



2017 ADVERTISING

AVAILABLE SIZES

Space	Format	Width		Depth
Full Page		7.5"	x	9.875"
1/2 Page	Horizontal	7.5"	x	4.75"

ADVERTISING must run in successive issues until the insertion order is fulfilled. Ad **content** may be changed by the advertiser. Ad **size changes** from the initial order must be approved in advance by Hardwood Market Report.

ADVERTISING RATES

Insertion Order		
Size	6 insertions*	12 or more
Half Page	\$625	\$575
Full Page	\$695	\$625

****NOTE:** There is a **minimum** of 6 insertions for advertising in the Import Newsletter.

CONTRACT COPY REGULATIONS

COPY ACCEPTANCE - Publisher reserves the right to refuse any advertising considered objectionable.

ADVERTISING RESPONSIBILITY - All advertisements are accepted and published by the publisher upon the representations that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser and/or agency will indemnify and serve the publisher harmless from any loss or expense resulting from claims or suits based upon contents of any advertisement, including claims or suits for defamation, libel, violation of right to privacy, plagiarism and copyright infringement.

HMR GENERATED ADS

We are happy to help you develop your ad. For us to do so, you must provide high resolution logos, all images you wish to include, a clear idea of how you wish your ad to look, and any related copy text. All HMR generated ads will be sent for approval by the advertisers before publication.

DEADLINES

CONTENT DEADLINES:

Changes to existing ads should be provided as early as possible, with reminders sent out monthly. The deadline for changes to existing ads will be the second Friday of each month.

New Ad Copy: New advertisements must be received no later than first Friday of the month in which the order is set to begin in. Ads are taken on a space available basis.

We are happy to work with you on ad layout and will provide copy for your approval. Any logos, etc. must be provided by you in digital format no less than 300 ppi(pixels per inch). All other images should be print-ready with resolution no smaller than 200 ppi.

DIGITAL FILE SPECIFICATIONS

ACCEPTED FILE TYPES:

InDesign (.indd, .indl)*
Photoshop (.psd)
Portable Document Format (.pdf)
TIFF (.tiff)
JPEG (.jpg)

* If submitting an ad formatted with an .indd or .indl extension, it must be packaged with accompanying links and fonts.

All ads should be made following the dimensions stated for that size and should not require editing or resizing.

DIGITAL FILE SUBMISSION

All ads should be submitted by email in the form of an attachment to stephanie@hmr.com.

Please let us know if you have any questions about advertising in the HMR Import Newsletter™.

Call us at 901-767-9126 or email at stephanie@hmr.com. We are happy to help!