



NHLA

2019

Marketing & Media Kit

VOL 2

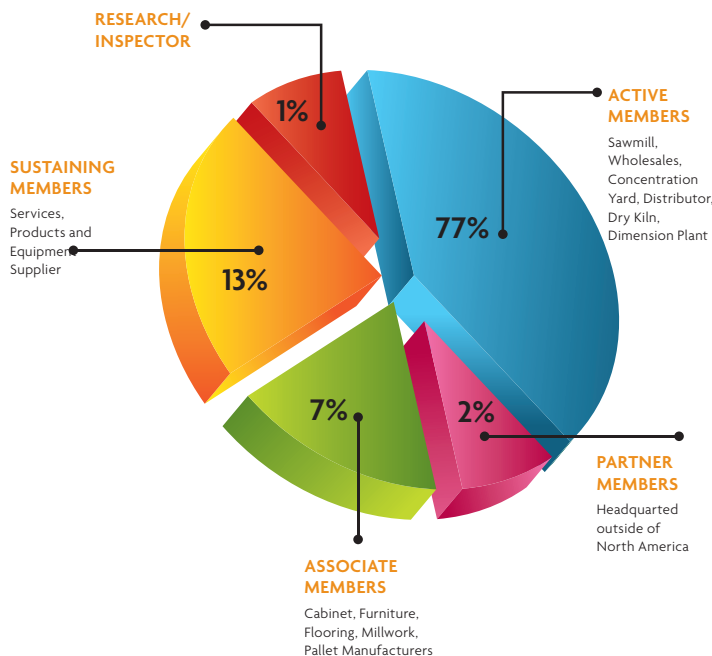


EDITORIAL CALENDAR

ISSUE	ISSUE CLOSE	ART DUE	
January/February Bonus Distribution at IHLA Convention & Exposition	Jan. 7	Jan. 14	Promotion News on efforts to promote the use of hardwoods, and expand the understanding of the sustainable wood industry
March	Feb. 7	Feb. 11	Domestic Markets Review of domestic consumer market trends in hardwood consumption
April Bonus Distribution at NWFA EXPO	March 7	March 13	Labor Hiring trends, skills gap, workforce best practices and labor issues
May Bonus Distribution at Timber 2019 Forest Products & Technology Exhibition	April 8	April 11	Leadership News and insights on hardwood industry leaders, their companies and best practices for building successful organizations
June	May 7	May 10	Technology How tech is serving up new challenges and opportunities for the industry
July	June 3	June 7	Convention Preview Special Edition
August	July 8	July 11	Advocacy Update on key legislative issues affecting the hardwood industry, advocacy events and resources
September	August 7	August 9	Global Markets Overview of the international hardwood markets, product breakdown, and emerging market trends
October Bonus Distribution at the NHLA Annual Convention & Exhibit Showcase	September 3	September 6	Family Business Philanthropy, generations of making it work, policies and procedures that impact family-owned and operated facilities
November	October 7	October 10	Operations News and best practices for sawmill operations including maintenance, safety, quality control, etc.
December	November 7	November 12	Year in Review Convention Recap, reflections of the past year and future forecasts

Editorial calendar subject to change.

NHLA MEMBERSHIP BREAKDOWN



PRINT 3,500 distributed	11 issues per year
DIGITAL 42K average monthly page views	4 minutes average view time
CONVENTION 68% attend NHLA events to Network	1000+ convention attendees in 2018
SOCIAL 590K Facebook Reach	377K Twitter Reach

2019 PRINT ADVERTISING RATES

HARDWOOD MATTERS

11 Issues

The award-winning magazine of the National Hardwood Lumber Association and the voice of the hardwood industry; *Hardwood Matters* is published 11 times per year and distributed to the leading companies of the global hardwood industry.

The deadline to place an order is the 1st day of the month preceding publication. Artwork is due the 7th day. For example, ads for the June issue must be ordered by May 1st and artwork supplied by May 7th. **Exception:** Artwork for the October Special Distribution is due September 1st.

AD SIZES	1 ISSUE		3 ISSUES		6 ISSUES		11 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full Page Options:								
Non-Specific Location	\$1,450	\$1,740	\$1,350	\$1,620	\$1,200	\$1,440	\$1,050	\$1,260
Inside Front Cover	\$1,850	\$2,220	\$1,650	\$1,980	\$1,450	\$1,740	\$1,250	\$1,500
Inside Back Cover	\$1,850	\$2,220	\$1,650	\$1,980	\$1,450	\$1,740	\$1,250	\$1,500
Other Specific Location*	\$1,595	\$1,915	\$1,485	\$1,785	\$1,320	\$1,585	\$1,155	\$1,385
Back Cover	\$2,195	\$2,630	\$1,995	\$2,390	\$1,795	\$2,150	\$1,595	\$1,935
Horizontal or Vertical Half	\$1,100	\$1,320	\$1,000	\$1,200	\$850	\$1,020	\$700	\$840
Horizontal or Vertical Quarter	\$800	\$960	\$700	\$840	\$550	\$660	\$400	\$480

*You may request a specific location in the magazine such as Page One, Facing Table of Contents or near a particular story.

Rates include full color & full bleed.

ADD ON: MEMBER SPOTLIGHT

11 issues (1 each month)

NHLA will interview via phone. The advertiser will provide photos for the article. The article will be featured in a specific month of *Hardwood Matters*, placed on the NHLA Blog and receive 1 social media promotion post about the article-linking to the blog.

RATES

Members Only
\$2,500 per spotlight

SAMPLE

MEMBER SPOTLIGHT

TMX SHIPPING

TMX SHIPPING: A COMPANY ON THE MOVE



By Struyk and Curie Struyk in Morehead, North Carolina

In 1982, a constitutional amendment that would guarantee equal rights for women failed to pass Congress. But, that didn't stop Carrie Stallings, a single mother in Morehead City, North Carolina, from starting a small business in an industry dominated by men. Flash forward 36-years, and now that business is a household name in the forest products industry: TMX Shipping.

TMX SHIPPING IS MORE THAN A SUCCESS STORY ABOUT A SHIPPING BUSINESS. IT'S A SUCCESS STORY ABOUT A FAMILY SHIPPING BUSINESS WITH THEIR EYE ON THE FUTURE.

Curie Stallings had humble beginnings with forest products. Instead of fighting other businesses to ship tobacco (which was the big money-maker at the time), she focused on the forest products industry. Long before fax machines and email, shipping businesses could only handle shipments out of ports in their city and lumber wasn't allowed to be transported in shipping containers. Curie changed the industry. She figured out how to ship lumber in containers and, even better, she came up with a way to ship those containers out of other ports.

Meanwhile, Curie's son, Curtis Struyk, had just graduated from high school and was playing football for East Carolina University while he earned a degree in construction management. He dreamed of being an NFL player and saw that dream come to fruition when he was picked up by the New York Giants.

When Curie was released from the team in 1988, he called his mother and told her that he was going to find a job in the construction field. Curie had other ideas. She said, "Curtis, I'll make you Vice President from day one if you come to work with me." How could Curie say no?

The first year, Curtis did nothing but make photocopies for the shipping industry. Then he started calling on their real customers, which he found easy because most people in the industry liked talking about these things: hunting, fishing, and football. That was right up Curie's ally and he spent the following years adding client after client to the business. Later, Struyk's brother, Russell, joined the business.

In 1994, the course of their business changed forever when they created the U.S. Lumber Shipper's Association. To avoid them, each customer had to negotiate rates with ocean carriers individually. By bringing all of their customers under one umbrella, they gained more leverage and buying power.

In 1997 they took their business to the next level when they formed an NVOCC (non-vessel owning ocean carrier), called Carolina Ocean Lines, which allowed them to work with carriers who shipped across the globe.

After the September 11 attacks on the U.S. in 2001, everything changed. Suddenly there were strict time limits for filing shipping documents and failure to complete those filings within a small window of time meant steep penalties. The profit of 10 shipments could be wiped out by just one truck missing a cutoff date and being forced to sit at the port for a week. There was very little room for error and they recognized that their customers needed experts to guide them. Hence the name TMX Shipping: Transportation Management Experts.

Since its inception, TMX has provided unmatched customer service to their number one goal and Struyk says it has been a major contributing factor to their long-term success. Each TMX customer receives personalized service through a single account manager who oversees every phase of their cargo shipments, ensuring that no detail is overlooked or falls through the cracks. Every TMX account manager is an expert who can handle it all.

When asked what the future looks like for TMX, Struyk says it's in the hands of the third generation. His son, C.J., joined the business two years ago and Russell's daughter, Avery, is in college with plans to join the company after graduation. They will be the ones to decide how TMX grows from here, with Curie saying, "It took a long time to build our brand. A lot of hard work. Today, we are known as the leading wood product exporter and largest container exporter in the United States. That's something we are proud of."

What began with a single mom taking a chance on starting a small shipping business has now become a global business centered around family. TMX has grown substantially over the years and has invested even more in the forest product industry. They now employ 43 people and serve 250 customers. They offer door-to-door service with over 500 tracking companies on a daily basis. They ship out of every port in the United States, every major rail ramp, and their relationships with trucking companies go back as much as 30 years. TMX Shipping is more than a success story about a shipping business. It's a success story about a family shipping business with their eye on the future.

2019 PRINT ADVERTISING RATES

INTERNATIONAL MATTERS

Annual Publication

Distributed at trade shows and hardwood lumber grading events around the world, *International Hardwood Matters* is the global reach of the North American hardwood lumber industry. Q&A from the NHLA Chief Inspector is a featured component of this publication along with market trends and association news. **Editions are distributed in English, Mandarin and Vietnamese.**

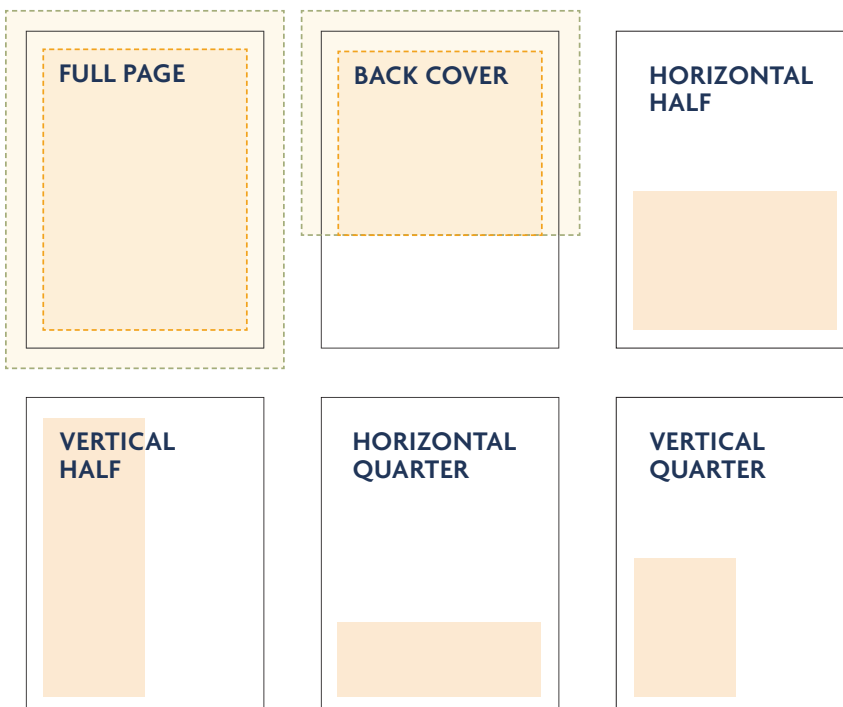
The deadline for ad placement in the English and Mandarin versions is February 1, 2019. Artwork is due February 7, 2019. The deadline for ad placement in the Vietnamese version is April 1, 2019. Artwork is due April 8, 2019. Any artwork not received by NHLA on deadline, will forfeit ad placement.

AD RATES

PREMIUM ADS	MEMBERS ONLY	STANDARD ADS	MEMBERS ONLY
Back Cover	\$3,250	Full Page	\$2,500
Inside Front Cover	\$3,000	Vertical or Horizontal Half	\$2,000
Inside Back Cover	\$2,750	Vertical or Horizontal Quarter	\$1,500
Page One	\$2,750		
Table of Contents	\$2,750		

2019 PRINT ADVERTISING SPECIFICATIONS

PAGE UNIT	AD SIZE	LIVE AREA	BLEED
Full Page	8.5" x 10"	8.25" x 9.75"	8.75" x 10.25"
Back Cover	8.5" x 6.75"	8.375" x 6.5"	8.75" x 6.875"
Half-Page Horizontal	7.25" x 4.125"	N/A	N/A
Half-Page Vertical	3.5" x 8.5"	N/A	N/A
Quarter Page-Horizontal	7.25" x 1.9375"	N/A	N/A
Quarter Page-Vertical	3.5" x 4.125"	N/A	N/A



ARTWORK REQUIREMENTS

Artwork must be provided digitally via email. Both Mac and PC files are accepted. Files must be submitted in EPS, TIFF or high-resolution PDF formats (do not downsample images). All fonts and any associated graphic files must be embedded. All files need to be submitted in 300 dpi CMYK format.

It is highly recommended that a color proof be provided with any new ad.

Note: Text placed outside the safe area within any full-page or back cover ad may be cut off. Please keep text within the safe area at all times.

2019 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

BIMONTHLY eNewsletter: *Hardwire*

NHLA's e-newsletter delivers critical member and industry news to more than 5,000 NHLA members, friends and partners.

5,000+
Newsletter
Subscribers

25%
Average Open Rate
(Industry average is 21%)

Distribution:
On the 1st and 15th of each month,
2 ads per issue

AD RATES AND AD SIZES

AD PLACEMENT	1 Time	Ad Specs
First Banner	\$600	680 x 125
Second Banner	\$500	680 x 125

File format - GIF or JPG / url link provided

SPECIAL ADVERTISER SPONSORED NEWSLETTER

The advertiser will supply the graphics, content and links for the newsletter content. NHLA will build the newsletter, distribute and provide a post distribution report.

Limited to 6 per year

\$1000 per issue

BREAKING NEWS ALERT SPONSORSHIP

NHLA distributes breaking news alerts that affect the hardwood industry. The newsletter topics include important legislative, national, state and global news relevant to the hardwood industry. This is an exclusive advertising opportunity and distribution is dependent upon breaking information.

\$750 per month (not per issue) - multiple breaking e-newsletters in one month are possible, but not guaranteed (banner ad is placed at the bottom)

AD SPECS:

Banner is 680 x 125 pixels appearing at the bottom of the newsletter. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF or JPEG.



NHLA News

What's Happening at NHLA

Hey, Hey, Hey - It's September!



Earth, Wind & Fire - September

It's a great day at NHLA, we hope everyone had a nice Labor Day Weekend. Let's usher in the new month of September with a little pizzazz!

NHLA is currently preparing for the Hardwood Federation Fly-In next week in Washington, DC (September 11-13) and we look forward to walking down the halls of Congress with our members as we discuss issues affecting the hardwood industry.

After the Fly-In, our focus will shift to the NHLA Annual Convention in Toronto. Remember, the NHLA Staff in Memphis and our National Inspectors around the globe are always here for you. If we can help you in any way please let us know info@nhla.com. Have a great day!

FIRST BANNER
Your Ad Here
680 x 125 pixels

2018 NHLA CONVENTION: OCTOBER 2-4, TORONTO, CANADA

ONE MONTH COUNTDOWN TO TORONTO!

We are just one month away from the kick-off of the 2018 NHLA Annual Convention & Exhibit Showcase!

**REGISTER
HERE**

October 2-4, the global gathering of the hardwood community will take place in Toronto and we hope you are making your plans to join us.

KEYNOTE SPEAKERS - HARDWOOD SPECIFIC EDUCATION - NETWORKING - SPECIAL EVENTS - CUSTOMERS - MARKET INSIGHTS - POTENTIAL CUSTOMERS - and a HECK OF A GOOD TIME! www.nhla.com/networking/convention

Have registration questions? Call Trisha at 901-399-7552 or Jens at 901-399-7561

HARDWOOD EDUCATION & TRAINING

UPCOMING CLASSES
For hardwood business owners and their employees

September 11-13: Intro to Hardwood Lumber Grading
Intro class to gain a basic understanding of the NHLA hardwood lumber grading rules and how the rules affect the value of lumber.
Venue: Kamps Hardwoods, Inc. in Caledonia, MI
Instructor: Barry Kibbey, NHLA National Inspector

September 25-27: Inspector Training School Progressive Program Block 1
Intro class to gain a basic understanding of the NHLA hardwood lumber grading rules and how the rules affect the value of lumber.
Venue: Missouri-Pacific Lumber Co., Inc. in Fayette, MO
Instructor: Mark Bear, NHLA ITS National Inspector

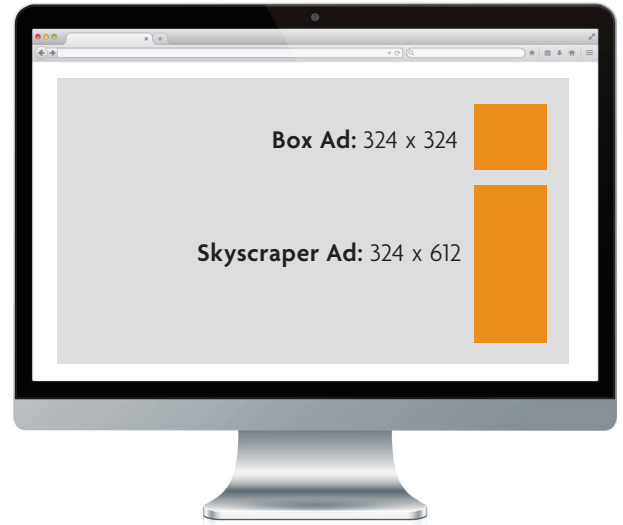
View the full list of [calendar events and register here](#). Questions? Call Becky 901-399-7569

SECOND BANNER
Your Ad Here
680 x 125 pixels

2019 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

NHLA.COM

Increase your visibility with an online advertisement on NHLA's NEW website, nhla.com. Redesigned in Q1 of 2019 with the user experience in mind, the NEW nhla.com offers an inviting, easy-to-navigate source infused with the latest technological innovations. Packed with new resources and eye-catching visuals, NHLA.com is the go-to site for NHLA members and the industry to look for information and resources.



42,000*
Average Monthly
Pageviews

4 minutes
Average View
Time

*2018 average

AD SIZES AND AD RATES

AD PLACEMENT	MONTHLY
Box Ad: 324 x 324	\$400 per month
Skyscraper Ad: 324 x 612	\$500 per month

(Ads are run of site and not specific to any one page of content with the exception of the Convention page.)

ARTWORK REQUIREMENTS

Website advertising comes in two different sizes: 324 x 324 pixels (box ad) or 324 x 612 pixels (skyscraper ad). File size must be under 25KB. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF or JPEG. All ad links will open a new browser window upon click.

NHLA will notify the advertiser by email that their advertisement has been added to the website. The agreed duration will begin from notification by NHLA.

Turnaround Time: 7 business days on all standard creative submitted



NHLA_Official

12 times a year (2 ads per month)

The advertiser will supply the message and graphics. NHLA will build the ad, schedule, and post to the NHLA Facebook page. We guarantee a reach of at least 5,000. Ads will run 7-10 days and will be monitored as to the status of delivery. A report will be delivered to the advertiser.

AD RATES AND AD SIZES

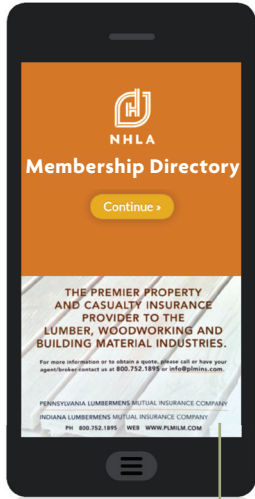
1 Time
\$500 per ad

Turnaround Time: 7 business days on all standard creative submitted

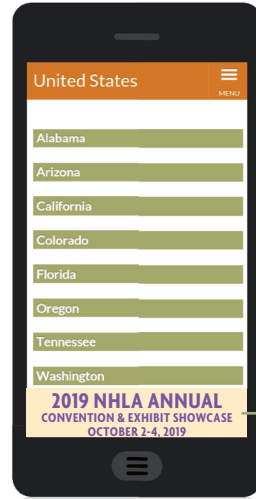
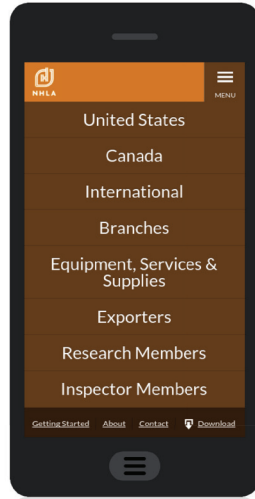
6,900
Facebook Followers

2019 MEMBERSHIP DIRECTORY ADVERTISING RATES

Membership Directory



Landing Page (600 x 600 pixels) | \$420



Run of Site (640 x 200 pixels) | \$125

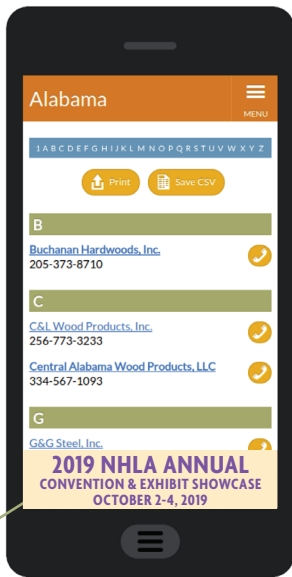
Membership Directory

AD RATES

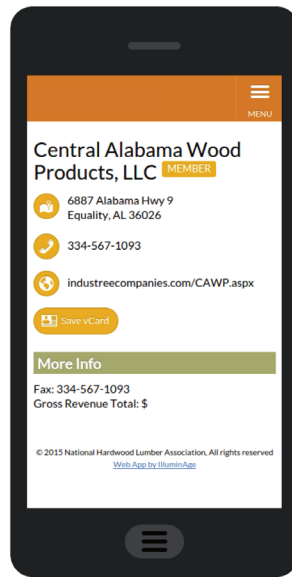
AD LOCATIONS | Members Only

Landing Page (1 advertiser) | \$420 per month

Run of Site | \$125 per month



Run of Site (640 x 200 pixels) | \$125



Membership Directory

Ad Size:
640 x 200 pixels

Ad Size:
600 x 600 pixels

ARTWORK REQUIREMENTS

Landing page size is 600 x 600 pixels

Run of Site sizes are 640 x 200 pixels

Artwork must be submitted digitally via email. The following file formats are acceptable: PNG or JPEG (preferred).

ADVERTISING POLICIES & SPECIFICATIONS

Advertisers assume liability for all content of advertisements. NHLA reserves the right to refuse any print or electronic advertisement and may reject any URL link embodied within any advertisement. NHLA is not involved in the commercial publishing business. No agency discounts will be allowed. NHLA will not be involved in the development process with the agency. NHLA will not be responsible for incorrect colors, words or any mistakes on any furnished artwork.

REFUND POLICY

If the print artwork for the ad is not received by the 7th day of the preceding month of publication, NHLA doesn't guarantee placement. Refunds will not be provided.

NHLA LOGO SPECIFICATIONS

If you are using the NHLA logo in your ad, please refer to the *NHLA Logo Standards Policy*.

CONTACTS

ADVERTISING SPONSORSHIPS EXHIBITS

John Hester
Director of Membership &
Business Development
901-399-7558
j.hester@nhla.com

Vicky Simms
Membership Development Manager
901-399-7557
v.simms@nhla.com

MARKETING/ COMMUNICATIONS & EVENTS

Renee Hornsby
Director of Marketing & Communications
901-399-7560
r.hornsby@nhla.com

PRINT & DIGITAL ADVERTISING MATERIAL SUBMISSIONS

Melissa Ellis Smith
Graphic Designer
901-399-7553
m.ellis@nhla.com

FOLLOW US

SOCIAL MEDIA OUTLETS



Target key leaders in the hardwood industry!



National Hardwood Lumber Association | PO Box 34518 | Memphis, TN 38184 | www.nhla.com

STRONG ROOTS. GLOBAL REACH. | WWW.NHLA.COM