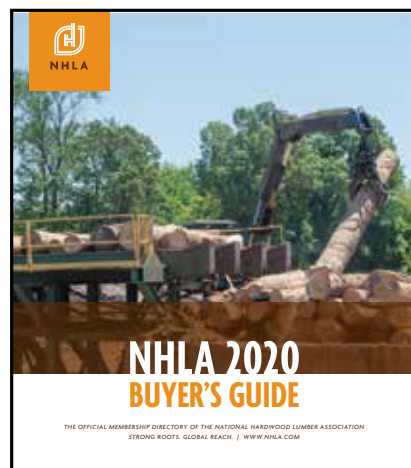




NHHLA

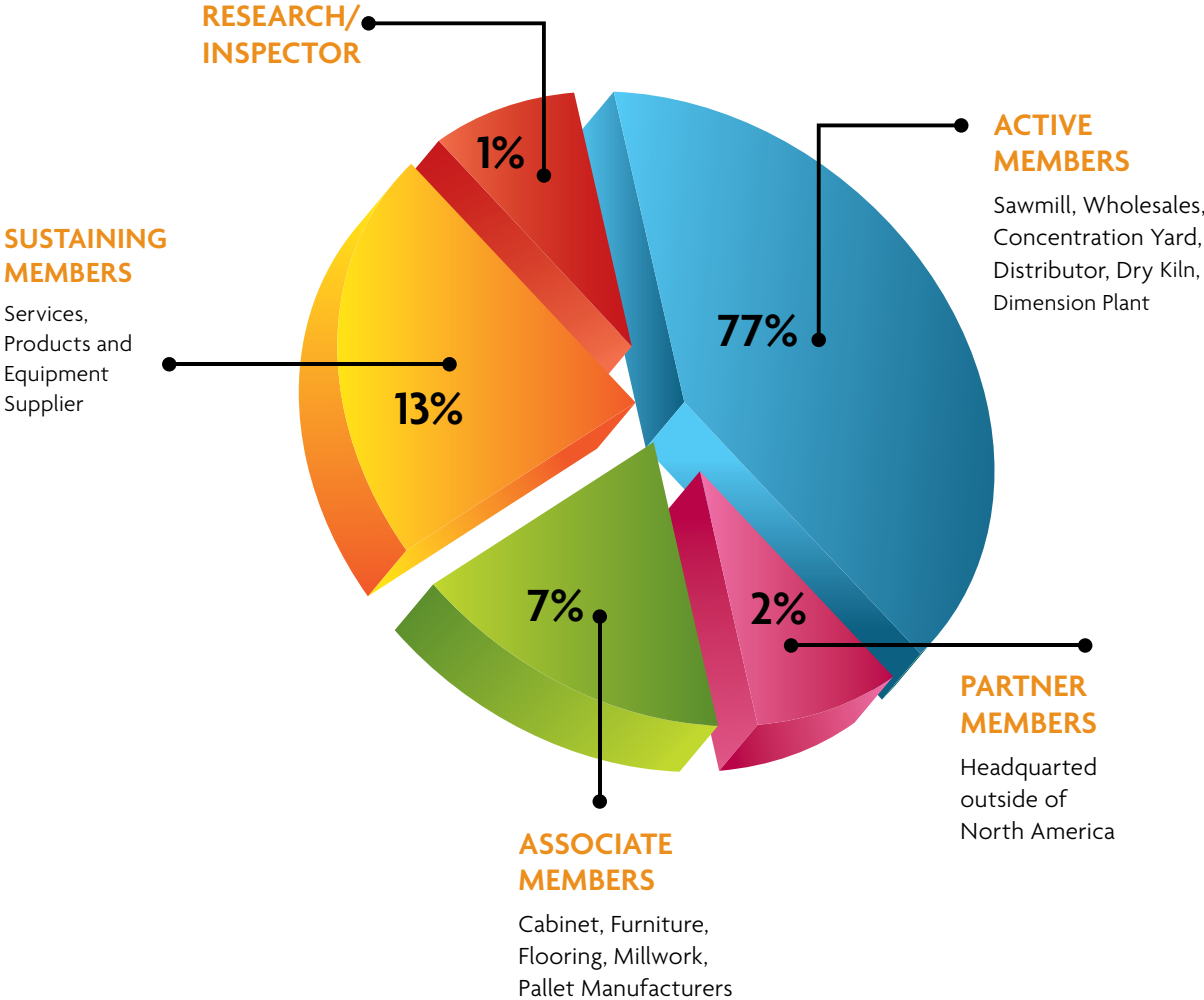


2022 MARKETING AND MEDIA KIT

PRINT | DIGITAL | EVENT

For more than 125 years, NHLA has been the voice of the hardwood industry and represents the entire hardwood supply chain at all levels of production. The National Hardwood Lumber Association is the only national voice for the hardwood industry. Reach influential decision makers with our marketing solutions.

2021 NHLA MEMBERSHIP BREAKDOWN





BY THE NUMBERS 2021

PRINT

3,500

distributed

11

issues per year

WEB

4
minutes

average view time

71K

average monthly
page views on NHLA.com

SOCIAL

405K

Facebook Reach

3.9 million

Facebook Impressions

SOCIAL FOLLOWERS

9,675

Facebook Followers

4,900

LinkedIn Followers

1,791

Twitter Followers

1,613

Instagram Followers

DESKTOP V. MOBILE STATS

52% Total Viewers on Desktop

43% Total Viewers on Mobile

5% Total Viewers on Tablet

2022 EDITORIAL CALENDAR

ISSUE	ISSUE CLOSE	ART DUE	
January/February <i>IHLA Distribution</i>	Jan. 7	Jan. 12	Promotion News on efforts to promote the use of hardwoods, and expand the understanding of the sustainable wood industry
March	Feb. 7	Feb. 10	Talent Hiring trends, skills gap, workforce best practices and labor issues
April	March 7	March 10	Domestic Markets Review of domestic consumer market trends in hardwood consumption
May	April 7	April 12	Membership News and insights on hardwood industry leaders, their companies and best practices for building successful organizations
June	May 6	May 11	Technology How tech is serving up new challenges and opportunities for the industry
July	June 1	June 7	Convention Preview Special Edition
August	July 7	July 12	Advocacy Update on key legislative issues affecting the hardwood industry, advocacy events and resources
September <i>Convention Distribution</i>	August 5	August 10	Leadership Philanthropy, generations of making it work, policies and procedures that impact family-owned and operated facilities
October	September 7	September 12	Global Markets Overview of the international hardwood markets, product breakdown, and emerging market trends
November	October 7	October 12	Sales Ways to integrate new technologies to increase sales
December	November 7	November 10	Year in Review Convention Recap, reflections of the past year and future forecasts

Editorial calendar subject to change.

2022 PRINT ADVERTISING RATES

HARDWOOD MATTERS

11 Issues

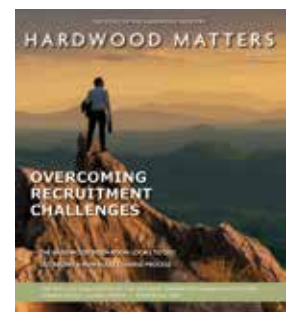
The award-winning magazine of the National Hardwood Lumber Association and the voice of the hardwood industry; *Hardwood Matters* is published 11 times per year and distributed to the leading companies of the global hardwood industry.

See editorial calendar for deadline to place an order and when artwork is due.

AD SIZES	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
	MEMBERS Only	MEMBERS Only	MEMBERS Only	MEMBERS Only
Full Page Options:				
Non-Specific Location	\$1,595	\$1,485	\$1,320	\$1,155
Inside Front Cover	\$2,035	\$1,815	\$1,595	\$1,375
Inside Back Cover	\$2,035	\$1,815	\$1,595	\$1,375
Other Specific Location*	\$1,755	\$1,635	\$1,455	\$1,270
Back Cover	\$2,415	\$2,195	\$1,975	\$1,755
Horizontal or Vertical Half	\$1,210	\$1,100	\$935	\$770
Horizontal or Vertical Quarter	\$880	\$770	\$605	\$440

*You may request a specific location in the magazine such as Page One, Facing Table of Contents or near a particular story.

Rates include full color & full bleed.



2022 PRINT ADVERTISING RATES

MEMBER SPOTLIGHT

10 issues (excludes July)

Popular buy each year.
Sells out fast so don't miss out
reserve your spot today!

The Member Spotlight is a feature article that highlights your business and is a great way to announce new products, mergers, and growth. Your article allows your peers and customers to learn more about your company. How does it work? NHLA will interview a company representative and learn all there is to know about your company, how it started, new products, various successes, and more. NHLA will write the article and you will have the opportunity to provide photos and give final approval.

Not only is the Member Spotlight published in *Hardwood Matters*, but it's also posted as a blog on the NHLA website, and on Facebook, Twitter, and LinkedIn.

RATES

Members Only

\$2,500 per spotlight

SAMPLE

MEMBER SPOTLIGHT

EZLOG COMPANY, INC.



“In my opinion, a superior product often sells itself. When people use Hog Nose Staples, they become loyal customers.”
— Dan Day



weeks later than other options that would also be easy to remove without damaging the log. That's the key. No other products are easy to remove without using about 3-4 inches off the end of the log or raising your dent by product with plastic. Those inches add up and hurt a mill yield and profit margin. On top of all that, the easy removal of EZLOG Hog Nose Staples ensure saving valuable saw blades, veneer knives, and other equipment damage.”

Das continues, “Lumber mills face a problem when an end split or check on a log goes so deep into the log and catches the veneer knives. So, it can cause problems in the final processing that go beyond the loss of wood. EZLOG Hog Nose Staples are designed to apply pressure in the direction that you want it to go, and that's what helps to fight the split and keep it from growing.”

Mike McCrea serves as EZLOG's Business Development Manager. He explains, “Our Hog Nose Staples are named because the staple looks like the nose of a hog, and superior to other options like S-Items (SI) or plastic inserts. S-Items are not easily removed, so mills end up cutting off the end of the log. Using a SI is similar to driving a wedge at the end of the log. Yes, they will hold the crack, but sometimes they may catch a little veneer while you are installing them because they displace so much material. So, S-Items can actually split the log more. Hog Nose Staples typically cost about 20-30% less than S-Items, and they are more effective.”

Das adds, “While the plastic inserts are cheaper, and mills don't necessarily have to remove them, most do because they don't want their blades to hit the plastic. Plus, if a mill is selling their scrap as a fuel source or selling to the pulp and paper industry, plastic is a terrible idea because they cannot sell it with plastic dust in the scrap. Also, the plastic staples do not hold as much strength as our Hog Nose Staples, especially when working with end oak.”

A lot of different factors affect how successful a business is. Location, pricing, customer service, product quality, and innovation all play a part. Das goes as far as to say that his secret to his success is producing a superior product. “In my opinion, a superior product often sells itself.” When people use Hog Nose Staples, they become loyal customers. For example, we had to apply a small price increase on the staples due to the rising cost of steel. We were a little nervous about increasing the price, but our loyal customers remained true. Hopefully, the price increase is temporary, and

Das wraps it up nicely. “The future of EZLOG is bright. We plan to spend more time on the export business because the international market is a log. We also have some possible new products on the horizon. We are looking at the rail tie industry, fire edge markets, and others. It's going to be a great year for the EZLOG Company!”

Das can be reached with EZLOG either at www.ezlog.com or via phone at 562-637-1136.

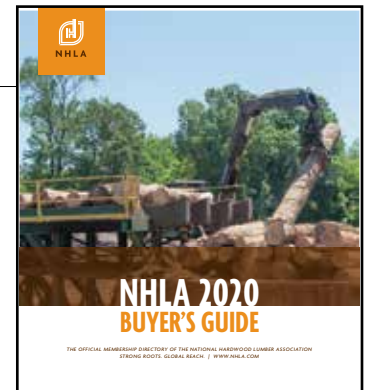
www.nhla.com PREMIER SPONSOR ROSSI GROUP | 31

ISSUE	DEADLINE
January/February	December 7
March	January 7
April	February 8
May	March 8
June	April 7
August	June 7
September	July 7
October	August 9
November	September 7
December	October 7

BUYER'S GUIDE

The Buyer's Guide is the official membership directory of the National Hardwood Lumber Association that lists all NHLA members and provides contact by company name and type of service for easy reference, along with products produced and types of services offered. It is distributed to the leading companies of the global hardwood industry.

The deadline for ad placement is June 6, 2022.
Artwork is due by June 9, 2022.



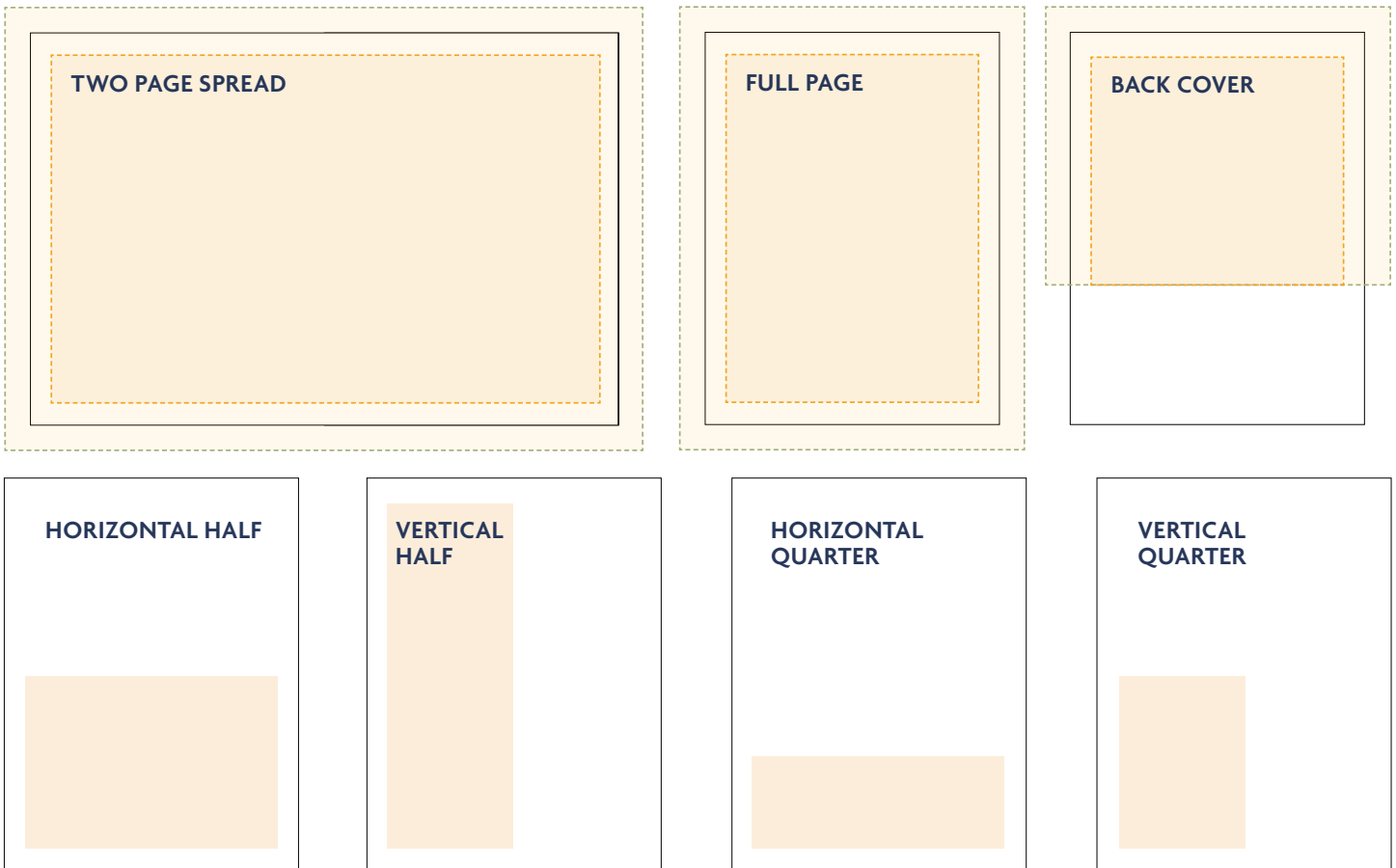
AD SIZES	RATES	AD SIZES	RATES
Premium Placement Options*:	MEMBERS Only	Standard Ad Sizes & Charges:	MEMBERS Only
Back Cover	\$3,250	Full Page (8.5" x 10")*	\$2,500
Page One	\$2,750	Vertical Half (3.5" x 8.5")	\$2,000
Inside Front Cover	\$3,000	Horizontal Half (7.25" x 4.125")	\$2,000
Inside Back Cover	\$2,750	Vertical Quarter (3.5" x 4.125")	\$1,500
Front: Table of Contents	\$2,750	Horizontal Quarter (7.25" x 1.9375")	\$1,500
Tab Page - Active	\$2,750		
Tab Page - Associate	\$2,750		
Tab Page - Sustaining	\$2,750		
Tab Page - Research & Inspector	\$2,750		

* All premium placement and full page ads measure 8.5"W x 10"H and MUST include an additional .25" bleed on all sides. Sizes listed are print area only. (Standard full page does not include premium placement rate.)

Rates include full color & full bleed.

2022 PRINT ADVERTISING SPECIFICATIONS

PAGE UNIT	AD SIZE	LIVE AREA	BLEED
Two Page Spread	17" x 10"	16.75" x 9.75"	17.25" x 10.25"
Full Page	8.5" x 10"	8.25" x 9.75"	8.75" x 10.25"
Back Cover	8.5" x 6.75"	8.375" x 6.5"	8.75" x 6.875"
Half-Page Horizontal	7.25" x 4.125"	N/A	N/A
Half-Page Vertical	3.5" x 8.5"	N/A	N/A
Quarter Page-Horizontal	7.25" x 1.9375"	N/A	N/A
Quarter Page-Vertical	3.5" x 4.125"	N/A	N/A



ARTWORK REQUIREMENTS

Artwork must be provided digitally via email. Both Mac and PC files are accepted. Files must be submitted in EPS, TIFF or high-resolution PDF formats (do not downsample images). All fonts and any associated graphic files must be embedded. All files need to be submitted in 300 dpi CMYK format.

It is highly recommended that a color proof be provided with any new ad.

Note: Text placed outside the safe area within any full-page or back cover ad may be cut off. Please keep text within the safe area at all times.

2022 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

BIMONTHLY eNewsletter: *Hardwire*

NHLA's e-newsletter delivers critical member and industry news to more than 5,000 NHLA members, friends and partners.

7,000+
Newsletter
Subscribers

26%
Average Open Rate
(Industry average is 21%)

Distribution:

On the 1st and 15th of each month,
2 ads per issue

AD RATES AND AD SIZES

AD PLACEMENT	1 Time	Ad Specs
First Banner	\$600	680 x 125
Second Banner	\$500	680 x 125

File format - GIF or JPG / url link provided

SPECIAL ADVERTISER SPONSORED NEWSLETTER

The advertiser will supply the graphics, content and links for the newsletter content. NHLA will build the newsletter, distribute and provide a post distribution report.

Limited to 6 per year

\$1000 per issue

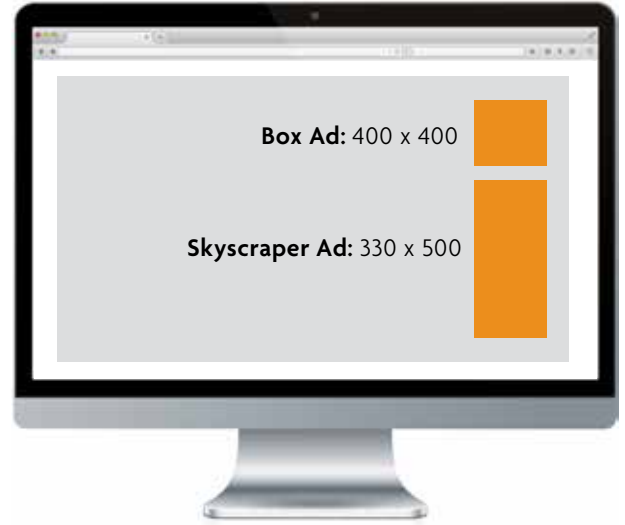
The screenshot shows the NHLA News e-newsletter header with the TallyExpress logo and a promotional message: "ACCURATE END TALLIES IN 90 SECONDS". Below this, there are images of a tablet and a laptop displaying the TallyExpress software interface. A green button reads "Start Your Free 30-Day Trial". At the bottom, it says "Visit us at NHLA Annual Convention - Booth #108, plus other hardwood industry events."

The screenshot shows the NHLA News e-newsletter content. At the top is the NHLA News logo and the text "The October 20th edition of the NHLA Hardwire". Below this is a section titled "What's Happening at NHLA" with a sub-heading "Supply Chain Disruption; Halloween isn't the only scary thing happening this month". There are two articles: "What's causing America's massive supply-chain disruptions?" and "America isn't running out of everything just because of...". Below the articles is a "First Banner" for "Where can JS-50 WX deliver in your hardwood mill?" featuring a LogScan logo. The main content area is titled "NHLA NEWS" and features an article "Inspector Training School to Join Apprenticeship TN". Below this is a "Second Banner" for "Expert solutions for hardwood manufacturing" featuring an InPerson logo. At the bottom, there are details for "In-Person Educational Opportunities", including the title "Module 1, Online Inspector Training School", dates, location, and instructor information, with a "CLICK TO REGISTER" link.

2022 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!

NHLA.COM

Increase your visibility with an online advertisement on NHLA's website, nhla.com. With the user experience in mind, nhla.com offers an inviting, easy-to-navigate source infused with the latest technological innovations. Packed with new resources and eye-catching visuals, NHLA.com is the go-to site for NHLA members and the industry to look for information and resources.



71,000*
Average Monthly
Pageviews

4 minutes
Average View
Time

*2021 average

AD SIZES AND AD RATES

AD PLACEMENT	MONTHLY
Box Ad: 400 x 400	\$400 per month
Skyscraper Ad: 330 x 500	\$500 per month

(Ads are run of site and not specific to any one page of content with the exception of the Convention page.)

ARTWORK REQUIREMENTS

Website advertising comes in two different sizes: 400 x 400 pixels (box ad) or 330 x 500 pixels (skyscraper ad). File size must be under 25KB. Artwork must be submitted digitally via email. The following file formats are acceptable: GIF or JPEG. All ad links will open a new browser window upon click.

NHLA will notify the advertiser by email that their advertisement has been added to the website. The agreed duration will begin from notification by NHLA.

Turnaround Time: 7 business days on all standard creative submitted

SAMPLE



2022 DIGITAL OPPORTUNITIES FOR MEMBERS ONLY!



NHLA_Official

12 times a year (2 ads per month)

The advertiser will supply the message and graphics. NHLA will build the ad, schedule, and post to the NHLA Facebook page. We guarantee a reach of at least 5,000. Ads will run 7-10 days and will be monitored as to the status of delivery. A report will be delivered to the advertiser.

AD RATES AND AD SIZES

1 Time

\$500 per ad

9,675
Facebook Followers

Turnaround Time: 7 business days on all standard creative submitted



WEBINAR SPONSORSHIP

Proven Format that Generates High Quality Leads

This is a unique format with subject matter experts and engaged audiences that are looking for answers to their biggest challenges.

Sponsor a webinar and receive recognition with pre-webinar promotion ads (digital and print), on the registration page, in the email reminders, in the webinar waiting room and during the live event.

RATES

1 Time

\$3500 for a single sponsor

\$2500 if co-sponsored (\$2500 per company)

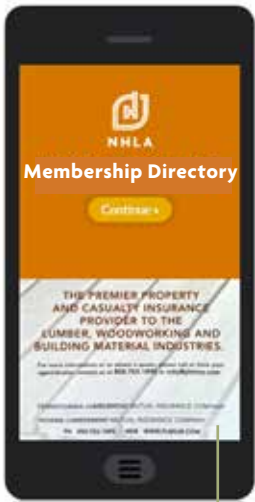


2022 MEMBERSHIP DIRECTORY ADVERTISING RATES

The NHLA Membership Directory is a tool to help you connect with NHLA members and obtain lumber and services that you may need. Search categories include Lumber & Products, Equipment, Services, and Supplies, Exporters, Research Members, Inspector Members, and those that are Facility Grade Certified.

Ads collectively reaching over
10,000
Page Views a Month

Membership Directory

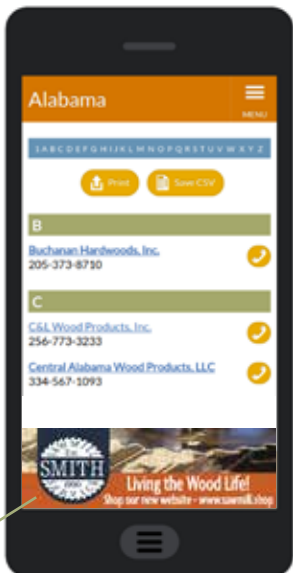


Landing Page (600 x 600 pixels) | \$420

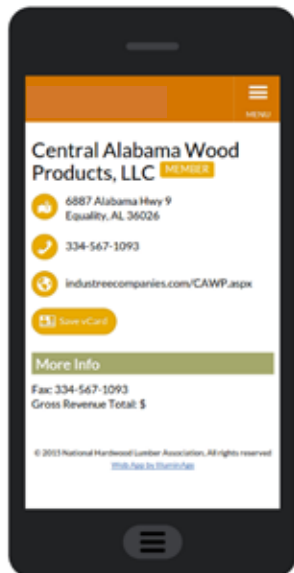


Run of Site
(640 x 200 pixels) | \$250

Membership Directory



Run of Site (640 x 200 pixels) | \$250



AD RATES

AD LOCATIONS Members Only	
Landing Page (1 advertiser)	\$420 per month
Run of Site	\$250 per month

ARTWORK REQUIREMENTS

Landing page size is 600 x 600 pixels

Run of Site sizes are 640 x 200 pixels

Artwork must be submitted digitally via email. The following file formats are acceptable: PNG or JPEG (preferred).

Membership Directory

Ad Size:
640 x 200 pixels

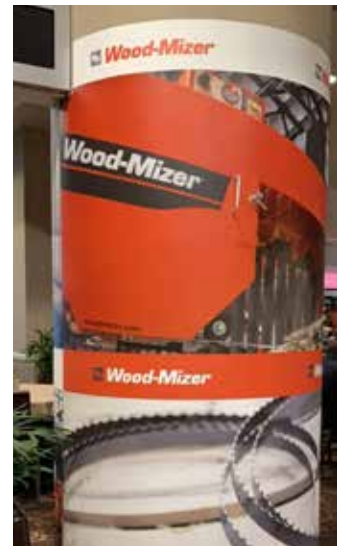
Ad Size:
600 x 600 pixels

2022 IN-PERSON EVENT - CONVENTION

The biggest hardwood industry event of the year is the NHLA Annual Convention & Exhibit Showcase. Become a sponsor to increase awareness of your brand, products, and/or services. Whether you are looking to co-sponsor one of our programmed events, provide breakfast for attendees, sponsor an official cocktail party, or provide a unique gift in the registration bag, we have you covered. Lock in your NHLA Convention sponsorship early so you can reap the benefits of months of pre-event promotion such as logo inclusion in marketing emails, social posts, and more. **Learn more:** www.nhla.com/sponsor

Convention Sponsorships are an exclusive opportunity for NHLA members only.

Sample of Sponsorship Opportunities



ADVERTISING POLICIES & SPECIFICATIONS

Advertisers assume liability for all content of advertisements. NHLA reserves the right to refuse any print or electronic advertisement and may reject any URL link embodied within any advertisement. NHLA is not involved in the commercial publishing business. No agency discounts will be allowed. NHLA will not be involved in the development process with the agency. NHLA will not be responsible for incorrect colors, words or any mistakes on any furnished artwork.

PLACEMENT POLICY

If the print artwork for the ad is not received by the 7th day of the preceding month of publication, NHLA doesn't guarantee placement.

NHLA LOGO SPECIFICATIONS

If you are using the NHLA logo in your ad, please refer to the *NHLA Logo Standards Policy*.

CONTACTS

ADVERTISING SPONSORSHIPS EXHIBITS MEMBERSHIP

John Hester
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Business Development
901-399-7558
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Vicky Simms
Membership Development Manager
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v.simms@nhla.com

EDITOR MARKETING/ COMMUNICATIONS & EVENTS

Renee Hornsby
Director of Marketing & Communications
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r.hornsby@nhla.com

PRINT & DIGITAL ADVERTISING MATERIAL SUBMISSIONS

Melissa Ellis Smith
Graphic Designer
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m.ellis@nhla.com

FOLLOW US

SOCIAL MEDIA OUTLETS



Target key leaders in the hardwood industry!



National Hardwood Lumber Association | PO Box 34518 | Memphis, TN 38184 | www.nhla.com

STRONG ROOTS. GLOBAL REACH. | WWW.NHLA.COM