
 - I, Wood
 - Wood
- L-**
- Ladders - Alum, Fiberglass & Wood
 - Lath
 - Metal
 - Wood
 - Lattice
 - Heavy Duty
 - Plastic
 - Plastic/Treated/Cedar
 - Vinyl
 - Wood
 - Lighting Fixtures
 - Liner Panels
 - Louvers
 - Decorative
 - Louvers & Louvered Products
 - Lumber
 - #2 Pine
 - Boards Pre-Primed
 - Cedar
 - Clear Pine
 - Common Boards
 - Cypress
 - Dimension
 - Dimension/Studs
 - Dimension, Cedar - S4S
 - Douglas Fir
 - Engelmann, Pine
 - Finger Jointed
 - Fire Retardant
 - Fire Treated
 - Hardwood
 - Hardwood, Aspen
 - Hardwood, Exotic
 - Hardwood, Oak, Poplar
 - Hardwood, Skirtboard
 - Heat Treated
 - Industrial
 - LVL
 - LVL Headers/Beams
 - LSL
 - LSL & LVL
 - Machine Stress Rated
 - MDF
 - Patterned
 - Pine NW
 - Pine Patterns
 - Ponderosa Pine
 - Pressure Treated
 - Redwood



Mechanical Requirements

- Art Submission: Press quality PDFs preferred with fonts embedded.
- Dimensions: Refer to rate card for ad dimensions.
- Full Color: For full color art, please make sure art separates CMYK (Not RGB).
- Ad creation: Ads can be designed from your supplied copy. There is a \$50 minimum fee for ad creation.
- Send artwork to: Erica Nelson – erica.nelson@ewald.com / 763-497-1778
Please clearly label your art specific to the publication it is to appear.

General Terms & Conditions (5/10/22)

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication—BLD Connection.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submit artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

The publisher reserves the right to charge for ad design services.

The publisher reserves the right to cancel an ad contract at any time. Should the publisher enact this right, the publisher will refund the advertiser any fees paid for unfulfilled ad placements.

Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and their earned ad rate. There is a 10% surcharge on cancelled, pre-paid contracts.