

# PALLET ENTERPRISE

## 2018 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 40 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, e-newsletter promotion, and custom publishing and content development.



# Services with PALLETERPRISE?



- **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

- **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.



\$0 cost for posting a video link for a month (up to two posts free per year for qualified advertisers); for more video links \$550 per video link per quarter for print advertisers; \$660 for non-print advertisers per video.

- **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



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.**

### **2018 Enterprise Editorial Calendar**

**January** – 2018 Buyers' Guide & Best of the Year 2017 Issue

**February** – Pallet Recycling, Robotics, Specialty Wood Products

**March** – Pallet Assembly, Transportation/Logistics, Biomass/Wood Fiber

**April** – Sawmill, Cut Stock, Lumber Pages/Pallet Lumber Guide

**May** – Leadership Roundtable, Pallet Recycling, Pallet Nail Guide  
*(EXPO Richmond, NEFPE Expo)*

**June** – Specialty Containers, Mold Mediation, Social Media/Marketing

**July** – Sawing/Resaws, Pallet Assembly, Blade & Cutting Guide

**August** – Pallet Recycling, Transportation & Logistics, Safety

**September** – Sawmill, Lean Manufacturing, Wood Grinding (*Lake States Show*)

**October** – Robotics, Pallet Recycling, Biz Finance (*Paul Bunyan Show Issue*)

**November** – Video Guide, Specialty Wood Products, Materials Handling Trends

**December** – Pallet Assembly, Sales & Market Development, Pallet Design

# **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 2018 issue, you would need to confirm your space commitment by March 1, 2018. Advertising material in electronic format should be delivered to the *Enterprise* within five business days of the space commitment date, e.g. March 9, 2018.

## **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 Lakes States Show, Northeast Loggers' Show, Kentucky Show, Paul Bunyan Show, and EXPO Richmond.

# 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 36 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.



## **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 \$490– Graphic, link and text toward top of e-newsletter. Limit one per e-newsletter.

Graphic/Text \$325 – 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

## Banner Ads

All banner ads rotate throughout the *Pallet Enterprise* site giving advertisers impressions on various pages. We do not guarantee position. Pricing does not include banner ad design. Standard size for banner ads is 468 pixels wide by 60 pixels high. Banners may be animated but file size is restricted. Banner ad development is also offered at \$45 an hour for companies with no in-house design ability or outside agency.

Per Quarter... \$840 (PE print display advertiser)  
Per Quarter... \$1,260 (Non-PE display advertiser)



## Button Ads

Unlike banner ads that appear on numerous pages, button ads are static, smaller ads. This type of advertising guarantees placement on high traffic pages within the *Pallet Enterprise* site. Pricing per quarter ranges from \$850 to \$1,450. Button ad design is not included; we do offer ad development for \$45 per hour. All button ads must be 120 width x 60 height pixels. File size is limited to 100k maximum.

## **Ad Location**

## Pallet Enterprise Homepage Other Pages

## Display Advertiser

\$1,105  
\$890

## **Non-DisplayAdvertiser**

\$1,520  
\$1,310

## **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: \$160 per thousand names  
Non-advertiser \$265 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:** See Website at [http://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 .....	\$3,625 .....	\$3,255 .....	\$3,075 .....	\$2,795
1 Page .....	1,905 .....	1,805 .....	1,685 .....	1,490
2/3 Page .....	1,650 .....	1,525 .....	1,395 .....	1,270
1/2 Island .....	1,525 .....	1,395 .....	1,270 .....	1,145
1/2 Page .....	1,270 .....	1,145 .....	1,090 .....	955
1/3 Page .....	1,020 .....	955 .....	890 .....	825
1/4 Page .....	825 .....	760 .....	710 .....	620
1/6 Page .....	825 .....	760 .....	710 .....	510
Inside Cover .....	2,160 .....	2,030 .....	1,905 .....	1,780
Back Cover .....	3,300 .....	3,050 .....	2,855 .....	2,540
Center Spread .....	\$3,860 .....	\$3,485 .....	\$3,310 .....	\$3,025

## 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 \$1,475 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 <sup>1</sup> / <sub>4</sub> x 9 <sup>5</sup> / <sub>8</sub>
Full page bleed .....	8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>
Two page bleed .....	17 x 11 <sup>1</sup> / <sub>8</sub>
Two-thirds page .....	4 <sup>3</sup> / <sub>4</sub> x 9 <sup>5</sup> / <sub>8</sub>
Half page island .....	4 <sup>3</sup> / <sub>4</sub> x 7
Half page horiz. ....	7 <sup>1</sup> / <sub>4</sub> x 4 <sup>3</sup> / <sub>4</sub>
One-third page .....	(2 <sup>1</sup> / <sub>4</sub> x 9 <sup>5</sup> / <sub>8</sub> ) or (4 <sup>3</sup> / <sub>4</sub> x 4 <sup>3</sup> / <sub>4</sub> )
One-fourth page ..	(7 <sup>1</sup> / <sub>4</sub> x 2 <sup>1</sup> / <sub>4</sub> ) or (3 <sup>1</sup> / <sub>2</sub> x 4 <sup>3</sup> / <sub>4</sub> ) or (4 <sup>3</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>8</sub> )
One-sixth page ....	(2 <sup>1</sup> / <sub>4</sub> x 4 <sup>3</sup> / <sub>4</sub> ) or (4 <sup>3</sup> / <sub>4</sub> x 2 <sup>1</sup> / <sub>4</sub> ) or (3 <sup>1</sup> / <sub>2</sub> x 3 <sup>1</sup> / <sub>8</sub> )

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<sup>3</sup>/<sub>8</sub> x 10<sup>7</sup>/<sub>8</sub>", Saddle Stitched

## THE YELLOW PAGES of Pallet Lumber Suppliers

**2017 LUMBER PAGES**  
Supplement of **Pallet Enterprise**  
Story p. 2

**Nail Kicker: Pallet Dismantling Made Easy,  
Boost Lumber Savings**

This is a Removable Insert for you to  
**KEEP HANDY FOR EASY ACCESS**

## Enterprise Staff — The Pallet & Low Grade Lumber Experts

Edward C. Brindley, Jr., Ph.D., *President*

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Scott Brindley, *V.P. of Marketing/Advertising*

Gary Stergar, *Marketing/Advertising*

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Publishers of:

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

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