

CONNECTING THE BUILDING SUPPLY INDUSTRY



REACH YOUR CUSTOMERS

WRLA MEDIA KIT



TARGETED REACH TO THE BUILDING SUPPLY INDUSTRY

THIS MIGHT BE THE EASIEST ADVERTISING DECISION YOU'LL MAKE THIS YEAR

If you're trying to reach the building supply industry in Western Canada, our members are the perfect fit.

The Western Retail Lumber Association represents more than 1,100 firms in the building supply industry in Northwestern Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, Nunavut, Northwest Territories and Yukon.

Our readers are decision makers - CEOs, presidents, vice-presidents, owners and buyers - and we know **nearly 100% of our members read each issue of our magazine** and interact with us online regularly.

ADVERTISE TO PEOPLE WHILE THEY'RE THINKING ABOUT THEIR BUSINESS

When our members are reading Yardstick or interacting with us online, they are actively thinking of their businesses.

Your ads reach them at the optimal time: when they are learning and considering new ideas for their companies.

The **WRLA is trusted** because it is dedicated to serving the needs of its members. We are advocates, promoting the common interests of the Western Canadian lumber, building materials and hardgoods industry.



WHAT MAKES OUR MEMBERS SO VALUABLE?

Nearly 90% of our readers are owners or managers of their companies.

Nearly 2 out of 3 of our members approve the purchase of products and services for their companies.

More than 70% of our readers reported taking some action on an advertisement featured in a WRLA publication.

ADVERTISING CONTACT

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ADVERTISING SALES REPRESENTATIVE

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5 WAYS TO REACH OUR MEMBERS



YARDSTICK MAGAZINE

Connect your company to our members through Yardstick, our bi-monthly magazine. **95% of our members consider Yardstick relevant to their job.**

It features articles on industry best practices, legislative updates, company profiles and product innovations. It's a round up of top news and information for the industry. **Yardstick offers a bonus distribution at the WRLA Buying Show in January.**

YARDSTICK DIGITAL EDITION

Yardstick is delivered in **hard copy and as a digital edition** via email. Issues are archived on our website, giving each issue added longevity and exposure. **Nearly 85% of our readers say they enjoy having the archives online.**

WRLA DIRECTORY & PRODUCT SOURCE GUIDE

The most comprehensive information source available for the building supply industry. The Annual Industry Directory is a must-have year-round reference manual for retailers and associates.

WRLA NEWS

Our e-newsletter, WRLA News, delivers **vital industry news and trends 21 times per year** to reach over 1,100 recipient firms in the building supply industry. If you need more frequent reach, the WRLA News is the perfect complement to our magazine.

WRLA WEBSITE

Our website receives more than 7,000 page views per month, because our members turn here to get up-to-date information, see upcoming events and much more. We offer prominent advertising positions on WRLA.org all year round.

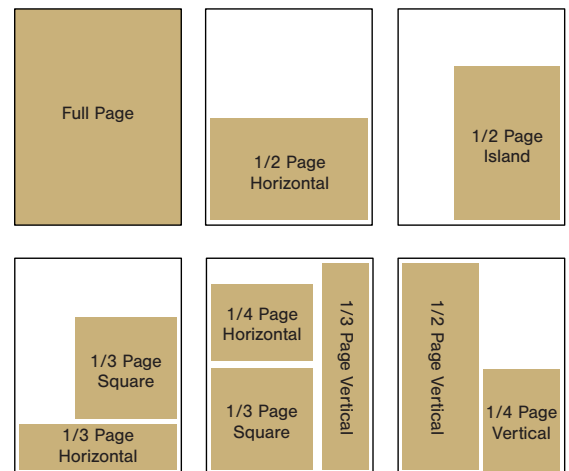
YARDSTICK FAST FACTS

- **Circulation: Over 1,450 print copies per issue**
- **Nearly 100% of our members are reading each issue**
- **With pass-along readership, an additional 1000 people are reading each issue of the magazine**

YARDSTICK AD SIZES

Ad Size (w x h)	Trim Size
1/4 Page Horizontal	4.583" x 3.333"
1/4 Page Vertical	3.333" x 4.583"
1/3 Page Horizontal	8.375" x 1.625"
1/3 Page Square	4.583" x 4.583"
1/3 Page Vertical	2.166" x 9.5"
1/2 Page Horizontal	7" x 4.583"
1/2 Page Island	4.583" x 7"
Full Page*	8.375" x 10.875"
Double Page Spread*	16.75" x 10.875"

**All full page ads require a 1/4" bleed on all sides.*



DIRECTORY & PRODUCT SOURCE GUIDE AD SIZES

Ad Size (w x h)	Trim Size
1/4 Page Horizontal	5" x 1.666"
1/4 Page Vertical	2.333" x 3.666"
1/3 Page Horizontal	5" x 2.333"
1/3 Page Vertical	2.333" x 4.916"
1/2 Page Horizontal	5" x 3.666"
1/2 Page Vertical	2.333" x 7.5"
Full Page*	6" x 8.75"
Double Page Spread*	6" x 8.75" x2

**Requires a 1/4" bleed on all sides.*

AD PRICING

YARDSTICK MAGAZINE, DIRECTORY AND PRODUCT SOURCE GUIDE ADVERTISING

Full Colour	1-2 x	3-5 x	6-7 x *
DPS	\$4,279.50	\$4,069.50	\$3,849.50
OBC	\$3,249.50	\$3,129.50	\$2,999.50
IFC/IBC	\$3,049.50	\$2,929.50	\$2,799.50
Full Page	\$2,449.50	\$2,329.50	\$2,199.50
1/2 Page Island	\$1,819.50	\$1,729.50	\$1,639.50
1/2 Page	\$1,549.50	\$1,469.50	\$1,389.50
1/3 Page	\$1,169.50	\$1,109.50	\$1,049.50
1/4 Page	\$899.50	\$849.50	\$809.50

Free digital ads when you **book 6 or more**

***New** - Free digital ads for website for 12 months with booking



MEMBERS SAVE 10%

PRODUCTION SCHEDULE

Issue	Ad Close	Ad Material Due	Mail Out
March 2020	Jan 27	Feb 3	Mar 9
May 2020	Mar 20	Apr 3	May 5
July 2020	May 22	Jun 5	Jul 6
September 2020	Jul 24	Aug 7	Sep 8
November 2020	Sep 18	Oct 2	Nov 4
December 2020	Oct 25	Nov 20	Dec 21

OTHER OPPORTUNITIES

	Price
Belly Band Option	\$4,500
Paper Bag Branding for each issue	\$5,000
New Member Offer: 1/2 Page ad + 1/2 pg editorial	\$1,750
Digital add-on for leaderboard	\$950 per issue
Digital Video Sponsorship	\$950 per issue
Digital Insert Large	\$525
Medium Insert	\$475
HTML5 Ad	\$1,500

WRLA News	3 Months	6 Months	12 Months
Custom Banners	\$1150	\$1900	\$3255
Sponsored Content	\$1060	\$1925	\$3500

AD ARTWORK SUBMISSION GUIDELINES

Print ads must be 300 DPI and CMYK in PDF format. No spot colours or RGB. All double page spreads and full page ads require a 1/4" bleed on all sides.