

Get Your Message to the Woodworking Industry Every Month with Woodshop News' Website



Explore **Woodshop News'** Website, which now includes expanded content, in-depth blogs, videos, archived articles and newsletters. Take advantage of the following marketing opportunities now available on **Woodshop News'** Website.

Advertising is sold on an "Impression" base system, working with the level of impressions delivered in a one month period.

Impressions are generated off a series of different ad units running in several different positions during the period. Each ad unit can have its own unique url which means you aren't locked into a single ad or single message—you can promote several different products during the month.

RATES:

ROP Website Standard ads

30,000 IMPRESSIONS in the month	\$ 650 net
15,000 IMPRESSIONS in the month	\$ 400 net

The required core of ad sizes are:
728x90, 300x250, 300x600, 320x50(mobile)

Additional ad units are:
970x250 (large leaderboard)
970x90 (large leaderboard)

White Paper or Case Study posting

30,000 IMPRESSIONS in the month	\$ 850 net
15,000 IMPRESSIONS in the month	\$ 500 net

Deadlines: Materials due 1 week prior to scheduled ad placement. Send materials to ads@woodshopnews.com.

Acceptable Web Site Files:

JPEG, GIF and HTML5. All files not to exceed 200k or exceed 15 seconds of animation.

For more information, please call:

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