

### PLEASE COMPLETE BELOW

Please reserve ad size \_\_\_\_\_  
(see ad dimensions and rates for sizes)

- I will send new artwork no later than July 15, 2012.  
 Repeat artwork, no changes needed.  
 I don't have artwork. Please contact me about creating an ad and the estimated cost.

Ad reserved by (circle):    Company    Agency

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

AGENCY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

### PAYMENT INFORMATION

Please charge my credit card (Visa/MC/AMEX) for \$ \_\_\_\_\_

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-digit CW/CVC Code (required): \_\_\_\_\_

Signature (required) \_\_\_\_\_

Bill net rate to (circle):    Company    Agency

### RETURN FORM TO:



International Wood Products Association  
 4214 King Street  
 Alexandria, VA 22302  
 PH: 703/820-6696 FAX: 703/820-8550  
[info@iwpawood.org](mailto:info@iwpawood.org)

### SHIPPING INSTRUCTIONS

#### Send advertising materials:

Bedford Falls Communications, Inc.

International Wood Magazine

1617 Country Club Lane

Watertown, WI 53098

PH: 920/206-1766 or [aufderhaar@charter.net](mailto:aufderhaar@charter.net)

### QUESTIONS?

Contact Annette Ferri at IWPA Headquarters

Phone: 703/820-6696 or [annette@iwpawood.org](mailto:annette@iwpawood.org)

### AD RATES

The rates below are net, and are for B&W, standard color and 4-color process.

AD SIZE	IWPA MEMBERS	NON-MEMBERS
Full page	\$ 3,850	\$ 4,250
1/2 page	\$ 2,500	\$ 2,900
1/3 page	\$ 2,000	\$ 2,400

### SPECIAL POSITIONS

AD SIZE	IWPA MEMBERS	NON-MEMBERS
Inside Front Cover (IFC)	\$ 5,000	\$ 5,400
Page 3 (facing IFC)	\$ 5,000	\$ 5,400
Page 4	\$ 4,450	\$ 4,850
Page 5	\$ 4,450	\$ 4,850
Page 7 (facing TOC)	\$ 4,450	\$ 4,850
Pages 8-9 (2-page spread)	\$ 7,500	\$ 7,900
Page 11	\$ 4,250	\$ 4,650
Inside Back Cover (IBC)	\$ 4,450	\$ 4,850
Facing IBC	\$ 4,450	\$ 4,850
Back Cover	\$ 5,000	\$ 5,400

### AD DIMENSIONS

<b>A</b> full page	9" x 10.875"
<b>B</b> 1/2 page horizontal	8" x 5"
<b>C</b> 1/2 page vertical	4" x 10"
<b>D</b> 1/2 page island	5" x 8"
<b>E</b> 1/3 page horizontal	8" x 3.375"
<b>F</b> 1/3 page vertical	2.75" x 10"

Advertising Bonus! Free ad in digital edition all year. Read the 2011 edition at [www.iwpawood.org](http://www.iwpawood.org)

### PUBLICATION DIMENSIONS

- Trim size of the magazine is 9" x 10.875"
- Bleed size is 9.25" x 11.125" (additional .125" each side)
- Keep all live matter .25" inside of trim

### MATERIAL SPECIFICATIONS

**PREFERRED MATERIAL:** high resolution "press-ready" PDF without any OPI. Use pdf/x1-a setting if possible. There is a "preserve OPI" option in distiller that should be turned off when making PDF's from postscript, and for PDF's that are made by exporting directly out of Quark, the OPI extension within Quark should be disabled.

### CAN ALSO ACCEPT:

- InDesign docs: *Include all images and fonts, linked, not embedded.*
- Photoshop .tif or .psd
- Illustrator .ai

**PROOF:** Include a swop calibrated proof. We cannot accept responsibility for accurate color on materials not submitted with accurate proof.

**IMAGES:** Resolution must be min. 300dpi, CMYK, no spot colors.

**TRANSPORT MEDIA:** Materials may be supplied on CD or DVD.

**E-MAIL/FTP TRANSMISSION:** If file size allows, materials may be emailed. Larger files may be uploaded via FTP. Please contact John Aufderhaar at 920/206-1766 or [jaufderhaar@surfaceandpanel.com](mailto:jaufderhaar@surfaceandpanel.com)