

Print Advertising

Print Sizes (Four Color)*	1x	3x	7x
Spread	\$9,585	\$9,375	\$9,040
Full Page	\$6,350	\$6,090	\$5,990
2/3 Page	\$5,700	\$5,490	\$5,225
1/2 Page (Island)	\$5,450	\$5,285	\$4,800
1/2 Page (Horizontal or vertical)	\$4,785	\$4,770	\$4,545
1/3 Page (Square or Vertical)	\$4,300	\$4,135	\$3,950
1/4 Page	\$3,875	\$3,605	\$3,440
1/6 Page	\$3,300	\$3,245	\$3,140

Print Insert	1 Side	2 Sides	4 Sides	8 Sides
	\$3,895	\$4,925	\$7,895	\$11,340

Additional Print Opportunities

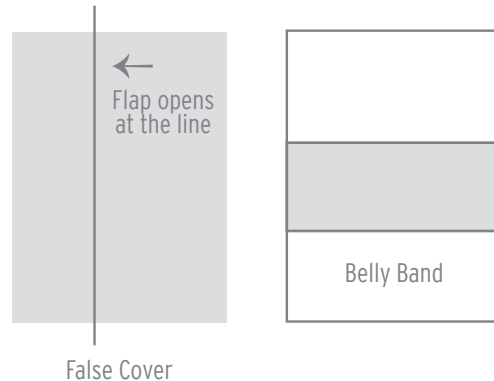
False Cover, Belly Band, French Door (split) Cover, Blown-in Postcard
Print Call for pricing

Trade Show Guide Advertising

Full Page NWFA Expo Exhibitor Showcase \$925

Sponsored Content

Print Advertorial
1 Page \$4,500
2 Pages \$9,000



*Call for black and white advertising rates.

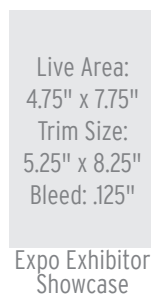
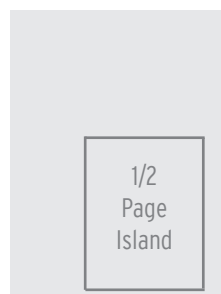
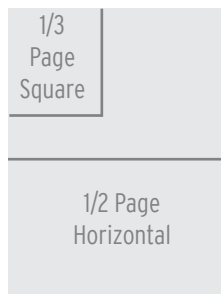
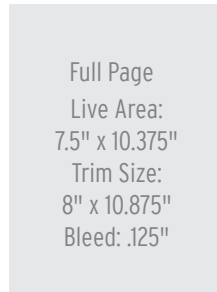
Reader Spotlight



I look forward to reading the technical articles in each issue. There's always something I can learn from or relate to that will help grow my personal and business success.

- Jason Arnold,
Walnut Grove Hardwood Floors

PRINT AD SPECIFICATIONS



Production Requirements

*Live area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. Live area must be 0.5" in from trim on all sides (for full page and spread bleed ads only). Electronic files: Supplied PDF files (CMYK & High Quality Print) are preferred with all high-resolution image data embedded within the file. All fonts must be converted to outlines or paths. Ad files may also be furnished in native application file format where the following programs have been used: Adobe Photoshop, Illustrator, or InDesign. All application files must be accompanied by copies of all linked images and fonts used. All image files used must be in .TIF, .JPG or .EPS format. All files should have an effective resolution of 300 dpi at reproduction size. Email ad materials to katie.schenk@nwfa.org.

AD SIZE	WIDTH	HEIGHT
Spread*	16"	10.875"
Full Page*	8"	10.875"
2/3 Page	4.5"	10"
1/2 Page (Island)	4.5"	7.5"
1/2 Page (Horizontal)	7"	4.875"
1/2 Page (Vertical)	3.375"	10"
1/3 Page (Vertical)	2.1875"	10"
1/3 Page (Square)	4.5"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"
Expo Exhibitor Showcase	5.25"	8.25"

Questions? Call 337.794.9232 or email libby.johnston@nwfa.org

RATE CARD - DIGITAL ADVERTISING

Digital Advertising

Website Ads	1 Year	6 Months
Welcome	\$10,000	\$6,000
Skyscraper	\$5,000	\$3,000
Block	\$2,500	\$1,500
Industry Guide Enhanced Microsite	\$1,000	

E-News Ads	1x	3x	6x	12x
Leaderboard	\$825	\$710	\$600	\$525
Block	\$715	\$620	\$520	\$450
Footer	\$615	\$520	\$420	\$350
Digital Product Listing	\$825	\$710	\$600	\$525

Custom E-mail

One mailing \$1,750

Additional Digital Opportunities

Sponsored Video

One Video \$1,500 (Includes 1 edition of e-news + featured position on website for 1 week)

Sponsored Website Content

Digital Call for pricing

App

Pop Up Ad Call for pricing

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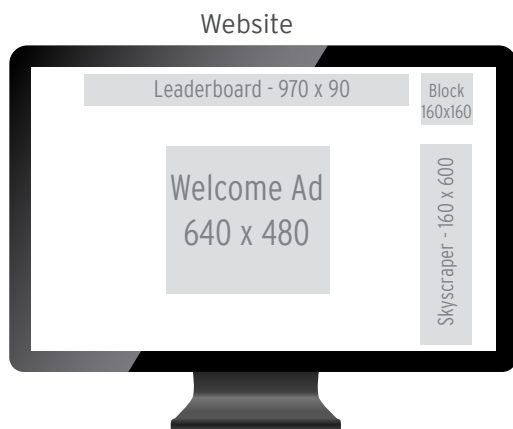
Recognition *HFM Mobile App was the recipient of the "Gold" 2018 Excel award from Association Media & Publishing*



- **30,000+**
App Article Views since launch
- **1,100+**
App Downloads since launch



DIGITAL AD SPECIFICATIONS



Website Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Welcome Ad	640 x 480	Up to 100 KB	Animated .gif, .gif, .png, .jpg, html5
Leaderboard	970 x 90	Up to 80 KB	Animated .gif, .gif, .png, .jpg, html5
Skyscraper	160 x 600	Up to 80 KB	Animated .gif, .gif, .png, .jpg, .html5
Block	160 x 160	Up to 80 KB	Animated .gif, .gif, .png, .jpg
Special Placement Banner	728 x 90	Up to 80 KB	.gif, .jpg, .png
E-News Ad	DIMENSIONS (Width x Height)	FILE SIZE	FILE FORMAT
Leaderboard & Footerboard	500 x 100	Up to 30 KB	.jpg or non-animated .gif
Block	336 x 280	Up to 30 KB	.jpg or non-animated .gif

Custom E-Mail Specs

Keep e-mail at a fixed width of 600 pixels. Image files for photos must be attached separately and .jpg, .gif, and .eps files are preferred. Images must be at least 72 dpi in resolution. We can accept HTML files that do not contain CSS (cascading style sheets), but it's not the preferred method. When using a style, please use **INLINE STYLES** only; do not use internal or external style sheets. Subject line of 50 characters or less.

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