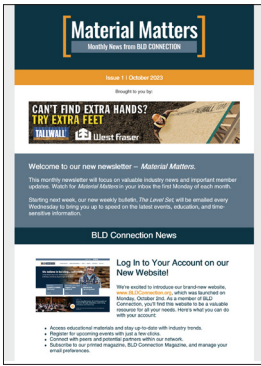




# Digital Advertising Options

## Advertising Rates, Specifications & Deadlines

BLD Connection's *Material Matters* and *The Level Set* are two great advertising opportunities!



*Material Matters* is the monthly e-newsletter of BLD Connection, sent out the first Monday\* of each month. It focuses on valuable industry news and important member updates.



*The Level Set* is our weekly bulletin. It is emailed every Wednesday\* to bring members to speed on the latest events, education, and time-sensitive information.

Be the exclusive "Brought to you by" advertiser with a top banner ad placement in either or both of these emails hotlinked to your website! See the next page for rates and order form.

CIRCULATION OF EACH: 2500

*Material Matters* Average Open Rate: 33%

*The Level Set* Average Open Rate: 35.5%

\*in the event the set email day falls on a holiday, the newsletter or bulletin will be sent out the next business day.

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



**Betsy Pierre**  
**Advertising Director**  
**(763) 295-5420**  
**betsy.pierre@ewald.com**

*Material Matters is published by  
BLD Connection | www.bldconnection.org*



# Digital Advertisement Insertion Order

Compete and return to Erica Nelson – see below for contact info

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please check your preferred choice below (NOTE: non-members add 15%):

### Material Matters – Monthly Newsletter

\_\_\_ Check rate and indicate issues below - \_\_\_ 1x = \$300 \_\_\_ 6x = \$275 \_\_\_ 12x = \$250 (per month)  
Emailed the first Monday of each month. \*

### The Level Set – Weekly Bulletin

\_\_\_ Check rate and indicate issues below - \_\_\_ 1x = \$499 \_\_\_ 6x = \$450 \_\_\_ 12x = \$410 (per month)  
Emailed every Wednesday. \*

### BONUS PACKAGE – Both Publications

\_\_\_ Check rate and indicate issues below - \_\_\_ 1x = \$679 \_\_\_ 6x = \$619 \_\_\_ 12x = \$559 (per month)

URL to link ad to: \_\_\_\_\_

Deadline: 15<sup>th</sup> of the month prior (i.e. April 15 for the May issue). Art needed: Submit .png .eps or .jpg, 600w x 120h

\*in the event the set email day falls on a holiday, the newsletter or bulletin will be sent out the next business day.

Please check your choice(s) – Deadline 15<sup>th</sup> of the month prior to insertion.

<i>Material Matters</i>	<i>The Level Set</i>	Insertion(s)	<i>Material Matters</i>	<i>The Level Set</i>	Insertion(s)
___	___	January 20___	___	___	July 20___
___	___	February 20___	___	___	August 20___
___	___	March 20___	___	___	September 20___
___	___	April 20___	___	___	October 20___
___	___	May 20___	___	___	November 20___
___	___	June 20___	___	___	December 20___

Unless we hear otherwise by the above deadlines, BLD CONNECTION will use the most recent art submitted for subsequent ads. Signing below constitutes agreement to the details listed above and to the BLD CONNECTION General Terms & Conditions.

Advertiser's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment:** Should you wish to submit FULL Payment with this order - Please supply credit card info.

Credit card number (please print legibly): \_\_\_\_\_

Expiration: \_\_\_ / \_\_\_ (Visa, MasterCard, Discover accepted) Security Code: \_\_\_\_\_

### Your BLD Connection Advertising Contacts:

Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com / Fax – 763-497-8810  
Betsy Pierre, Advertising Director – 763-295-5420 / betsy.pierre@ewald.com

# Digital Advertisement Insertion Order

## Mechanical Requirements

Art submission: All ads must be submitted as a .png .jpg or .gif – (Refer to reservation for ad dimensions)  
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

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(s), the 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 submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The publisher is not responsible for poor quality 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.