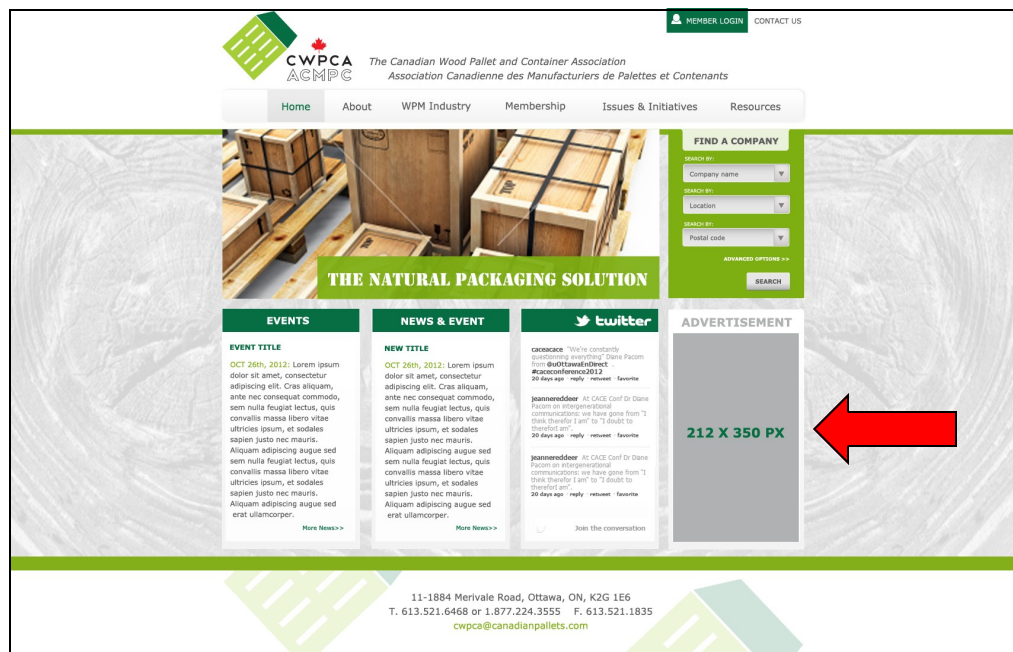


# 2017 CWPCA Media Kit

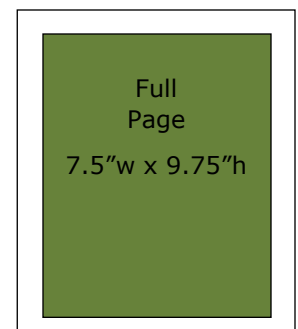
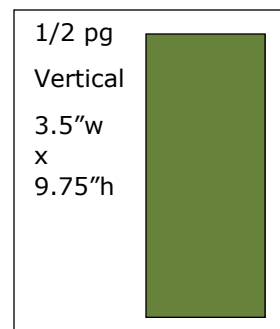
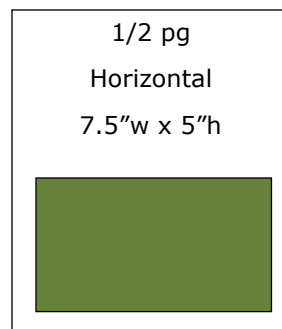
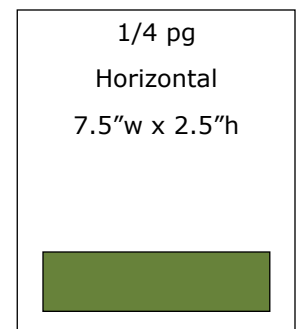
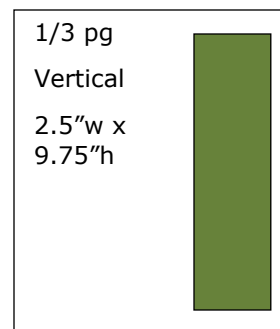
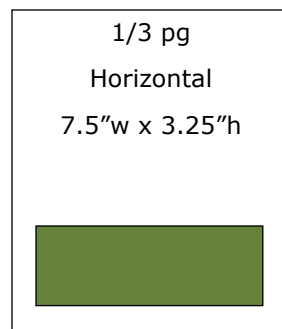
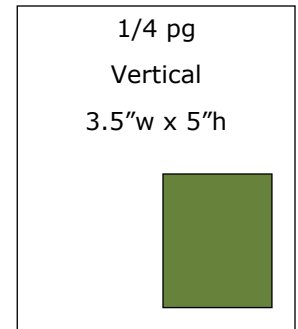
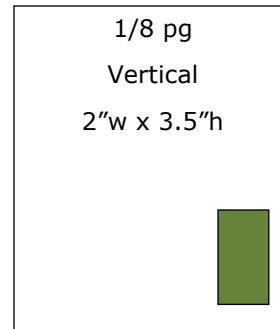
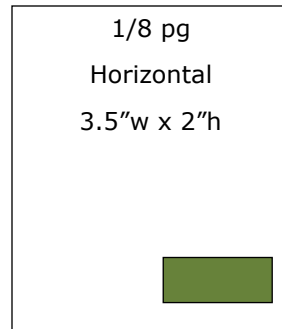
**The Canadian Wood Pallet and Container Association is the voice of the wood packaging material industry in Canada. The CWPCA publishes our monthly newsletter "Bark Bits", to a circulation of 150+ members, and we are now able to offer Website advertising as a new venue to promote your business. Our website has a history of receiving 600+ unique visitors per month.**

- ◆ Print Ads
- ◆ Discounts for members
- ◆ Web Ads
- ◆ Multi-buy discounts



# Ad Dimensions

## Print Ads



- Acceptable formats include: jpg, eps, tiff
- Minimum resolution 300 dpi

## Web Ads

Web ads are limited to 212 (w) by 350 (h) pixels

# Terms & Conditions

The placement of advertisements in Bark Bits and on the CWPCA website requires a signed Advertising Agreement. The signed Agreement must be received prior to printing.

**ADVERTISING DEADLINES:** Advertising materials are due by the 15th of the month preceding. If new advertising copy is not received by the issue's ad file deadline from the advertiser, the publisher of Bark Bits will insert the ad that was most recently placed.

**FILE SPECIFICATIONS:** All ads must be electronic files. A high-quality proof should accompany all ads. Ads in .jpg, .eps and .tif formats are acceptable. Image resolutions must be no less than 300 dpi and should be CMYK.

All web ads should be no more than 212 pixels (w) by 350 pixels (h). File size should not exceed 150 KB. Ads in .jpg, .png and .gif formats are acceptable.

**AD SUBMISSION:** All ads should be emailed by the ad file deadline specified above to [lori.devlin@canadianpallets.com](mailto:lori.devlin@canadianpallets.com).

**PLACEMENT:** Ad placement is based on publisher's discretion unless you have reserved one of the premium positions (inside front cover, inside back cover, back cover) and have received confirmation on your reservation. All premium positions are based on a first-come, first-reserved basis.

Ads on the CWPCA website appear on a random rotating basis on every page.

**INSERTS:** Print inserts may be considered and are subject to quote and content approval by CWPCA.

**PAYMENT TERMS:** Advertisers must pay for their ads in advance of publication. An invoice will be issued at the time space is reserved. Payment is due upon receipt (in advance of publication). There are three options for payment:

- You will receive a 10% discount if you pay for all ads purchased in advance.
- You will receive a 5% discount if you pay in two equal payments for ads purchased (January 1st and July 1st).
- Alternatively, you can pay monthly. Credit cards on file will be charged the 1st day of the month. Post-dated cheques must be dated the 1st of every month.

\* Purchase twelve website ads and receive a 20% discount on print ads.

**CANCELLATIONS AND REFUNDS:** Advertising cancellations must be submitted via email ([lori.devlin@canadianpallets.com](mailto:lori.devlin@canadianpallets.com)) or fax 866-375-1835, 30 days (one month) in advance of your cancellation date (i.e., notice to cancel a July ad must be submitted by June 1). If advertising has been purchased at a multi-buy rate, and cancelled at any time before all ads have run, the refund will be reduced to reflect the unit price of the number of ads published pre-cancellation.

**CONDITIONS:** The content of both print and web advertisements are subject to approval by the Canadian Wood Pallet & Container Association and its governing Board of Directors. Placement of advertising in Bark Bits assumes agreement with all stated policies in this agreement. Previous acceptance of an advertiser under these guidelines does not guarantee continued acceptance. Ads are reviewed on a case-by-case basis. Rates subject to change. When new rates become effective, advertisers with a signed agreement will retain their existing rates for the duration of their agreement.



# 2017 Advertising Agreement

## CWPCA Member Rates—Print Ads

| Ad Size         | 1x                             | 3x                             | 6x                             | 9x                             | 12x                            |
|-----------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 1/8 pg          | <input type="checkbox"/> \$60  | <input type="checkbox"/> \$55  | <input type="checkbox"/> \$50  | <input type="checkbox"/> \$48  | <input type="checkbox"/> \$45  |
| 1/4 pg          | <input type="checkbox"/> \$90  | <input type="checkbox"/> \$85  | <input type="checkbox"/> \$80  | <input type="checkbox"/> \$75  | <input type="checkbox"/> \$70  |
| 1/3 pg          | <input type="checkbox"/> \$115 | <input type="checkbox"/> \$110 | <input type="checkbox"/> \$105 | <input type="checkbox"/> \$100 | <input type="checkbox"/> \$95  |
| 1/2 pg          | <input type="checkbox"/> \$170 | <input type="checkbox"/> \$165 | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$145 | <input type="checkbox"/> \$135 |
| Full pg         | <input type="checkbox"/> \$315 | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$275 | <input type="checkbox"/> \$265 | <input type="checkbox"/> \$225 |
| Full pg premium | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$350 | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$275 | <input type="checkbox"/> \$250 |

## CWPCA Non-Member Rates—Print Ads

| Ad Size         | 1x                             | 3x                             | 6x                             | 9x                             | 12x                            |
|-----------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 1/8 pg          | <input type="checkbox"/> \$78  | <input type="checkbox"/> \$72  | <input type="checkbox"/> \$65  | <input type="checkbox"/> \$62  | <input type="checkbox"/> \$58  |
| 1/4 pg          | <input type="checkbox"/> \$115 | <input type="checkbox"/> \$110 | <input type="checkbox"/> \$105 | <input type="checkbox"/> \$95  | <input type="checkbox"/> \$90  |
| 1/3 pg          | <input type="checkbox"/> \$150 | <input type="checkbox"/> \$143 | <input type="checkbox"/> \$136 | <input type="checkbox"/> \$130 | <input type="checkbox"/> \$123 |
| 1/2 pg          | <input type="checkbox"/> \$204 | <input type="checkbox"/> \$195 | <input type="checkbox"/> \$180 | <input type="checkbox"/> \$170 | <input type="checkbox"/> \$160 |
| Full pg         | <input type="checkbox"/> \$375 | <input type="checkbox"/> \$350 | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$300 | <input type="checkbox"/> \$270 |
| Full pg premium | <input type="checkbox"/> \$430 | <input type="checkbox"/> \$400 | <input type="checkbox"/> \$345 | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$290 |

**Web Ads:** \$75/month for Members \$125/month for Non-Members

## Company Information

Company name: \_\_\_\_\_  
 Contact name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Mailing address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Are you a member of CWPCA? Yes \_\_\_\_\_ No \_\_\_\_\_

| Bark Bits |                          | CWPCA Website |                          |
|-----------|--------------------------|---------------|--------------------------|
| January   | <input type="checkbox"/> | January       | <input type="checkbox"/> |
| February  | <input type="checkbox"/> | February      | <input type="checkbox"/> |
| March     | <input type="checkbox"/> | March         | <input type="checkbox"/> |
| April     | <input type="checkbox"/> | April         | <input type="checkbox"/> |
| May       | <input type="checkbox"/> | May           | <input type="checkbox"/> |
| June      | <input type="checkbox"/> | June          | <input type="checkbox"/> |
| July      | <input type="checkbox"/> | July          | <input type="checkbox"/> |
| August    | <input type="checkbox"/> | August        | <input type="checkbox"/> |
| September | <input type="checkbox"/> | September     | <input type="checkbox"/> |
| October   | <input type="checkbox"/> | October       | <input type="checkbox"/> |
| November  | <input type="checkbox"/> | November      | <input type="checkbox"/> |
| December  | <input type="checkbox"/> | December      | <input type="checkbox"/> |

Please indicate the issues in which you want your company's ad placed.  
 Please indicate which month(s) you want your company's ad to appear on the CWPCA website.

**Fax signed agreement to 866-375-1835 or scan and email to [lori.devlin@canadianpallets.com](mailto:lori.devlin@canadianpallets.com)**

**For further information on advertisement opportunities, please contact Lori Devlin at 877-224-3555, ext.204**

## Payment

I have read and agreed to comply with the 2016 Terms & Conditions (included). Please sign below.  
 Cheque (payable to CWPCA)  Mastercard  Visa  American Express   
 Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Name on card: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Would you like your credit card to be kept on file and charged monthly?

OR

Would you prefer to send us post-dated cheques?