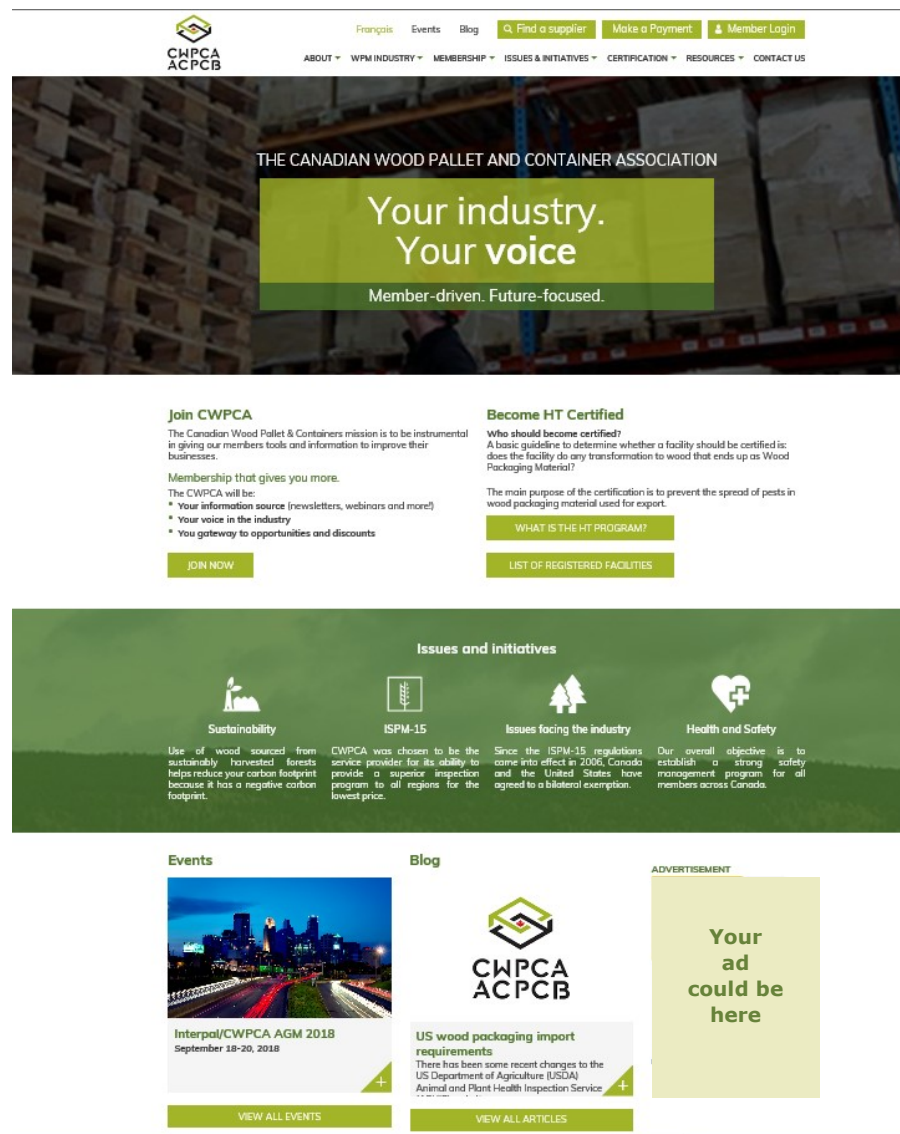


2020 CWPCA Media Kit

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.

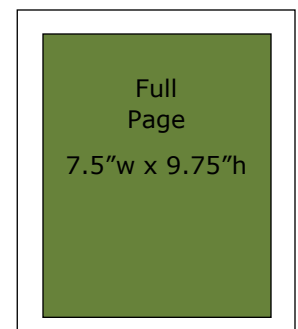
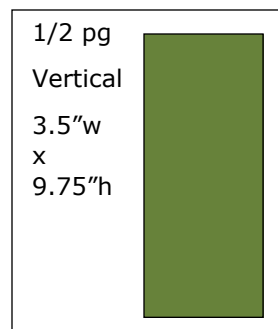
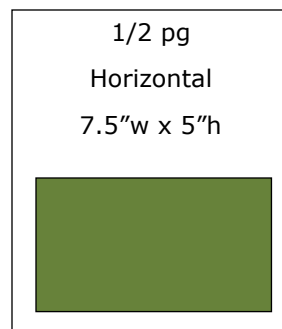
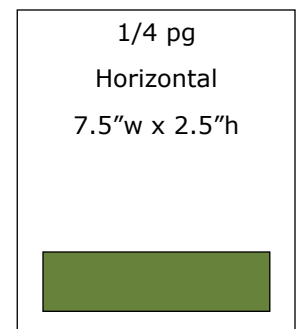
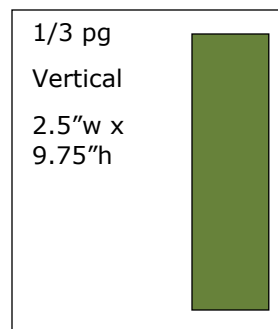
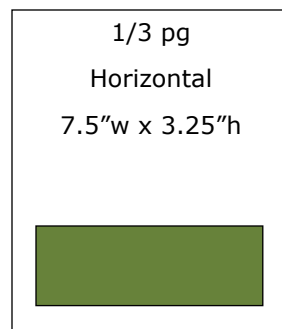
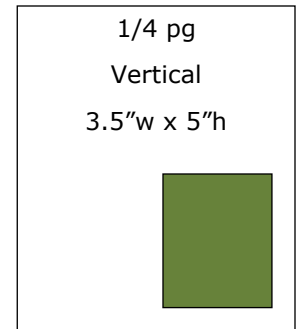
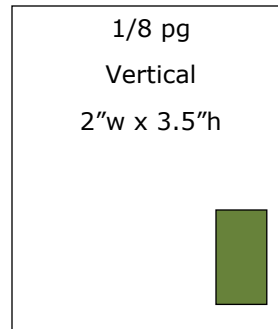
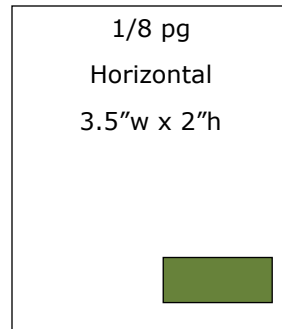
- ◆ Print Ads
- ◆ Discounts for members
- ◆ Web Ads
- ◆ Multi-buy discounts



The screenshot shows the CWPCA website homepage. At the top, there is a navigation bar with the CWPCA logo, a search bar, and links for 'Find a supplier', 'Make a Payment', and 'Member Login'. Below the navigation bar is a main banner with the text 'THE CANADIAN WOOD PALLET AND CONTAINER ASSOCIATION' and 'Your industry. Your voice. Member-driven. Future-focused.' Below the banner are two main sections: 'Join CWPCA' and 'Become HT Certified'. The 'Join CWPCA' section lists benefits of membership, and the 'Become HT Certified' section explains the certification process. Below these sections is a 'Issues and initiatives' section with four icons: Sustainability, ISPM-15, Issues facing the industry, and Health and Safety. At the bottom, there are three columns: 'Events' featuring the Interpa/CWPCA AGM 2018, 'Blog' featuring an article on US wood packaging import requirements, and 'ADVERTISEMENT' with a placeholder for an ad.

Ad Dimensions

Print Ads



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

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.

Web Ads: Minimum resolution 300 dpi. 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.

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-served 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 purchase 12 ads and pay for all ads in advance.
- 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 10% discount on print ads.

CANCELLATIONS AND REFUNDS: Advertising cancellations must be submitted via email (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.



2020 Advertising Agreement

CWPCA Member Rates—Print Ads

Ad Size	1x	3x	6x	9x	12x
1/8 pg	<input type="checkbox"/> \$66	<input type="checkbox"/> \$61	<input type="checkbox"/> \$55	<input type="checkbox"/> \$53	<input type="checkbox"/> \$50
1/4 pg	<input type="checkbox"/> \$99	<input type="checkbox"/> \$94	<input type="checkbox"/> \$88	<input type="checkbox"/> \$83	<input type="checkbox"/> \$77
1/3 pg	<input type="checkbox"/> \$127	<input type="checkbox"/> \$121	<input type="checkbox"/> \$116	<input type="checkbox"/> \$110	<input type="checkbox"/> \$105
1/2 pg	<input type="checkbox"/> \$187	<input type="checkbox"/> \$182	<input type="checkbox"/> \$165	<input type="checkbox"/> \$160	<input type="checkbox"/> \$149
Full pg	<input type="checkbox"/> \$347	<input type="checkbox"/> \$330	<input type="checkbox"/> \$303	<input type="checkbox"/> \$292	<input type="checkbox"/> \$248
Full pg premium	<input type="checkbox"/> \$412	<input type="checkbox"/> \$385	<input type="checkbox"/> \$330	<input type="checkbox"/> \$303	<input type="checkbox"/> \$275

CWPCA Non-Member Rates—Print Ads

Ad Size	1x	3x	6x	9x	12x
1/8 pg	<input type="checkbox"/> \$86	<input type="checkbox"/> \$79	<input type="checkbox"/> \$72	<input type="checkbox"/> \$68	<input type="checkbox"/> \$64
1/4 pg	<input type="checkbox"/> \$127	<input type="checkbox"/> \$121	<input type="checkbox"/> \$116	<input type="checkbox"/> \$105	<input type="checkbox"/> \$99
1/3 pg	<input type="checkbox"/> \$165	<input type="checkbox"/> \$157	<input type="checkbox"/> \$150	<input type="checkbox"/> \$143	<input type="checkbox"/> \$135
1/2 pg	<input type="checkbox"/> \$224	<input type="checkbox"/> \$215	<input type="checkbox"/> \$198	<input type="checkbox"/> \$187	<input type="checkbox"/> \$176
Full pg	<input type="checkbox"/> \$413	<input type="checkbox"/> \$385	<input type="checkbox"/> \$358	<input type="checkbox"/> \$330	<input type="checkbox"/> \$297
Full pg premium	<input type="checkbox"/> \$473	<input type="checkbox"/> \$440	<input type="checkbox"/> \$380	<input type="checkbox"/> \$358	<input type="checkbox"/> \$319

Web Ads: \$100/month for Members \$150/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

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 2020 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?