



WWW.LAT.ORG

LUMBERMEN'S ASSOCIATION OF TEXAS MEDIA GUIDE

***DEALER AND ASSOCIATE MEMBER
DIRECTORY & BUYERS' GUIDE***

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



LAT BY THE NUMBERS

\$6.29B

The Texas lumber and building material industry generates **\$6.29 billion** in annual revenue.*

\$3.8B

LAT members spend approximately **\$3.8 billion** on products and services every year. *

60%

LAT members represent **60%** of the independent Texas building material dealers.

133

As the **second largest association in Texas**, we've proudly served members for **133 years!**

Members use and need any and all products related to building or remodeling a house, including but not limited to:

- Building material products
- Employee Benefits
- Computer hardware & software
- Financial services
- Decking
- Insurance
- Trucks/forklifts
- And much more!

DISTRIBUTION PROFILE:

The Dealer and Associate Member Directory and Buyers' Guide is distributed to:

- Board and Committee Meetings
- Legislative Officials
- Regional Associations
- Non-Profit Groups
- Annual Convention Exhibitors
- Owners of Independent Lumber Yards
- And Many More!



DEALER AND ASSOCIATE MEMBER DIRECTORY & BUYERS' GUIDE

CONNECT WITH ONE OF THE LARGEST FEDERATES OF THE NATIONAL LUMBER & BUILDING MATERIAL DEALERS ASSOCIATION!

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

Source: IBISWorld Report 44419
LAT 2018 Marketing Questionnaire



DEALER AND ASSOCIATE MEMBER DIRECTORY & BUYERS' GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	
Double Page Spread	\$2,779.50
Outside Back Cover	\$2,579.50
Inside Front or Inside Back Cover	\$2,479.50
Full Page	\$2,179.50
2/3 Page	\$1,729.50
1/2 Page	\$1,519.50
1/3 Page	\$1,169.50
1/4 Page	\$839.50
1/6 Page	\$619.50
1/8 Page	\$459.50

Black-and-White Rates	
Full Page	\$1,639.50
2/3 Page	\$1,409.50
1/2 Page	\$1,149.50
1/3 Page	\$869.50
1/4 Page	\$689.50
1/6 Page	\$539.50
1/8 Page	\$419.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Products and Services Marketplace



Highlight your product or service to the multi billion dollar Lumbermen's Association of Texas industry by placing an ad in our Dealer and Associate Member Directory & Buyer's Guide.

Profiles



The Profiles section is designed to offer your company the opportunity to give our readers a detailed explanation of your company's products or services. The information listed in your company profile gives our members the vital information they need to select your company's product or service with confidence.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. For digital advertising sales advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. Rates as of August 2018.



DEALER AND ASSOCIATE MEMBER DIRECTORY & BUYERS' GUIDE

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category. One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Acoustical Products | <input type="checkbox"/> Estimating Systems | <input type="checkbox"/> Lumber, Redwood & Cedar |
| <input type="checkbox"/> Adhesives | <input type="checkbox"/> Exposition Management | <input type="checkbox"/> Lumber Sales |
| <input type="checkbox"/> Aluminum Products | <input type="checkbox"/> Film, Polyethylene | <input type="checkbox"/> Lumber, Treated |
| <input type="checkbox"/> Arches | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Material Handling Equipment |
| <input type="checkbox"/> Architectural Services | <input type="checkbox"/> Fireplace Units & Accessories | <input type="checkbox"/> Meterpoles |
| <input type="checkbox"/> Area Walls | <input type="checkbox"/> Flooring | <input type="checkbox"/> Millwork |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Forklift Trucks | <input type="checkbox"/> Moulding & Trim |
| <input type="checkbox"/> Beaded Plywood | <input type="checkbox"/> Frames, Door & Window | <input type="checkbox"/> Operators, Electric Garage Doors |
| <input type="checkbox"/> Beams | <input type="checkbox"/> Gas Appliances | <input type="checkbox"/> Ornamental Iron |
| <input type="checkbox"/> Bolts & Nails | <input type="checkbox"/> Glazing Panels | <input type="checkbox"/> OSB Grid Panel System |
| <input type="checkbox"/> Bonding/Coatings | <input type="checkbox"/> Gutters | <input type="checkbox"/> Paints & Sundries |
| <input type="checkbox"/> Brackets & Supports | <input type="checkbox"/> Hammers, Hatchets, Axes, Pry Bars | <input type="checkbox"/> Pallet Material |
| <input type="checkbox"/> Brushes & Rollers | <input type="checkbox"/> Hangers | <input type="checkbox"/> Personal Management |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Hangers, Joist & Lumber Hardwood | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> Building Products | <input type="checkbox"/> Products | <input type="checkbox"/> Plumbing Fixtures |
| <input type="checkbox"/> Cabinets | <input type="checkbox"/> Insulation | <input type="checkbox"/> Plywood |
| <input type="checkbox"/> Cantilever Racks | <input type="checkbox"/> Insurance | <input type="checkbox"/> Plywood Siding |
| <input type="checkbox"/> Caulking Compounds | <input type="checkbox"/> Ladders | <input type="checkbox"/> Poles, Posts & Pilings |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Landscape Timbers | <input type="checkbox"/> Preservatives |
| <input type="checkbox"/> Chemical Building & Stabilization
Lime | <input type="checkbox"/> Lathes | <input type="checkbox"/> Radiant Barrier Panels |
| <input type="checkbox"/> Compressors | <input type="checkbox"/> Lawn & Garden Supplies | <input type="checkbox"/> Roof Deck |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Loaders/Crane - Truck Mounted | <input type="checkbox"/> Roof Edges, Valleys & Flashings |
| <input type="checkbox"/> Concrete and Products | <input type="checkbox"/> Locks | <input type="checkbox"/> Roofing Materials |
| <input type="checkbox"/> Corner Bead Cutting Tools | <input type="checkbox"/> Loss-Prevention Consultants | <input type="checkbox"/> Safety Apparel |
| <input type="checkbox"/> Cypress Chips/Mulch | <input type="checkbox"/> Louvers, Metal & Wood | <input type="checkbox"/> Scaffold Plank |
| <input type="checkbox"/> Decking, Floor & Roof | <input type="checkbox"/> Lumber | <input type="checkbox"/> Screens |
| <input type="checkbox"/> Dimensional Lumber | <input type="checkbox"/> Lumber & Building Materials | <input type="checkbox"/> Sealants |
| <input type="checkbox"/> Distributors | <input type="checkbox"/> Cooperative | <input type="checkbox"/> Shakes |
| <input type="checkbox"/> Doors | <input type="checkbox"/> Lumber, Fir & Pine | <input type="checkbox"/> Sheathing |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Lumber, Hardwood | <input type="checkbox"/> Shingles |
| <input type="checkbox"/> Epoxy & Mechanical Fasteners | <input type="checkbox"/> Lumber, Prefinished | <input type="checkbox"/> Shutters |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____



DEALER AND ASSOCIATE MEMBER DIRECTORY & BUYERS' GUIDE

INDEX OF ADVERTISERS CATEGORIES

- | | | |
|---|---|--|
| <input type="checkbox"/> Siding | <input type="checkbox"/> Storage Racks | <input type="checkbox"/> Vinyl Products |
| <input type="checkbox"/> Skylights | <input type="checkbox"/> Storage Systems | <input type="checkbox"/> Wallboard |
| <input type="checkbox"/> Software | <input type="checkbox"/> Structural Connectors | <input type="checkbox"/> Water Proofing |
| <input type="checkbox"/> Southern Yellow Pine Saw Mill | <input type="checkbox"/> Thresholds - Metal, Plastic & Wood | <input type="checkbox"/> Weather Stripping |
| <input type="checkbox"/> Stains & Coatings | <input type="checkbox"/> Ties, Concrete Form | <input type="checkbox"/> Wholesalers |
| <input type="checkbox"/> Stair Parts | <input type="checkbox"/> Timbers & Planks | <input type="checkbox"/> Window Units, Metal/Thermal |
| <input type="checkbox"/> Stairways, Spiral & Disappearing | <input type="checkbox"/> Tools | <input type="checkbox"/> Window Accessories |
| <input type="checkbox"/> Staplers, Nailers, Tackers & Accessories | <input type="checkbox"/> Treated Timbers & Round Stock | <input type="checkbox"/> Wood Preservation |
| <input type="checkbox"/> Steel | <input type="checkbox"/> Trucking, Lumber & Building | <input type="checkbox"/> Other: _____ |
| | <input type="checkbox"/> Truck Sales | |

THANK YOU TO OUR PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Lumbermen's Association of Texas and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of LAT.

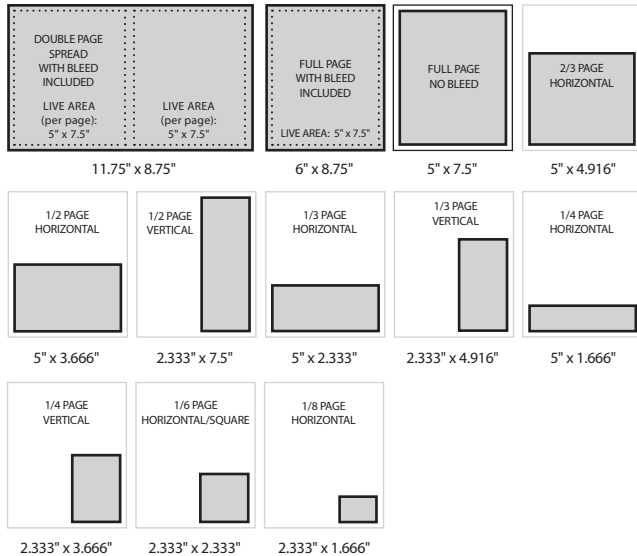
- | | |
|---------------------------------------|--|
| AmTrust North America | Krauter Solutions |
| Boise Building Systems | LP Building Products |
| Cargoways Warehousing & Trucking | Morton Lumber Company |
| Center-Line Trailers | Orgill, Inc. |
| Denver Southwest | Paint Sundries Solutions |
| Do it Best Corp. | Paladin Data Corp |
| DW Distribution | Pennsylvania & Indiana Lumbermens Mutual Insurance Company |
| ECl Spruce Computer Systems | Polyguard Products Inc. |
| ECMD | PrimeSource |
| Fine Lumber & Plywood | Richardson Timbers |
| Gaiennie Lumber Co. | RoyOMartin |
| Gardner-Gibson | Simpson Strong Tie Company, Inc. |
| Great Southern Wood Preserving, Inc. | Snaveley Forest Products |
| Hall Truck Center | Textruss, Inc. |
| HDW, Inc. | Toyota Lift of Houston |
| Holland Southwest International, Inc. | Toyota Lift Of South Texas/Toyota Lift of Houston |
| Huber Engineered Woods | W.W. Cannon, Inc. |
| Huttig Building Products | Weyerhaeuser Co. |
| Jackson & Langford Wholesale Lumber | |
| James Hardie Building Products | |
| Johns Manville | |



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PRINT ADVERTISING SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For the latest online specs, please visit www.naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. For digital advertising sales advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.

