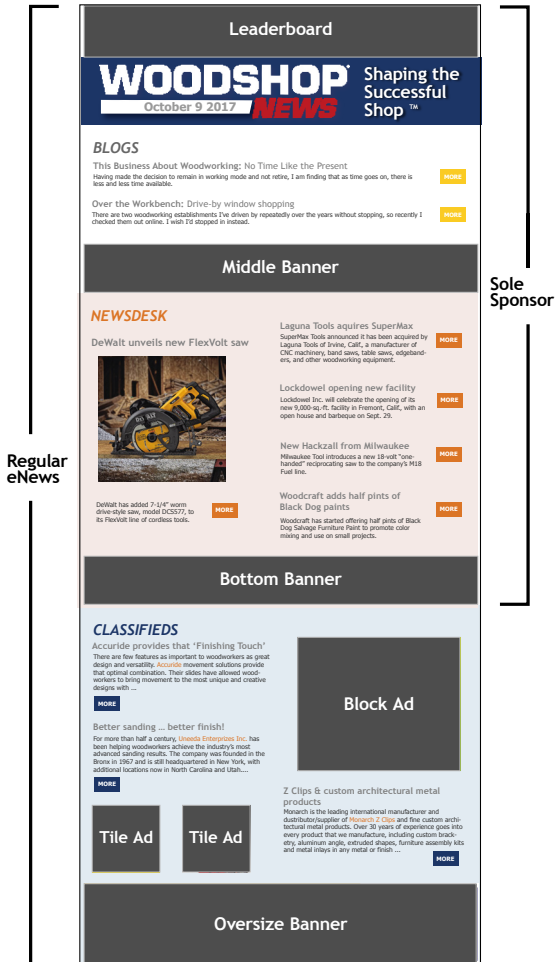


## Tap into the Power of the Woodshop News e-Mail Marketing Platform

Timely – Impactful - Controllable – Trackable



The foundation of the *Woodshop News* e-Mail Marketing Platform is our General e-Newsletter, which reaches professional woodworkers, shop managers and owners, with each release. Engaging articles and industry information from the editors of *Woodshop News* magazine guarantees that your message is seen by serious buyers.

The General e-Newsletter is a multi-sponsor option. Conversely, the Sole Sponsorship e-Newsletter series provides you the ability to stand alone, center stage, to clearly communicate your company's message. The Custom e-Blast option allows you premium access to our digital audience, to present your message and design to our readers, according to your timetable.

If you sell products to the small to mid-sized professional wood-working shop, the *Woodshop News* e-Newsletters, Sole Sponsorships and e-Custom Blasts will enable you to customize your message to target the right decision makers in the most timely manner possible.

**Acceptable Files:** JPEG and GIF. All files not to exceed 40k or exceed 15 seconds of animation.

**Deadlines:** Materials due 1 week prior to scheduled ad placement. Materials should be emailed to [ads@woodshopnews.com](mailto:ads@woodshopnews.com).

General ENL Positions	Pixels	Price
Leaderboard	728 x 90	\$550
Banner	728 x 90	\$500
Tiles	125 x 125	\$300
Block	300 x 250	\$400
Classified Text Advertising		\$150

Custom e-Blast	Price
	\$1,250*

\*Custom lists available

Sole Sponsorship e-Newsletter	
All Positions	Pixels
3 Banner Ads	728 x 90
\$990	

For more information, please contact:

Rory Beglin, 860-767-3200, ext. 242  
[rory@woodshopnews.com](mailto:rory@woodshopnews.com)