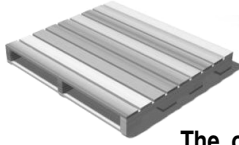


# PALLET ENTERPRISE

## 2016 Rate Card



## Solutions and Ideas for Sawmills, Pallet Operations and Wood Processors!

### "#1 News and Machinery Source"

#### One Ad – Two Times the Exposure

Buy a display or classified ad in the print edition of *Pallet Enterprise* and we will automatically rebate you the cost of the same size ad in the digital edition. This includes free web links in your ad. This is a special offer and may be discontinued at any time.

#### 2016 Enterprise Editorial Calendar

- January** – 2016 Buyers' Guide & Best of the Year 2015 Issue
- February** – Pallet Recycling/Wood Fiber, Specialty Wood Products
- March** – Pallet Assembly, Plant Maintenance, Parts Source Guide, Biomass
- April** – Hardwood Sawmilling, Cut Stock, Lumber Pages/Pallet Lumber Guide
- May** – Industry Leadership Roundtable, Pallet Recycling, Expo Preview, (EXPO Richmond Show)
- June** – Specialty Containers, Software and Data Management (SFPA Expo Show)
- July** – Biomass/Wood Energy, Pallet Assembly, Social Media/Marketing
- August** – Pallet Recycling, Transportation/Logistics, Family Business Roundtable
- September** – Sawmill, Lean Manufacturing, 2106 Election Preview Wood Grinding (Lake States Show)
- October** – International Markets, Pallet Recycling, Global Solutions Guide (Paul Bunyan Show Issue, FEFPEB Congress)
- November** – Video Guide, Upcycling, Sustainability
- December** – Pallet Assembly, Multi-site Management, Human Resources

#### Enterprise Space Commitment Dates

The space deadline is the first of the month preceding the issue date. For example, if you want to advertise in the April 2016 issue, you would need to confirm your space commitment by March 1, 2016. Advertising material in electronic form should be delivered to the *Enterprise* within five business days of the space commitment date, e.g. March, 5.

#### Enterprise Circulation Statement

- High Speed digital editions available globally
- Most complete pallet list in the industry
- Extensive international distribution, especially in Canada and Europe
- Average pass along readership of three readers per copy

**Bonus Show Distribution:** Meeting circulation at CWPCA/ACMPC and WPA meetings. Show circulation at Lakes States Show, Expo Richmond, Northeast Loggers' Show, Paul Bunyan Show, and FEFPEB Congress.

#### Why advertise in the *Enterprise*?

- Recognized industry leader.
- Considered required reading by many industry professionals. Just ask our readers, many catalog every issue.
- Results — Just ask our advertisers!
- Experienced staff — Most Knowledgeable pallet staff in the world.
- Extensive international influence!

The only monthly magazine dedicated to pallet operations, recyclers, sawmills, remanufacturers and wood processors. Printed and digital versions are circulated to pallet, sawmill and wood industry professionals worldwide. Serving the industry for over 35 years, the *Pallet Enterprise* staff produces must-read information. Your customers are reading the *Pallet Enterprise*, shouldn't you be promoting your products here?

#### Internet Marketing & Advertising Opportunities

The *Pallet Enterprise* digital edition offers faster deliverability than print, a searchable archive, audio and video capabilities, greater international reach than print, and much more. Increasingly companies are going online to do product research on machinery and industry services. The *Pallet Enterprise* offers content and online services that can drive visitors to your Web site. Other sites may have links to information; *Pallet Enterprise* offers original content and knowledge that is unmatched. Your customers are clicking here – shouldn't you consider advertising here?

*Pallet Enterprise* offers a number of online opportunities for reaching more potential customers.

- TimberEquipment.com directory of industry suppliers
- Online classifieds
- Sponsor or advertise on the new monthly *Enterprise Insight* e-newsletter
- Sponsor special online sections

Discuss rates and options with your sales representative.

**Banner Ads:** Per Quarter...\$800 (PE print display advertiser)  
Per Quarter... \$1,200 (Non-PE display advertiser)

Button Ads:	Ad Location	Display Advertiser	Non-Display Advertiser
	Homepage	\$1,050	\$1,450
	Other Pages	\$850	\$1,250

#### Traditional Marketing Services (List Rental)

The *Pallet Enterprise* has one of the most accurate and targeted mailing lists serving the forest products industry, especially the low grade lumber and pallet industries in North America. Only a limited number of promotional offers each year are granted access to mail to this master list. Find out how this unique opportunity can help improve your direct mail efforts.

**Advertisers:** \$150 per thousand names  
**Non-advertiser:** \$250 per thousand names

#### Reprints/E-Prints

Third party coverage adds credibility and punch to effective marketing programs!

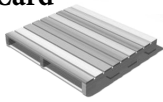
Has your company or its products been featured in the *Pallet Enterprise* magazine in the past? If so, you may want to consider a reprint or license to use the *Enterprise* coverage and branding in your marketing program. Consider the possibilities... trade show literature, brochures, direct mail, web site testimonials, customer newsletters, sales kits, sales presentations and investor relations material. Discuss rates and options with your sales representative.

**Print Reprints:** See Website at [www.palletenterprise.com/reprint\\_info.asp](http://www.palletenterprise.com/reprint_info.asp)

**E-Prints:** \$500 each

#### Tailored Marketing Packages

Contact your sales representative to learn about discounts for marketing packages involving a variety of outreach vehicles including print advertising, Web-based promotions, custom publishing, list rental, reprints and more. We will work with you to develop the right marketing blend to get you results, save money and meet your unique needs.



**Display Ad Rates**

Rates below are per insertion for black and white ads. Color is additional. See information following for color charges. Multiple issue rates (3 issues or more) are available for consistent advertisers and firm insertions for multiple placements. Ad rates are in U.S. dollars.

Ad Size	1x	3x	6x	12x
2 Pages	\$3,450	\$3,100	\$2,930	\$2,660
1 Page	1,815	1,720	1,605	1,420
2/3 Page	1,570	1,450	1,330	1,090
1/2 Island	1,450	1,330	1,210	990
1/2 Page	1,210	1,090	1,040	910
1/3 Page	970	910	845	785
1/4 Page	785	725	675	590
1/6 Page	660	570	545	480
Inside Cover	2,055	1,935	1,815	1,695
Back Cover	3,145	2,905	2,720	2,420
Center Spread	3,670	3,320	3,150	2,880

**Bleeds**

No extra charge for bleeds.

**Terms**

Finance charges of 1 1/2% per month, compounded monthly, are charged after 30 days. Invoices will be mailed when tear sheets are available. Visa, MasterCard, Discover, and American Express are accepted.

**Colors—An ENTERPRISE Feature:** All display ads include a second color option of green, red and blue for a nominal \$300 surcharge. Additional color charges are described below.

**Special Colors:** Special PMS colors and process printing colors are available for \$400. This price assumes that no screens are included and the color requested can be blended from the four process printing colors. Other special color requirements will be quoted upon request.

**Four-Color:** Multiple color or four-color process ads are \$600 additional per insertion for each full or partial page.

**Layout and Ad Preparation:** The Enterprise staff is glad to help advertisers with their advertising needs. Costs incurred for layout and other ad preparation steps will be invoiced to the advertiser.

**Enterprise Classified Ads:** Classified ads are billed by the column inch, with a one inch minimum. Rates are \$80 per column inch. Special package rates are available for classified ads to run in all three Industrial Reporting, Inc. forest products industry publications: *TimberLine*, *Pallet Enterprise*, and a blast email of classified deals. The package rate is \$100 per column inch, which includes placement in all three publications. Additional column inches are prorated up to the nearest quarter inch. Classifieds will also be posted on IRI web pages at no additional charge. Blind ads carry a \$25 handling charge. A logo or photo can be included for a \$10 charge. Reverse type can also be included for a \$15 charge. A continuous run and pre-payment discount of \$5 each is available. All charges are in U.S. dollars.

**Special Positions**

Priced on request. Consideration will be given to those who make early requests.

**Multiple Ads in One Issue**

Multiple ads will be priced at the size of combined ads plus a \$300 divided ad charge. Minimum of a full page space is required for this benefit.

**Business Reply Cards**

Business reply cards may be inserted at a charge of \$1,400 per insertion.

**Pre-printed Inserts**

Priced on request.

**Enterprise Mechanical Sizes**

Ad Size	Width x Height (in inches)
Full page	7 1/4 x 9 5/8
Full page bleed	8 5/8 x 11 1/8
Two page bleed	17 x 11 1/8
Two-thirds page	4 3/4 x 9 5/8
Half page island	4 3/4 x 7
Half page horiz.	7 1/4 x 4 3/4
One-third page	(2 1/4 x 9 5/8) or (4 3/4 x 4 3/4)
One-fourth page	(7 1/4 x 2 1/4) or (3 1/2 x 4 3/4) or (4 3/4 x 3 1/8)
One-sixth page	(2 1/4 x 4 3/4) or (4 3/4 x 2 1/4) or (3 1/2 x 3 1/8)

All ads require **digital/electronic files**.

Color proofs or laser copies must be included with ad material. Please call **800-805-0263** and ask for Christopher Edwards with questions regarding specifications of digital ad submissions.

**Enterprise Specifications**

Book Trim—8 3/8 x 10 7/8", Saddle Stitched

**Enterprise Staff — The Pallet and Low Grade Lumber Experts**

- Edward C. Brindley, Jr., Ph.D., *President*
- Chaille Brindley, *VP Operations & Publisher*
- Scott Brindley, *V.P. of Marketing/Advertising*
- Gary Stergar, *Marketing/Advertising*
- Christopher D. Edwards, *Design & Layout Director*
- Melissa Rzasa, *Office & Circulation Manager*
- Julie Ginn, *Circulation*
- Melissa Brindley, *Accounting and Business Manager*
- Carolyn M. Brindley, *Public Relations*
- Tim Cox, *Contributing Author*
- Diane Calabrese, *Contributing Author*
- Rick LeBlanc, *Contributing Author*
- Lisa Monroe, *Staff Writer*
- Michael Goldberg, *Webmaster*

Publishers of:

- PALLET ENTERPRISE**
- Pallet Profile Weekly*
- Recycle Record*
- TIMBERLINE**

Member of WPA and CWPCA

**Contact the Enterprise staff at:**

**(800) 805-0263**

(804) 550-0323 • Fax: (804) 550-2181

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**Industrial Reporting, Inc.**