

PALLET ENTERPRISE

2024 Rate Card
**Solutions and Ideas for Sawmills,
Pallet Operations and Wood Processors!**



“#1 News and Machinery Source”



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 43 years, the Industrial Reporting staff produces must-read information. Your customers are reading the *Pallet Enterprise*, shouldn't you be promoting your products here?

Why Promote Your Products &



- Advertise where pallet and lumber companies look for solutions and new products to improve their production. **No other source offers as much information and resources** for pallet and lumber companies. This includes cover stories, plant features, problem/solution case studies, supplier spotlights, human interest, new product announcements, auction calendar and much more.
- The staff of *Pallet Enterprise* can **help you develop a marketing plan** that meets your objectives. Our goal is to help you succeed by developing a marketing and promotion program that works for you. This includes magazine advertising, editorial that encourages adoption of supplier products and services, e-prints and reprints, direct mail, online coverage that will drive prospects to your website, social media exposure, e-newsletter promotion, and custom publishing and content development.



Services with **PALLET ENTERPRISE?**



- **Targeted circulation (both print and online)** reaches decision makers and people who make buying decisions in the pallet and low-grade lumber industries.
- Knowledgeable staff that can help you fine tune your message. **We offer free of charge ad design and creative development services** that could save you thousands of dollars. Our team stands ready to answer your call and help you get the answers that you need.
- Promotion with *Pallet Enterprise* is a competitive cost option to develop your brand and **establish your name in the pallet market or keep it in front of customers** so that when they buy, they look for your company.



Sales Goals

Pallet Enterprise reaches thousands of pallet industry leaders and decision makers every month. **From direct mail to magazine and website promotion to social media, we can help you get the word out about your latest sales promotional campaign.** Ask about

our special packages involving a number of different marketing methods. We can also help you develop content and material that you use to drive sales after the initial inquiry.



Let us help you achieve your *sales, social media and brand development* goals.

Social Media

Pallet Enterprise can assist you in promoting your social media presence via our own Twitter feed, Facebook page, e-mail lists and websites. Many of these services are **FREE or low-cost to qualified advertisers.**



Brand Development

There is no better resource to help you develop your brand reputation than the *Pallet Enterprise*. From **editorial content featuring your company** to custom design work for advertising and marketing campaigns, the staff of the Pallet Enterprise combines professionalism with an unparalleled knowledge of the industry and what your customers are looking for.



Check out these special areas of interest to advertisers...on the *Pallet Enterprise* website

WWW

- **News Releases** — These will be available on a prominent place on the *Pallet Enterprise* homepage. This service will include getting these press releases indexed by Google News.



\$0 charge for the first three news releases per year for qualified advertisers. Others pay \$100 per news release published online. The news release will remain on the homepage for one month.

- **Video** — Links to educational and product demo videos. These will be available on the *Pallet Enterprise* homepage and will be marketed via Twitter posts.



\$0 cost for posting a video link for a month (up to two posts free per year for qualified advertisers); for more video links \$565 per video link per quarter for print advertisers; \$680 for non-print advertisers per video.

- **White Papers** – Prominent links and descriptions on the *Pallet Enterprise* homepage to educational papers from leading suppliers. These could cover things like “The ROI of Automation” or “What to Look for When Buying a Grinder” etc. These will also be marketed via Twitter posts as well as Facebook and LinkedIn mentions.



\$680 per white paper for a quarter. \$1,700 if our staff has to develop the white paper for the advertiser. This marketing opportunity will only be available for print advertisers. Limit three per quarter.

- **X Corp. (formerly Twitter) Mentions** – *Pallet Enterprise* has an active X Corp feed and can mention suppliers on it, including links to articles about suppliers.



\$0 cost for advertisers although there is a limit to how many mentions on social media we can make per year.

And as usual the *Pallet Enterprise* will continue to offer cover stories, plant features, new product announcements and supplier news.

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 sized 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.



2024 Enterprise Editorial Calendar

January – 2024 Buyers' Guide & Best of the Year 2023 Issue

February – Pallet Recycling, Pallet Dismantler Guide, Specialty Wood Products

March – Pallet Assembly, Grinder Guide, Human Resources

April – Sawmill, Lumber Pages/Pallet Lumber, ERP/Software (*Expo Richmond*)

May – Pallet Recycling, Recruitment, International Focus

June – Specialty Containers, Pallet Block Guide, Lumber Treatment/Drying,

July – Sawing/Resaws, Pallet Nailer Review, Plant Safety & Safety Supplies

August – Trucking & Logistics, Video Guide, Forklift Review

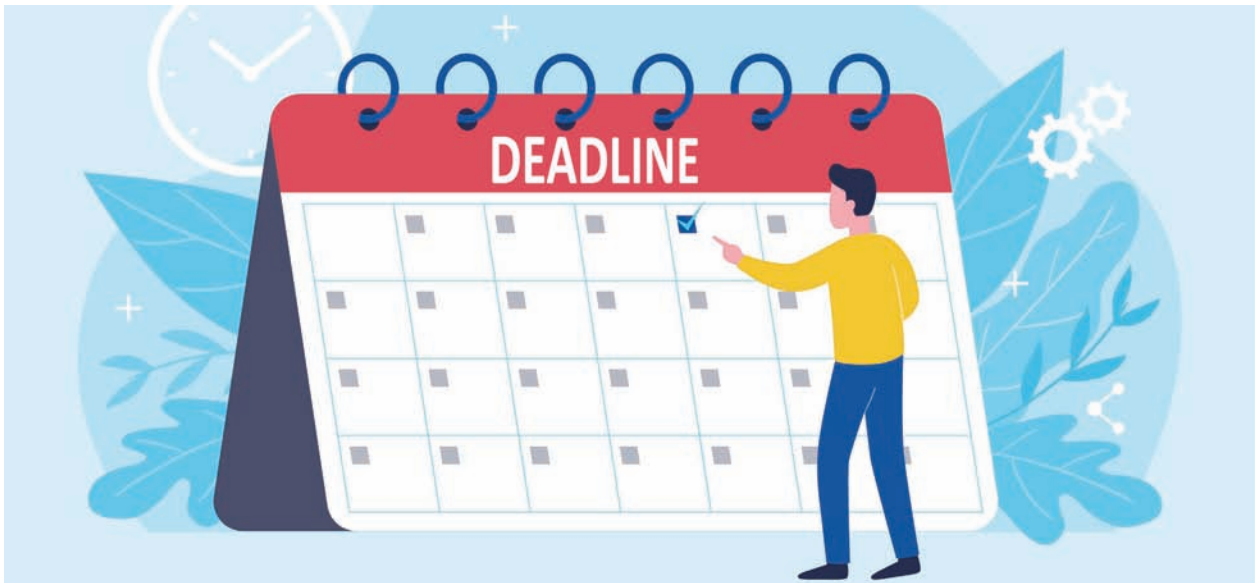
September – Sawblade Guide, Social Media/Marketing, Lean Manufacturing (*Lake States Show*)

October – Pallet Recycling, Biomass/Wood Fiber, Sustainability (*Paul Bunyan Show Issue*)

November – Best Websites Award, ERP & Data Management

December – Pallet Assembly, Pallet Nail Guide, Ergonomics

Enterprise Space Commitment Dates



Space deadline is the first of the month preceding the issue date. For example, if you want to advertise in the April 2024 issue, you would need to confirm your space commitment by March 1, 2024. Advertising material in electronic format should be delivered to the *Enterprise* within five business days of the space commitment date, e.g. March 8, 2024.

Enterprise Circulation Statement

- Digital editions available globally.
- Most complete pallet list in the industry. Ask for a copy of our updated circulation statement if you want to know specifics.
- Extensive international distribution, especially in Canada and Europe
- Average pass-along readership of three readers per copy

Bonus Show Distribution:

Show circulation at EXPO Richmond, Lakes States Show, Northeast Loggers' Show, Kentucky Show, and Paul Bunyan Show.

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. For 40 years, *Pallet Enterprise* has been the industry leader in news and information. Today, 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.**

- Advertising and ad enhancements in the new digital edition
- Banner and button ads on the *Pallet Enterprise* Web sites
- TimberEquipment.com directory of industry suppliers
- Online classifieds
- Sponsor or advertise on the monthly *Enterprise Insight* e-newsletter
- Sponsor special online sections
- Discuss rates and options with your sales representative.



Email Marketing

- While we don't rent out our email list for promotional mailings, we do offer suppliers the opportunity to get their message in our email blasts that go out monthly. We send out the *Enterprise Insight* to about 3,700 subscribers explaining the latest content in the magazine. We also send out a similar e-mail newsletter for *TimberLine* to about 3,400 subscribers. We also send out a monthly classified list to about 2,700 subscribers detailing the latest classified ad changes/updates.



PE Insight E-Newsletter

Issue Sponsor \$540 – Graphic, link and text toward top of e-newsletter. Limit one per e-newsletter.

Graphic/Text \$385 – Graphic, link and text below top third of e-mail message. Message recipient will have to scroll to see. Limit three per e-newsletter.

Sponsored Content \$438 – Article mention, link and mini image in the top third of the message. Content development cost is extra. Limit three per e-newsletter.

Classifieds Newsletter

There is no charge to be in this email blast. The only thing you need to do is change the content of your ad every month.

Button and Banner Ads

Button Ads

All button ads are static and smaller than banner ads. They appear on the right-hand side of the page on the homepage and article/content pages throughout the *Pallet Enterprise* website. This gives advertisers impressions on various pages, including the homepage. Pricing does not include banner ad design. Standard size for button ad is exactly 264 width x 146 height pixels. Buttons may be animated but file size is restricted. Banner ad development is also offered at \$55 an hour for companies with no in-house design ability or outside agency. File size is limited to 250K maximum.

Per Quarter... \$1,670 (PE print display advertiser)

Per Quarter... \$2,300 (Non-PE display advertiser)



Banner Ads

Rotating banner ads appear on the homepage and other high-traffic pages. Your ad will be in a rotation with other ads. Banner ad design is not included; we do offer ad development for \$45 per hour. All banner ads must be exactly 468 pixels wide by 60 pixels high. File size is limited to 250k maximum.

Per Quarter... \$1,270 (PE print display advertiser)

Per Quarter... \$1,670 (Non-PE display advertiser)

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: \$260 per thousand names
Non-advertiser \$410 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. Reprints are affordable and effective for print and Web marketing. Consider the possibilities... trade show literature, brochures, direct mail, web site testimonials, customer newsletters, sales kits, sales presentations and investor relations material. Please call our office to discuss rates and options with one of our sales representatives.

Print Reprints: Affordably priced, please call for quote.

E-Prints: \$592 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.

As seen in May 2023 **PALLET ENTERPRISE** magazine

Turning a Problem into an Opportunity

Turner Lumber Pallet Division Expands with Woodpecker, Adds New Pallet and Cut Stock Availability

By Rick LeBlanc & Chaille Brindley

TURNER, Oregon—Turner Lumber, a diversified lumber re-manufacturing and pallet company, is looking to significantly boost its pallet capacity after its current expansion project is complete in 2024.

Operating on over 100 acres in the Willamette Valley, the company is known for the precision-cut roofing system components it produces for big box stores and warehouses. The company now employs over 150 people.

But there is much more to the story than its flagship roofing components business. Turner Lumber is a great example of a company that has grown to take full advantage of its material generation. While roofing components are manufactured from the highest grade material, the residual material is used for cut stock, sold through a network of lumber brokers, as well as for new and recycled pallet production. The company specializes in custom new pallets in addition to 48x40s. It makes use of its lowest-grade material for pallet repair. Repaired pallets account for about 25-30% percent of its pallet production.



Display Ad Rates

Black & white advertising rates are shown. Four color rates simply add \$600 per page or portion of a page. Multiple issue discounts are shown based on frequency of insertion. A second spot color can be added to a black & white ad for \$300.

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. Ad rates are in U.S. dollars.

RATES ARE PER INSERTION IN U.S. DOLLARS

AD SIZE / Position	1x	3x	6x	12x
2 Pages	\$3,995	\$3,675	\$3,435	\$3,080
1 Page	2,100	1,930	1,805	1,615
2/3 Page	1,820	1,675	1,565	1,400
1/2 Island	1,680	1,545	1,440	1,295
1/2 Page	1,400	1,290	1,205	1,075
1/3 Page	1,125	1,035	965	865
1/4 Page	905	835	780	700
1/6 Page	765	705	660	590
Inside Cover	2,380	2,190	2,045	1,835
Back Cover	3,640	3,350	3,130	2,800
Center Spread	4,255	3,915	3,655	3,275

Bleeds

No extra charge for bleeds.

Terms

Finance charges of 1½% 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.

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 \$1,850 per insertion.

Pre-printed Inserts

Priced on request.

Layout and Ad Preparation

The *Enterprise* staff is glad to help advertisers with their advertising design needs free of charge.

Enterprise Classified Ads:

Classified ads are billed by the column inch, with a one inch minimum. Rates are \$100 per column inch. Additional column inches are prorated up to the nearest quarter inch. All charges are in U.S. dollars.

Digital/Electronic File Specifications

If you have any questions, **please contact** Christopher Edwards at graphics@palletenterprise.com.

Enterprise Mechanical Sizes

Ad Size	Width x Height (in inches)
Full page	7.25 x 9.625
Full page bleed	8.625 x 11.125
Two page bleed	17 x 11.125
Two-thirds page	4.75 x 9.625
Half page island.....	4.75 x 7
Half page horiz.	7.25 x 4.75
One-third page	(2.25 x 9.625) or (4.75 x 4.75)
One-fourth page	(7.25 x 2.25) (3.5 x 4.75) or (4.75 x 3.125)
One-sixth page.....	(2.25 x 4.75) (4.75 x 2.25) or (3.5 x 3.125)

Digital ad files must be press ready in CMYK color mode, 300 dpi format, sized to spec, and have **no printer's or cropmarks!** We accept a wide variety of file formats.

Enterprise Specifications

Book Trim—8.375 x 10.875", Saddle Stitched • Line Screen for halftones—133 lines per inch

Enterprise Staff — The Pallet & 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*
- Rick Henretty, *Market Analyst*
- Tim Cox, *Contributing Author*
- Diane Calabrese, *Contributing Author*
- Rick LeBlanc, *Contributing Author*
- Leah Lively, *Staff Writer*
- Glence Matthew, *Webmaster*
- Scott Brindley Jr. and Daniel Brindley, *Digital Media Coordinators*



Publishers of:

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

(800) 805-0263

(804) 550-0323

Fax: (804) 550-2181

www.palletenterprise.com

Email our sales staff:

scott@palletenterprise.com

gary@timberlinemag.com



Industrial Reporting, Inc.

10244 Timber Ridge Drive
Ashland, VA 23005

Member of WPA, CWPCA