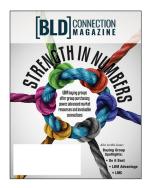
BLD CONNECTION MAGAZINE

Advertising Tool Kit Advertising Rates, Specifications & Deadlines

BLD CONNECTION Magazine is the official publication of BLD Connection (formerly Northwestern Lumber Association and Mid-America Lumbermens Assocation). BLD CONNECTION Magazine represents Arkansas, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and Upper Michigan. Each issue reaches 1,850 independent lumber and building material retailers and suppliers throughout the Midwest.





BLD CONNECTION Magazine provides information critical to the success of the lumber and building material industry sharing association and industry news and information as well as spotlighting industry vendors.

Digital issues are archived at <u>bldconnection.org</u> and links to each issue are shared via association communications. Advertisements are hotlinked from the digital issue.

11011-1,030	
y State*:	
Kansas - New!	5%
South Dakota	4%
North Dakota	3%
Arkansas - <u>New!</u>	2%
Upper Michigan	2%
	y State*: Kansas <i>- New!</i> South Dakota North Dakota Arkansas <i>- New!</i>

ΤΟΤΛΙ ΟΙΡΟΙΗ ΑΤΙΟΝ: 1 850

*remaining % outside of above states

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



BLD CONNECTION Magazine is published by BLD CONNECTION 701 Decatur Avenue North, Suite 105 Golden Valley, MN 55427 (763) 544-6822 www.bldconnection.org

BLD CONNECTION MAGAZINE ISSUES/DEADLINES

DEC/JAN Deadline: October 15*

FEB/MARCH 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.

Advertising Contact: Erica Nelson (763) 497-1778 erica@pierreproductions.com

Betsy Pierre Advertising Director (763) 295-5420 betsy@pierreproductions.com

Color Advertising Rates (non-members add 15%) **PREFERRED POSITION: \$100 SURCHARGE AD SIZES 6X 1X 3X** \$1472 \$1204 \$1317 **Full Page** \$1132 \$998 \$874 1/2 Page \$926 \$771 \$668 1/3 Page 1/4 Page \$596 \$462 \$359 1/6 Page \$411 \$308 \$256 **Back Cover** \$1719 \$1534 \$1431 **Inside Covers*** \$1616 \$1431 \$1328 **Belly Band** \$1260

*inside front, opposite inside front or inside back

Ad Dimensions		
AD SIZE	WIDTH	HEIGHT
FULL PAGE TRIM SIZE*	8 1/2 "	10 7/8"
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 1/2"	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	8"	4 1/2 "
(belly band art should bleed off trim size)		

*bleed 1/4 off trim size.

 1/2 page island
 1/3 V page

 1/2 page island
 1/6 V page

 1/4 page sq
 1/4 page sq

 1/6 page H
 1/6 page H

 1/3 page H
 1/3 page H

 1/4 page H
 1/4 page H