

# High-Impact Advertising Options

Guarantee extra attention for your message with a high-impact advertising option. Got a new brochure, white paper, CD/DVD or catalog you'd like to get into the hands of your potential customers? Or maybe you'd rather use a gatefold cover or customized Post-it note to grab your customers' attention? As you'll see below, it costs less than you'd think. You pick the distribution: national (36,499), one or more of our four regions, state or even zip code. We'll do the rest. Please contact your sales rep well in advance of mailing to ensure compatibility with your furnished piece.

Unless otherwise noted, all rates involving furnished pieces are based on 80 lb or less paper stock. All rates are gross. Subject to availability.

## INTEGRATED MARKETING PACKAGES

Maximize the power of your message with a customized integrated marketing package. Combine the proven value of a print ad with banner on LBMJournal.com, or enhance the impact of an insert or white paper with a cover curl and messages in LBM Alert e-newsletters.

## COVER CURL

Reinforce your advertising message with a subtle yet eye-catching corner curl on the cover of your customers' favorite magazine. Direct them straight to your message in that issue of LBM Journal.

National	Per Region
\$3,000	\$1,000



Custom White Paper and Cover Curl

## POST-IT NOTES

	National	Per Region
Post-it note on outside cover	\$5,995	\$2,495
Post-it note on inside page	\$4,995	\$2,195

- 3" x 3" size, one-color ink
- Includes printing and application

## TIP-IN INSERT (furnished by advertiser)

	National	Per Region
Tip-in full size 2-page insert	\$2,195	\$795
Tip-in half-size 2-page insert	\$2,395	\$895
Tip-in full size 4-page insert	\$3,295	\$1,195
Tip-in full size 8-page insert	\$4,995	\$1,995

\* Must be tipped to advertiser's full-page ad

## BELLYBANDS

	National	Per Region
Bellyband, 75 lb card stock	\$8,995	\$3,495
Bellyband, 80 lb cover stock	\$9,995	\$3,995

- 6" wide band
- Includes four-color printing and application

## POLYBAG

	National	Per Region
Polybag furnished piece	\$14,995	\$4,995

- Includes bagging production cost and postage up to 3 oz.
- Almost any flat piece and many other options

## CENTERFOLD AND COVER OPTIONS

	National	Per Region
False Cover (two sided, tipped)	\$12,995	\$4,295
Gatefold cover (four pages)	\$14,995	\$4,995
French gatefold cover	\$15,995	\$6,995
Half French gatefold cover (right-half opens)	\$14,995	\$6,495
Half French gatefold cover (left-half opens)	\$11,995	\$5,995
Six-page gatefold centerfold (on staple)	\$14,995	\$5,995
Eight-page gatefold centerfold (on staple)	\$16,995	\$6,995

· Includes paper and printing

## STITCH-IN INSERT (furnished by advertiser)

	National	Per Region
Stitch-in 1/2 page or 2 page (with 4-inch flap)	\$995	\$495
Stitch-in 4 page (in centerfold)	\$1,495	\$595
Stitch-in 8 page (in centerfold)	\$2,495	\$995

\* Advertiser must buy center spread