

## Sample eNewsletter

One

WSN

eXCHANGE



## BLOG

Stop!  
It has been said that the most difficult thing is knowing when to stop.

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## IN THE FIELD

WXYZ will feature Optimus

Woodcraft has started offering half pints of Black Dog Salvage Furniture Paint to promote color mixing and use on small projects.

MORE

Three

Two

## DeWalt unveils new FlexVolt saw

Woodcraft has started offering half pints of Black Dog Salvage Furniture Paint to promote color mixing and use on small projects.

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## New software interface from C.R. Onsrud

SuperMax Tools announced it has been acquired by Laguna Tools of Irvine, Calif., a manufacturer of CNC machinery, band saws, table saws, edgebanders, and other woodworking equipment.

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## Elias Woodwork adds colors to DVL line

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## Cefla set to unveil new products

Lockdowl Inc. will celebrate the opening of its new 9,000-sq.-ft. facility in Fremont, Calif., with an open house and barbeque on Sept. 29.

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## DeWalt unveils new FlexVolt saw

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Four

Five

## INDUSTRY SPOTLIGHT

## Accuride provides that 'Finishing Touch'

There are few features as important to woodworkers as great design and versatility. Accuride movement solutions provide that optimal combination. Their slides have allowed woodworkers to bring movement to the most unique and creative designs with ...

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## Better sanding ... better finish!

For more than half a century, Uneeda Enterprises Inc. has been helping woodworkers achieve the industry's most advanced sanding results. The company was founded in the Bronx in 1967 and is still headquartered in New York, with additional locations now in North Carolina and Utah....

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## Z Clips &amp; custom architectural metal products

Monarch is the leading international manufacturer and distributor/supplier of Monarch Z Clips and fine custom architectural metal products. Over 30 years of experience goes into every product that we manufacture, including custom bracketry, aluminum angle, extruded shapes, furniture assembly kits and metal inlays in any metal or finish ...

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Six

Seven



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Woodshop News

## eXchange 2021

eXchange eNews will be the only weekly frequency program focused on the exhibitor information sent to the largest audience of those most likely to attend the AWFS 2021 show. Why? Because it starts with the AWFS's database and grows as show registration increases. We will also augment its audience with *Woodshop News* readers—but its core comes from the AWFS's past and future attendees.

## 14 weekly eNewsletters

Commencing April 13<sup>th</sup> weekly - through to the AWFS Fair

**Estimated Distribution: 42,000+ per week/release**  
(14 x 40,000 = 560,000 total impressions)

Sponsorship programs will lock-in your position for the entire 14-week (or alternating 7X) run of eNewsletters. A matching secondary ad display will also display on the article landing pages, where the full article content resides.

We all know that most eNewsletters never get a 100% read-through, but when you are there weekly, you will gain the reader's attention, increasing your brand recognition and booth traffic.

## DEEPEST REACH • HIGHEST FREQUENCY ULTIMATE RESULTS

### - Sponsorship Program -

Ad#1	Top Banner	(14x@ \$6,500 / 7x @ \$3,400)
Ad#2	Banner	(14x@ \$5,900 / 7x @ \$3,050)
Ad#3	Skyscraper	(14x@ \$5,700 / 7x @ \$2,950)
Ad#4	Skyscraper	(14x@ \$5,700 / 7x @ \$2,950)
Ad#5	Banner	(14x@ \$5,300 / 7x @ \$2,750)
Ad#6	Tower	(14x@ \$5,300 / 7x @ \$2,750)
Ad#7	Banner	(14x@ \$5,000 / 7x @ \$2,600)

Industry Spotlight: \$300 net per placement  
300 characters w/ spaces, 1 URL, email & phone number

**Top Banner**  
728 x 90 px

### AD SPECIFICATIONS

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

### SUBMIT PRESS RELEASES TO:

Editorial@woodshopnews.com  
(include your Booth Number)

### SALES CONTACTS:

Rory Beglin, 203-952-6790  
rory@woodshopnews.com

**Skyscraper**  
125 x 250 px

**Tower**  
125 x 375 px