



MEDIA PLANNER



BUILDING CONNECTIONS

Contact:

WRLA.org

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Project Manager

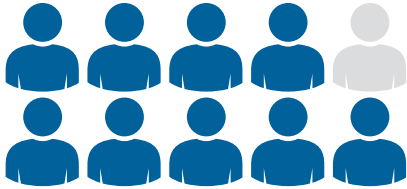
Naylor Association Solutions

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Who We Are



WE ARE ONE OF THE LARGEST BUILDING MATERIALS ASSOCIATIONS IN WESTERN CANADA. WITH OUR MEMBERSHIP REPRESENTING 9 OUT OF 10 RETAILERS IN THE INDUSTRY.



OUR MEMBERS SPEND \$12 BILLION ON PRODUCTS AND SERVICES IN THE LUMBER, BUILDING MATERIALS AND HARD GOODS INDUSTRY IN WESTERN CANADA.

About the Association

The Western Retail Lumber Association, Inc. is composed of over **1,110 member firms** involved in the building supply industry in Western Canada. We represent the interests of **CEOs, presidents and vice presidents** of member companies in Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Territories, NW Ontario, Yukon and Nunavut. We are dedicated to serving the needs and promoting the common interests of the Canadian lumber, building materials and hardgoods industry in Western Canada.

Why do business with our members?

Our membership provides a unique opportunity for businesses involved in the retail lumber, building materials and hard goods industry to grow their business by reaching a highly targeted and receptive audience.

What makes them so valuable?



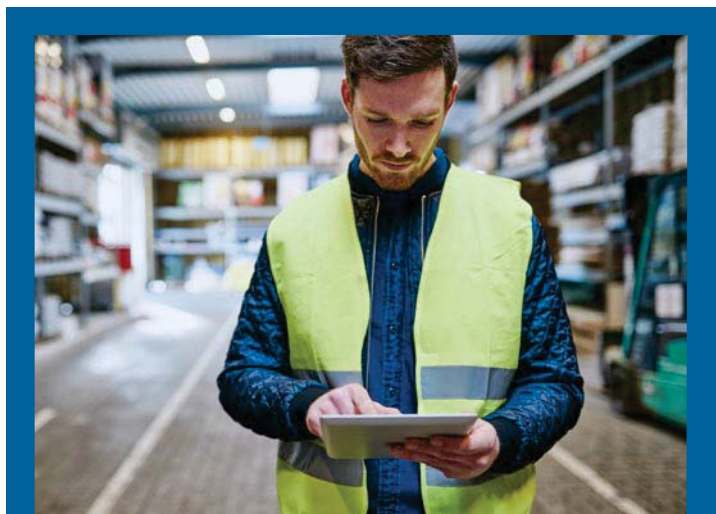
Nearly **90%** of our readers are owners or managers of their companies.



Nearly **2 out of 3** of our members approve the purchase of products and services for their companies.



More than **70%** of our readers reported taking some action on an advertisement featured in a WRLA publication.



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Product Menu

Reach WRLA members year round.



Yardstick print edition

Connect your company to our members through our official bi-monthly magazine. According to a recent survey, nearly **100%** of our members read each issue of magazine, and nearly **95%** of readers consider *Yardstick* relevant to their job. *Yardstick* features articles focusing on legislative updates, association news and information on the top product and service suppliers to the industry.

Yardstick digital edition

Members are emailed a digital edition of *Yardstick*. Issues are archived on our website, giving each issue added exposure and life. Nearly **85%** of our readers enjoy that they are able to access *Yardstick* magazine online.



Annual Directory & Product Source Guide

The annual *Directory & Product Source Guide* is a 5.75" x 8.5" publication containing important association and member information, plus industry news. Over **90%** of our members say they keep their directory on-hand for easy reference and use it throughout the year.

WRLA News eNewsletter

WRLA's electronic newsletter, *WRLA News*, delivers powerful industry news and trends 21 times per year to over **1,200** recipient firms involved in the building supply industry in the West.

WRLA Website

Prominent advertising positions are available on WRLA.org. Members turn here to get up-to-date information, see upcoming events and much more. WRLA.org receives nearly 7,100 page views each month.



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Yardstick Magazine, Directory & Product Source Guide



The official magazine of the WRLA

Connect your company to our members through *Yardstick*, our bi-monthly magazine. **95%** of readers consider *Yardstick* relevant to their job. *Yardstick* features articles focusing on legislative updates, association news and information on the top product and service suppliers to the industry.

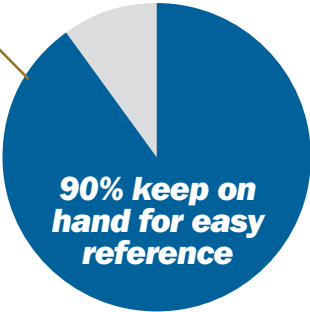
Yardstick fast facts:

- Circulation: Over 1,450 print copies
- Nearly 100% of our members are reading each issue.
- With pass-along readership, an additional 1000 people are reading each issue of the magazine.



Our Annual Directory

Our annual directory is used throughout the year by members to access important member information, industry news, and as a product resource tool. Over **90%** of our members say they keep their directory on-hand for easy reference and use it throughout the year.



Let us customize an advertising program that fits your needs and budget. Contact your Naylor account executive today for information on the full suite of advertising opportunities with WRLA.

Both *Yardstick* magazine, and the Directory & Product Source Guide have bonus distribution at the WRLA Buying Show!

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Yardstick Magazine, Directory & Product Source Guide

**ALL RATES INCLUDE EMAGAZINE LINKS
IN YARDSTICK MAGAZINE**

Net Full Colour Rates†

Size	1-2x	3-5x	6-7x
DPS	\$4,279.50	\$4,069.50	\$3,849.50
OBC‡	\$3,249.50	\$3,129.50	\$2,999.50
IFC/IBC‡	\$3,049.50	\$2,929.50	\$2,799.50
FULL PAGE	\$2,449.50	\$2,329.50	\$2,199.50
1/2-PAGE ISLAND	\$1,819.50	\$1,729.50	\$1,639.50
1/2 PAGE	\$1,549.50	\$1,469.50	\$1,389.50
1/3 PAGE	\$1,169.50	\$1,109.50	\$1,049.50
1/4 PAGE	\$899.50	\$849.50	\$809.50

Direct mail opportunities available – Ask your representative for details

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Net Black and White Rates†

Size	1-2x	3-5x	6-7x
FULL PAGE	\$2,049.50	\$1,949.50	\$1,839.50
1/2 PAGE	\$1,319.50	\$1,249.50	\$1,189.50
1/3 PAGE	\$989.50	\$939.50	\$889.50
1/4 PAGE	\$739.50	\$699.50	\$669.50

†Members are entitled to a 10% discount on net rates. ‡Prime positions are available to WRLA members only.

‡Directory advertising is available to WRLA members only.

*Option is only available in Yardstick Magazine

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.



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.

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Print Specifications

Artwork Requirements

All digital colour and grayscale 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 colour artwork must be in CMYK mode, black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. 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.

Digital Ad Copy Submission

Go to the Naylor website at www.naylor.com and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Online Specifications

For more information, visit: www.naylor.com/onlinespecs

Production Services, Proofs & 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.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30 will be levied for returned cheques.

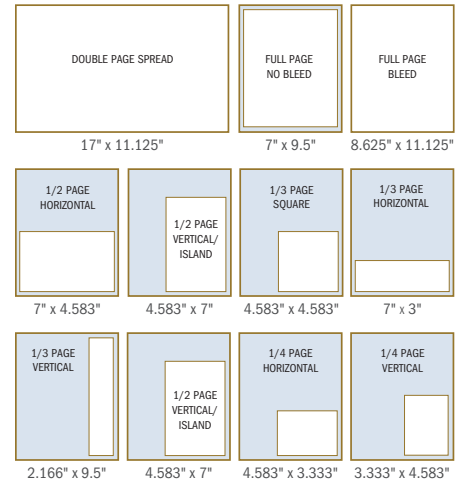
Cancellations

In the event of cancellation of a contract, the client agrees to repay Naylor Association Solutions any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions and direct mailer pieces are non-cancelable. All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned cheques.

Ad Agency Commissions

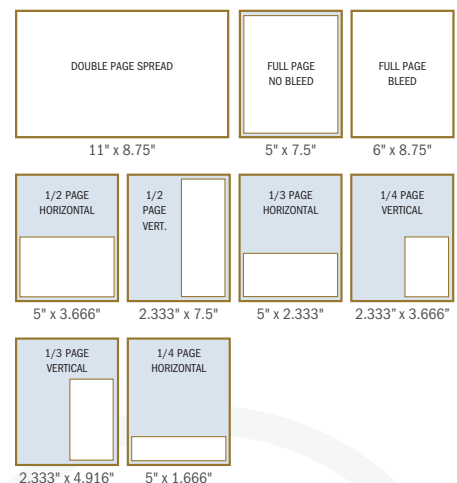
All prices are net. Ad agency commissions are not included in quoted price.

Depictions and Dimensions



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.

Magazine Trim Size: 8.375" x 10.875"
DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"



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.

Directory Trim Size: 5.75" x 8.5"
DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

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Yardstick Digital Edition

In addition to the print magazine, *Yardstick* has a digital edition that is a fully interactive version of the print issue available anywhere and anytime online. Nearly 85% of our readers enjoy that they are able to access *Yardstick* magazine online. Every issue is posted online on the WRLA website and sent to members via email. A full archive of past issues is available ensuring longevity for your online presence.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

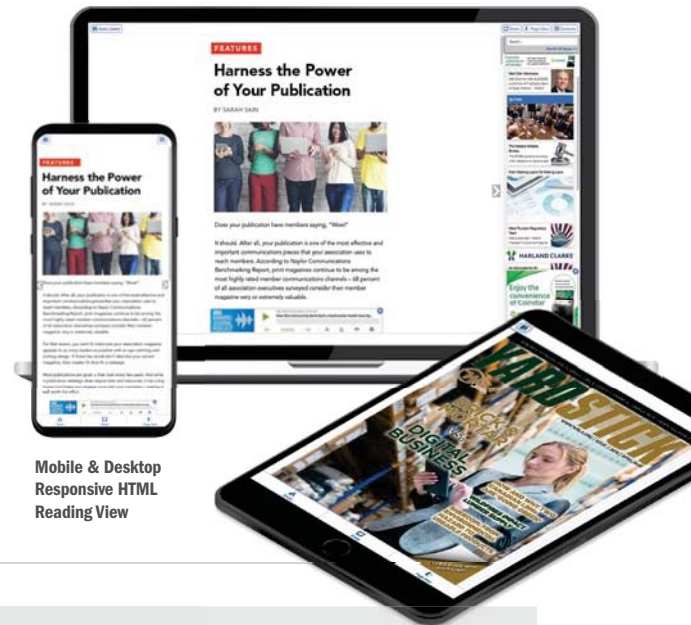
Yardstick is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 **Leaderboard (all views) | \$950**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 **Rectangle (all views) | \$950**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 **Top TOC Mobile Banner | \$435**

4 **2nd TOC Mobile Banner | \$385**

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$950

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | \$525**
- **Medium Insert | \$475**

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

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WRLA News eNewsletter

Our eNewsletter

WRLA's electronic newsletter, *WRLA News*, delivers powerful industry news and trends 21 times per year to over **1,200 recipient** firms involved in the building supply industry in the West. *WRLA News* keeps members up to date on the latest industry news and trends. As the largest retail lumber association in the West, WRLA **members spend \$12 billion annually on products and services**. Reach members at work and on the go by advertising in *WRLA News*.

Advantages of *WRLA News* eNewsletter:

- Readers will be able to share the eNewsletter with colleagues, providing more exposure for your company.
- Your ad will be hyperlinked to allow readers to click and go directly to your website.
- Prominently display your message between popular sections of the eNewsletter.
- Viewers will be able to access the magazine on most smart phones.

Custom Banners

Three rows of 2 custom rectangle banners (300 x 100 pixels). Your custom banner provides a direct link to your website or landing page - customers can buy at any time!

3 months	6 months	12 Months
\$1,150	\$1,900	\$3,255

Sponsored Content

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

3 months	6 months	12 Months
\$1,060	\$1,925	\$3,500

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WRLA NEWS IS EMAILED DIRECTLY TO THE TOP DECISION-MAKERS IN THE BUILDING SUPPLY INDUSTRY ACROSS THE WEST.



WRLA News is distributed twice per month, with the exception of June, July and August, where it is sent once per month.

WESTERN RETAIL LUMBER ASSOCIATION | NAYLOR ASSOCIATION SOLUTIONS

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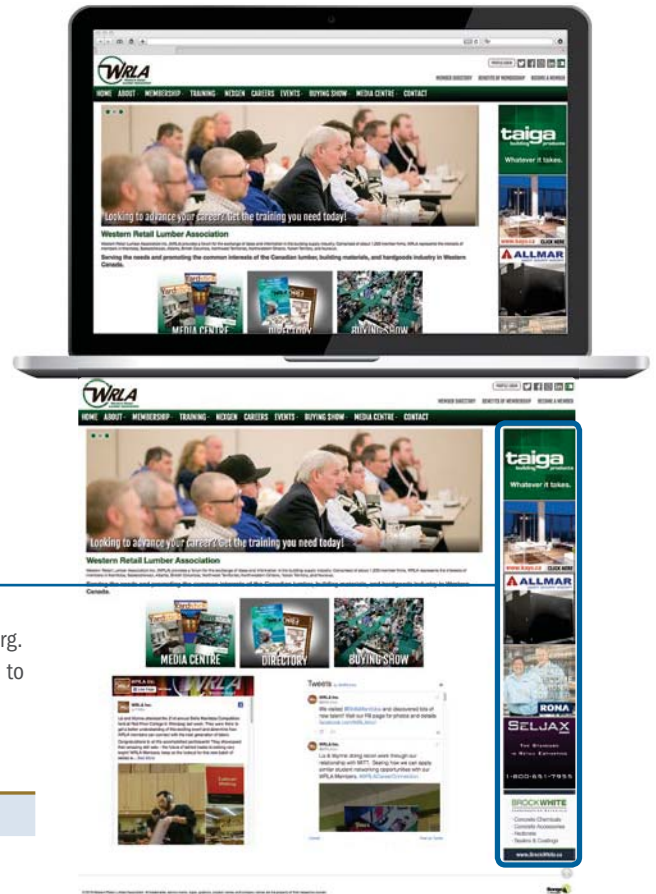


WRLA.org Website

Our Website

Our website has established us as the premier association for the lumber industry in the West. By placing your company on our site, you are building strong brand awareness with a leading association for the building supply industry.

Our official website provides a valuable connection to our members, as well as building supply professionals who visit our site for industry information. Make sure they know about your company and the products and services you provide. Contact your Naylor account executive today.



Square Ads

Advertising space will be available on the home and sub-pages of WRLA.org. Ads will rotate on the home page and sub pages expanding your exposure to site visitors.

3 months	6 months	12 Months
\$760	\$1,100	\$1,875

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WRLA.ORG AVERAGES APPROXIMATELY 7,100 PAGE VIEWS PER MONTH!

