

[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 Association). 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 bldconnection.org and links to each issue are shared via association communications. Advertisements are hotlinked from the digital issue.

TOTAL CIRCULATION: 1,850

Breakdown by State*:

Minnesota	29%	Kansas - <i>New!</i>	5%
Wisconsin	15%	South Dakota	4%
Iowa	14%	North Dakota	3%
Nebraska	11%	Arkansas - <i>New!</i>	2%
Missouri - <i>New!</i>	6%	Upper Michigan	2%

*remaining % outside of above states

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[BLD]
CONNECTION

*BLD CONNECTION Magazine is published by
BLD CONNECTION*

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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.**

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Color Advertising Rates

(non-members add 15%)

PREFERRED POSITION: \$100 SURCHARGE

AD SIZES	1X	3X	6X
Full Page	\$1472	\$1317	\$1204
1/2 Page	\$1132	\$998	\$874
1/3 Page	\$926	\$771	\$668
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.*

