

PALLET ENTERPRISE

2014 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 more than 36 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 & Services with **PALLET ENTERPRISE?**



- 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, 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, e-newsletter promotion, and custom publishing and content development.

- **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 advertising and marketing firms charge thousands of dollars to obtain.** 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.





- ARTICLES
- PALLET BOARD
- CLASSIFIEDS
- TIMBER EQUIPMENT DIRECTORY
- LUMBER PAGES
- ADVERTISING
- SUBSCRIBE
- MARKET REPORTS
- SITE MAP

WE EAT PALLETS
for breakfast, lunch & dinner.

PROCESS YOUR PALLETS/SCRAP INTO A WIDE RANGE OF FINISHED END PRODUCTS. (1.800.447.4634)




SEARCH PE WEBSITE AND DIGITAL EDITIONS

Google™ Custom Search

Browse Categories

| | |
|-----------------|-------------------------|
| Logging | Sawmills |
| Pallets | Unit Load |
| Pallet Profile | Transport Packaging |
| Special Reports | Special Issues/Sections |
| Product Guides | |

READ THE LATEST DIGITAL EDITION



VIEW DIGITAL EDITION ARCHIVES

Pallet Enterprise continues to evolve its print magazine and industry website. Pallet Enterprise launched in the winter of 2013 a completely redesigned website. This website redesign offers more opportunities for advertisers to promote their products and greater information and access for readers.

The primary objectives of the redesign are the following:

- Make the website easier to navigate.
- Increase the amount of variety of content including white papers, video, directories, product guides, blog, articles, etc.
- Offer more marketing opportunities for advertisers.
- Provide more tie-in with social media.
- Improve search engine optimization.
- Add more visual elements to the website.
- Delete old content and modernize the look and feel of the website.

New website sections of interest to advertisers...

- **News Releases** — These will be available on a prominent place on the PE 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 PE homepage and will be marketed via Twitter posts.



These will be offered on a first-come, first-served basis, and placement decisions will be up to the discretion of our editorial team as to what content is run and when it appears on our websites. Display advertisers will not be charged for these promotions.

- **White Papers** – Prominent links and descriptions on the PE 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.



\$650 per white paper for a quarter. \$1,650 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.

- **Product Guides** – The PE will add over the coming year a number of Product Guides on specific focuses such as Pallet Nailing, Pallet Recycling Equipment, Grinding, Pallet Lumber Processing and more. These guides will include articles, links to suppliers, new product releases, video links, etc. Only companies that pay or have it as part of a marketing package will be listed. Product guides will be sold on an annual basis.



Costs range from \$4,200 per year to \$1,650 per year depending on what package level you have. The more prominent your brand is on this page, the more you pay. For example, the site sponsor will have its brand prominent on the page and will be first in every item, such as videos, links, case studies, etc.

- **Twitter Mentions** – PE has an active Twitter 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

2X

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.**

2014 Enterprise Editorial Calendar

- January** – 2014 Buyers' Guide & Best of the Year Issue
- February** – Pallet Recycling/Wood Fiber, Specialty Wood Products
- March** – Pallet Assembly, Plant Maintenance, Video Guide
- April** – Hardwood Sawmilling, Cut Stock, Lumber Pages/Pallet Lumber Guide
- May** – Industry Leadership Roundtable, Pallet Recycling (EXPO Richmond Show Issue)
- June** – Specialty Containers, Lumber Drying and Mold Mediation
- July** – Biomass/Wood Energy, Pallet Assembly, Safety and Workplace Hazards
- August** – Pallet Recycling, Transportation/Logistics, Social Media/Marketing
- September** – Sawmill, Business Operations (Lake States Show Issue)
- October** – International Markets, Recycling, Sustainability (Paul Bunyan Show Issue)
- November** – Alternative Materials Guide, Software and Plant Automation
- December** – Pallet Assembly, Human Resources, Materials Handling

Enterprise Space Commitment Dates



Advertising material in electronic form should be delivered to the *Enterprise* within five business days of the space commitment date. The space deadline is the first Monday of the month for the month preceding the issue date. For example, if you want to advertise in the April issue, you would need to confirm your space commitment by Monday, March 3, 2014.

Enterprise Circulation Statement

- High Speed 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:

Meeting circulation at CWPCA/ACMPC and WPA meetings. Show circulation at Lakes States Show, Northeast Loggers' Show, Midwest Forest Industry Show, EXPO Richmond, Kentucky Show, SFPA Expo and the Paul Bunyan Show.

Internet Marketing & Advertising Opportunities

The *Pallet Enterprise* was the first U.S. publisher serving the forest products industry to offer complete digital editions that resemble the look and feel of the print publication. It combines the convenience of print with the functionality of the Web. The digital edition offers faster deliverability than print, a searchable archive, audio and video capabilities, greater international reach than print, and much more. In 2008, the *Pallet Enterprise* went online with our digital edition. It combines the convenience of print with the functionality of the Web. The 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 over 33 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?



Subscribe For FREE!!!
To register please visit the web site link below:
www.palletenterprise.com/digitaledition

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.

Custom Publishing

Have you ever wanted to have your own magazine? Now, you can. *Pallet Enterprise* now offers digital magazine services tailored to the needs of individual advertisers. These magazines make great catalogs and annual promotional material. Combine *Enterprise* content and your catalog to make a strong electronic magazine that will be sure to get noticed by potential customers. Call Chaille Brindley at 804-550-0323 to find out how these publications developed by professional journalists and writers can add major punch to your marketing program.

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 3,200 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 \$465– Graphic, link and text toward top of e-newsletter. Limit one per e-newsletter.

Graphic/Text \$310 – Graphic, link and text below top third of e-mail message. Message recipient will have to scroll to see. Limit three per e-newsletter.

Classifieds Newsletter

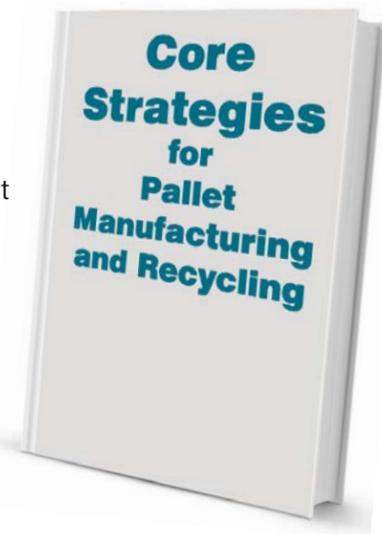
There is no charge to be in this email blast. The only thing you need to do is change the content of your ad every month.

- Banner and button ads on the PE websites. See the rates and policies at <http://www.palletenterprise.com/advertising.asp>

Book Marketing Opportunities

Core Strategies Book — We are coming out with a book sometime in the next year on pallet manufacturing and recycling. There will be sponsorship opportunities for suppliers to buy ad spots in a Color Supplier Directory. Sponsors will also receive some free books to distribute to customers. Books will be sold for \$100 each to others.

Color Supplier Directory will be located in the center of the book. This section will be limited to 16-24 pages depending on sales and will only be sold in full page increments. Additional books can be purchased for a discounted price. We anticipate this book will be a must own for every pallet company and will be widely promoted on our homepage, magazines, market reports, etc. Call 804-550-0323 for more information.



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 the 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. 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. Discuss rates and options with your sales representative.

Print Reprints: See Website at 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 | 1,210 |
| 1/2 Island | 1,450 | 1,330 | 1,210 | 1,090 |
| 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.

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.

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 design needs free of charge.

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 both Industrial Reporting, Inc. forest products industry publications (*Pallet Enterprise*, *TimberLine*), and a blast email of classified deals. The package rate is \$100 per column inch, which includes placement in six locations, digital and print. 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.

Digital/Electronic File Specifications

If you have any questions, call **800-805-0263** and ask for Christopher Edwards.

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.

Enterprise Specifications

Line Screen for halftones—133 lines per inch

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



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 Rzasz, *Office & Circulation Manager*
- Julie Ginn, *Circulation*
- Melissa Brindley, *Accounting and Business Manager*
- Carolyn M. Brindley, *Public Relations*
- Jeff McBee, *Market Analyst*
- Diane Calabrese, *Contributing Author*
- Rick LeBlanc, *Contributing Author*
- DeAnna Stephens Baker, *Staff Writer*
- Michael Goldberg, *Webmaster*



Publishers of:

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

Member of WPA, CWPCA

(800) 805-0263

(804) 550-0323

Fax: (804) 550-2181

Email our sales staff:

scott@palletenterprise.com

gary@timberlinemag.com

www.palletenterprise.com

10244 Timber Ridge Drive
Ashland, VA 23005