

# 2010 Print Advertising Rates

## NATIONAL, COLOR RATES (GROSS)

SIZE	BEST VALUE: 12X	6X	3X
Two Pages	12,695	14,195	15,795
1-1/3 Page	9,395	10,495	11,795
1 Page	6,995	7,895	8,295
2/3 Page	5,995	6,895	7,795
1/2 Page	4,995	5,795	6,495
1/3 Page	3,995	4,695	5,295
1/6 page	2,795	3,095	3,495

## PREMIUM POSITIONS

	BEST VALUE: 12X	6X
IFC Spread	13,995	15,995
Back Cover	8,995	10,295
Inside Front Cover	8,695	9,795
Page Facing IFC	8,495	9,495
Inside Back Cover	8,295	9,395
Other Guaranteed Page	7,895	8,795

## PRODUCT & SERVICES GALLERY (NET)

SIZE	BEST VALUE: 12X	6X	3X	1X
1/9 page	795	895	995	1,095

(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"

## 2010 ISSUE DEADLINES

Issue	Space Reservations	Materials Due
JANUARY	November 23	December 4
FEBRUARY	December 28	January 4
MARCH	January 25	February 1
APRIL	February 25	March 1
MAY/JUNE	April 26	May 3
JULY/AUGUST	June 25	July 2
SEPTEMBER	July 26	August 2
OCTOBER	August 27	September 3
NOVEMBER/DECEMBER	October 25	November 1

## 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 ADVERTISING COVERAGE

Choose one or more of these options if your business is regional:

### NORTHEAST (CIRCULATION 7,256\*)

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

### SOUTHEAST (CIRCULATION 10,167\*)

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

### CENTRAL (CIRCULATION 10,142\*)

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

### WEST (CIRCULATION 8,839\*)

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

## REGIONAL, COLOR RATES (GROSS)

SIZE	BEST VALUE: 12X	6X	3X
Two Pages	4,295	4,895	5,395
1 Page	2,495	2,795	3,095
1/2 Page	1,895	2,095	2,295
1/3 page	1,395	1,495	1,595

## DISTRIBUTION BY ZIP CODE

Reach just the customers you want. Send your brochure, catalog, CD or other insert to a very focused target audience. You can specify states, cities—even zip codes!

\*BPA Worldwide Circulation Statement, June 2009

