

2008 Print Advertising Rates

A GREAT DEAL!

LBM Journal has held its 2007 advertising rates over for 2008! Make your ad dollars go further and reach the best audience in the industry by taking advantage of this special pricing!

NATIONAL, COLOR RATES (GROSS)

SIZE	BEST VALUE: 12X	6X	3X
Two Pages	12,295	13,795	15,395
1-1/3 Page	9,095	10,195	11,395
1 Page	6,795	7,595	7,995
2/3 Page	5,995	6,695	7,495
1/2 Page	4,995	5,595	6,195
1/3 Page	3,995	4,495	4,995
1/6 page	2,795	3,095	3,495

PREMIUM POSITIONS

	BEST VALUE: 12X	6X
IFC Spread	13,695	15,495
Back Cover	8,895	9,995
Inside Front Cover	8,495	9,495
Page Facing IFC	8,495	9,495
Inside Back Cover	8,195	9,195
Other Guaranteed Page	7,895	8,795

PRODUCT & SERVICES GALLERY (NET)

SIZE	BEST VALUE: 12X	6X	3X	1X
1/9 page	695	795	895	995

(Ad includes 45 words and 1 hi-res image. Design and layout by LBM Journal included in price)

SIZE	WIDTH	DEPTH
1/9 page	2.234"	3.156"

2008 ISSUE DEADLINES

Issue	Space Reservations	Materials Due
JANUARY	November 26	December 3
FEBRUARY	December 26	January 2
MARCH	January 25	February 1
APRIL	February 25	March 3
MAY	March 25	April 1
JUNE	April 24	May 1
JULY	May 25	June 1
AUGUST	June 24	July 1
SEPTEMBER	July 25	August 1
OCTOBER	August 25	September 1
NOVEMBER	September 24	October 1
DECEMBER	October 27	November 3

MARKETPLACE CLASSIFIEDS, COLOR RATES (GROSS)

PREMIUM POSITIONS

SIZE	BEST VALUE: 12X	6X	3X	1X
Per Column Inch	130	145	175	200

1 Column Wide = 2-3/16"

2 Columns Wide = 4-5/8"

3 Columns Wide = 8"

REGIONAL, COLOR RATES (GROSS)

SIZE	BEST VALUE: 12X	6X	3X
Two Pages	4,195	4,695	5,195
1 Page	2,395	2,695	2,995
1/2 Page	1,795	1,995	2,195
1/3 page	1,295	1,395	1,595

REGIONS

NORTHEAST (CIRCULATION 10,099*)

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Ohio, Washington, D.C., Maryland, Rhode Island and Vermont

SOUTHEAST (CIRCULATION 10,527*)

Alabama, Arkansas, Florida, Georgia, Mississippi, North Carolina, South Carolina, Louisiana, Tennessee, Kentucky, Virginia and West Virginia

CENTRAL (CIRCULATION 9,573*)

Illinois, Indiana, Nebraska, Missouri, Michigan, Minnesota, Iowa, Wisconsin, South Dakota and North Dakota

WEST (CIRCULATION 9,332*)

Alaska, Arizona, California, Colorado, Hawaii, Kansas, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming

Source: *BPA Worldwide Circulation Audit, June 2007

"I've used LBM Journal to generate discussion with our management team, to affirm some of my suggestions, to prove a point, etc. Most of our team now reads it. It is the only LBM magazine I read...this is my 'industry' read."

Tracy Tronnes, Controller
NELSON YOUNG LUMBER CO.