



PanelWorld

• VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES

a Hutton-Brown Publication



2014
MEDIA KIT
WWW.PANELWORLDMAG.COM

PANEL WORLD:

THE LEADER IN THE INDUSTRY



OUR HISTORY...

Panel World magazine (formerly *Plywood & Panel World*) enters its 53rd year of existence, the last 32 years under the current management. *Panel World* has evolved its coverage to include the worldwide structural and non-structural wood products sectors including plywood, engineered wood products, composite panels and laminates, in addition to the decorative veneer industry.

OUR EDITORS...

Panel World is known for its detailed, insightful articles on project and technology developments in the panel industries. Its editorial staff can claim more than 125 years of combined experience. *Panel World* editors are constantly in the field, visiting mill operations and interviewing production personnel. The editorial staff is in charge of organizing the speakers and content for the Panel & Engineered Lumber International Conference & Expo (PELICE), which will be held March 20-21, 2014 at the Omni Hotel at CNN Center in Atlanta, Georgia, USA. The editors are also instrumental in the organization of the Timber Processing & Energy Expo, which will be held October 15-17, 2014 at the Portland Exposition Center, Portland, Oregon.



OUR NUMBERS...

Panel World is delivered six times per year to more than 9,200* subscribers, half of which are outside of North America. Readership includes corporate executives, mill ownership and mill management personnel, representing primary production operations in plywood, engineered wood products, composite panels, laminates and hardwood veneer. Readership lists are updated daily and independently audited by Verified Audit Circulation.

***Verified Audit Circulation report, Dec. 2012**

YOUR OPPORTUNITIES...

The opposite page reveals a range of advertisement opportunities, which our sales representatives will happily discuss with you so that you reach the readership you want to reach in the most appropriate manner. In addition, we offer advertisement opportunities on the *Panel World* magazine web site, www.panelworldmag.com.

PanelWorld

VENEER • PLYWOOD • COMPOSITES • GYPSUM • LAMINATES

CORPORATE HEADQUARTERS



**Hatton-Brown
Publishers, Inc.**

225 Hanrick Street (36104)
Post Office Box 2268
Montgomery, AL 36102-2268
(334) 834-1170
Fax: (334) 834-4525
www.hattonbrown.com

ADVERTISING SALES REPRESENTATIVES:

Southern USA

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Tel: 251.928.4962

Fax: 334.834.4525

kssternberg@bellsouth.net

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Eastern Canada

John Simmons

Tel: 905.666.0258

Fax: 905.666.0778

jsimmons@idirect.com

Western USA,

Western Canada

Tim Shaddick

Tel: 778.822.1826

Fax: 604.264.1397

tootall1@shaw.ca

International

Murray Brett

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Buzon 60, 03759 Benidoleig
(Alicante), Spain

Tel: +34 96 640 4165

Fax: +34 96 640 4022

murray.brett@abasol.net

murray.brett.aba@gmail.com

Classified Advertising

Bridget DeVane

334.699.7837

800.669.5613

bdevane7@hotmail.com

Veneer/Panel

Suppliers Directory

Susan Windham

Tel: 334.271.4087

Fax: 334.834.4525

susan@hattonbrown.com

Reprint Sales

Patti Campbell

800.669.5613

patti@hattonbrown.com



PanelWorld

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Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Panel World* magazine. At Hatton-Brown, we are committed to building long lasting, successful relationships with everyone who is a part of our advertising family. We hope that you will find the information contained in the 2014 media kit helpful, informative and influential in your advertising decisions.

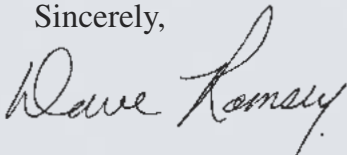
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Panel World* magazine readership is both loyal and select. Potential subscribers must qualify to receive our publication before they go on our mail list, which means that your ads will reach industry professionals and decision-makers. We make sure that your ads are seen by the people who matter.


When you advertise with *Panel World* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end. We want your advertising experience with us to be the best you could ask for.

Let us assist you in implementing a successful magazine advertising campaign. Please contact us today for more information and to join the Hatton-Brown Publishers and *Panel World* magazine family of advertisers.

Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

PanelWorld

VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES™

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Panel World* magazine, your advertising efforts can cover both the print and online medias.
Please reference the rates and information below to find out how you can advertise
on www.panelworldmag.com today!

LEADERBOARD AD 940 x 116 pixels • \$450



NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

BANNER AD 468 x 60 pixels • \$225/month



SQUARE AD 300 x 250 pixels • \$250



* Flash and shockwave files must have fonts embedded

SPECIFICATIONS—The following file types are accepted:
PNG, GIF, JPG and *FLASH. Resolution: 72dpi

BUTTON AD 125 x 125 pixels • \$75



**FOR MORE INFORMATION,
CONTACT YOUR SALES REPRESENTATIVE.**

Southern USA
Kathy Sternberg
(251) 928-4962
Fax: (334) 834-4525
sternenberg@bellsouth.net

MidWest/NE USA, E. Canada
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

West USA and West Canada
Tim Shaddick
(778) 822-1826
Fax: (604) 264-1397
tootall1@shaw.ca

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Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
abasol2@terra.es
murray.brett@abasol.net



PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

TM

BY INDUSTRY PEOPLE FOR INDUSTRY PEOPLE



March 20-21, 2014
Omni Hotel at CNN Center
Atlanta, Georgia USA

www.pelice-expo.com

PanelWorld
VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES

**The Educational Event for the Benefit of the Worldwide Wood Products
Industries, Including Structural and Non-Structural Wood Panels,
Engineered Lumber, Components, Laminates and Value-Added**





TIMBER PROCESSING AND ENERGY EXPO

***BACK BY
POPULAR
DEMAND!***

OCTOBER 15-17, 2014

**PORTLAND EXPO CENTER
PORTLAND, OREGON**

WWW.TIMBERPROCESSINGANDENERGYEXPO.COM



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VENEER/PANEL SUPPLIERS DIRECTORY

**Are you striving to distribute or buy
veneer and plywood?**

Here's your #1 source for effectively promoting your veneer or
plywood service to your top prospective buyers.

**Low-Cost
Investment**



**Appears in
Every Issue**



**Geographically
displayed
by state &
international
region**

■ North Carolina



IMPORTS OF HIGH POINT, INC.
SUPPLIERS TO THE VENEER INDUSTRY
SINCE 1973
PAPER VENEER TAPE FOR PATCHING
& JOINING VENEERS
All Thicknesses—Solid and
Perforated—Brown or White. Tape Dispensers
1913 Alleghany Street, High Point, NC 27263
Telephone (336) 861-5976 Fax (336) 434-3985
e-mail: Imports@northstate.net

■ Virginia



Manufacturers and Suppliers
of European Species Sliced
& Rotary Cut Veneers, CTS &
Curved Plywood Parts
Baltic Birch, Beech, Oak, & Ash
Mills in Ukraine

7510 Granby St, Norfolk, VA 23505
Tel: (757) 480-2855/75
Fax: (757) 480-2876
Email: sales@acocorp.com
<http://www.acocorp.com>

Marketing & Manufacturing Solutions Guaranteed

Rankin Brothers Company
CURVED PLYWOOD
P.O. Box 516 Fayetteville, North Carolina 28401
Phone 919-483-1079 1-800-562-7333
Fax 919-483-4886

Quality curved plywood since 1946
specializing in fully machined chair seats
and backs curved and flat

WEST POINT VENEER

Sliced Face Veneers
"The Carolina Pine Specialists"
Oak • Cherry • Walnut • Hard Maple
Carolina Pine

Dean Calhoun ■ Randy Taylor
Dave Counterman ■ Jorge Mundaca
Samuel Agcanas

Tel: 517-278-5676 or 804-843-2900
Fax: 517-279-7104 or 804-843-2554
320 Dupont Street
West Point, VA 23181

For More Information, See Other Side...

PanelWorld

VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES™

VENEER/PANEL SUPPLIERS DIRECTORY

Panel World's Veneer/Panel Suppliers Directory is highly effective for those striving to distribute or buy veneer and plywood. Our strong domestic and international readership utilizes the directory as its key source for locating products and services worldwide. The **Veneer/Panel Suppliers Directory** is featured in each issue of *Panel World* and is geographically displayed by continent, country and region or state.

Don't miss out, there are only two opportunities to reserve space for the year in *Panel World's Veneer/Panel Suppliers Directory*—the May and November closings. Promote your products or service to your top prospective buyers, effectively and affordably...through *Panel World's Veneer/Panel Suppliers Directory*!

Contact: Susan Windham at (334) 834-1170 • fax: (334) 834-4525
email: susan@hattonbrown.com

QUALIFIED CIRCULATION

◆ Manufacturers of Plywood	1,945
◆ Manufacturers of Veneer	3,925
◆ Manufacturers of Particleboard/Flakeboard/ OSB/Waferboard/MDF/Fiberboard Hardboard	1,513
◆ Manufacturers of Other Finished Panels	77
◆ Dealer/Wholesaler	251
◆ Importers and Exporters	121
TOTAL POTENTIAL VENEER AND PLYWOOD BUYERS ..	7,832*

(VAC 2012 Annual Audit Statement)

BASE RATE 2 ¼"x 2" size

Invest only \$315 for 3 issues; \$595 for 6 issues.

ISSUE/CLOSING DATES

Issue

MAY, JULY AND SEPTEMBER
NOVEMBER, JANUARY AND MARCH

Actual Closing

March 24, 2014
September 23, 2014

MATERIALS

Please provide a good crisp digital logo in JPG, TIF, PDF or EPS format, 300 dots per inch or greater, whenever possible. Business cards, letterhead or printed envelopes can be scanned for logo. White background preferred. We will typeset. No late ads will be accepted. Material must arrive by actual closing date.

P.O. Box 2268 ♦ Montgomery, Alabama ♦ 36102-2268

	1X	3X	6X	12X	24X	36X
Full page	\$2,525	\$2,390	\$2,285	\$2,150	\$2,070	\$1,995
2/3 page	1,945	1,860	1,795	1,685	1,615	1,530
1/2 island	1,740	1,670	1,600	1,515	1,440	1,390
1/2 page	1,480	1,430	1,350	1,285	1,215	1,170
1/3 page	1,170	1,100	1,070	990	940	915
1/4 page	860	815	780	730	705	685
1/6 page	575	555	530	495	485	470
1/12 page	395	350	325	290	280	260

**SPACE RESERVATION
CLOSING**

Insertion orders cannot be canceled past the closing date.

**MATERIAL
DEADLINE**

Last insertion of same size and color is repeated if deadline is not met.

Provided certain conditions are met, front cover advertising space is available as a 3-1/4 x 2-1/8 inch "earlug" to supplement inside advertising programs.

COLOR CHARGES	1-6X	7-36X
standard 2-color:	\$320	\$300
PMS 2-color:	\$410	\$375
4-color process:	\$945	\$875
4-color spread:	\$1,850	\$1,715

COVERS, PREFERRED POSITIONS

2nd & 3rd covers – additional 15% above page rate

4th cover – additional 30% above earned page rate

Preferred positions – additional 10% above earned page rate

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, back-up and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8 3/8 x 11 1/8 inches. Mock-up is required. Note trim/bleed specs at right.

VENEER/PANEL SUPPLIERS DIRECTORY

3 months – \$315 6 months – \$595

Call Susan Windham 334.834.1170

susan@hattonbrown.com

CLASSIFIED ADVERTISING

Call Bridget DeVane at

800.669.5613

Base rate: \$55 per column inch

Color available for additional charge

MAIL LISTS

Panel World can customize subscribers by state, zip code, job title and more.

Call Tammy Duke 334.834.1170

tammy@hattonbrown.com

**AD SIZE REQUIREMENTS**

	width	depth	width	depth
trim size	8-1/8 in.	10-7/8 in.	206mm	276mm
full page, bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
full page, non-bleed	7 in.	10 in.	178mm	254mm
2-pg. spread, trim	16-1/4 in.	10-7/8 in.	413mm	276mm
2-pg. spread, bleed	16-1/2 in.	11-1/8 in.	420mm	283mm
2-pg. spread, non-bleed	15-3/4 in.	10-3/8 in.	400mm	264mm
2/3 page	4-1/2 in.	10 in.	114mm	254mm
1/2 page (island)	4-1/2 in.	7-1/2 in.	114mm	191mm
1/2 page (horizontal)	7 in.	4-7/8 in.	178mm	124mm
1/2 page (vertical)	3-3/8 in.	10 in.	86mm	254mm
1/3 page (horizontal)	7 in.	3-1/3 in.	178mm	85mm
1/3 page (vertical)	2-3/16 in.	10 in.	55mm	254mm
1/3 page (square)	4-7/8 in.	4-7/8 in.	124mm	124mm
1/4 page (vertical)	3-3/8 in.	4-7/8 in.	86mm	124mm
1/4 page (horizontal)	4-1/2 in.	3-5/8 in.	114mm	92mm
1/6 page	2-3/16 in.	4-7/8 in.	55mm	124mm
1/12 page	2-1/4 in.	2-1/2 in.	57mm	64mm

INSERTION ORDERS CANNOT BE CANCELED PAST THE CLOSING DATE.

DIGITAL SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types.

Images should be no less than 300 dpi and all fonts should be embedded.

Ad material should be emailed to ads@hattonbrown.com.

For files too large for email please contact Patti Campbell at 334.834.1170.

To download a complete list of our digital requirements, please visit hattonbrown.com/Content/MediaKit.aspx

TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.

REPRINTS WORK FOR YOU
(Print & Digital)

- Generate more interest for your company
- Use at trade shows
- Use for special mailings or sales meetings
- PDF of articles and picture for your web site

Call Patti Campbell at 334.834.1170

Email: patti@hattonbrown.com

EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY 25TH OF MONTH PRIOR TO MONTH OF ISSUE.

JANUARY *closes Nov. 25, 2013 ad material due Nov. 27, 2013*

Annual Directory/Buyers' Guide. This is the most comprehensive accumulation of equipment manufacturing and supplier information available for the panel industries, including the composite boards, laminates, softwood and hardwood plywood, engineered wood products and hardwood decorative veneer segments.

■ **BONUS DISTRIBUTION:** FIMMA, *International Exhibition of Machinery and Woodworking Tools, Feria Valencia, February 11-14, Valencia, Spain.*

■ **BONUS DISTRIBUTION:** WMF 2014—*The 15th International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment, China International Exhibition Center, February 25-28, Beijing, China.*

MARCH *closes January 23, 2014 ad material due January 27, 2014*

PELICE Show Issue. Highlights and agenda of the upcoming Panel & Engineered Lumber International Conference & Expo (PELICE).

■ **BONUS DISTRIBUTION:** Bioenergy, Fuels & Products Conference & Expo, Omni Hotel at CNN Center, March 18-19, Atlanta, Ga.

■ **BONUS DISTRIBUTION:** Panel & Engineered Lumber International Conference & Expo (PELICE), Omni Hotel at CNN Center, March 20-21, Atlanta, Ga.

MAY *closes March 24, 2014 ad material due March 26, 2014*

Softwood & Hardwood Veneer Dryers. A growing number of competitive manufacturers continue to enhance technologies for veneer drying in both the softwood and hardwood veneer segments.

■ **BONUS DISTRIBUTION:** Xylexpo, Fieramilano Fairgrounds, May 13-17, Milan, Italy.

JULY *closes May 23, 2014 ad material due May 27, 2014*

Laminating and Printing Technologies. A look at the latest developments in equipment, systems and supplies for this value-added sector.

■ **BONUS DISTRIBUTION:** IWF Atlanta, Georgia World Congress Center, August 20-23, Atlanta, Ga.

SEPTEMBER *closes July 23, 2014 ad material due July 25, 2014*

Quality Control. This annual special section provides the latest developments for in-line measurement, defect detection and data collection.

■ **BONUS DISTRIBUTION:** Timber Processing & Energy Expo, Portland Exposition Center, October 15-17, Portland, Ore.

■ **BONUS DISTRIBUTION:** Lesdrevmash, 15th International Exhibition, Expocentre Fairgrounds, October 20-23, Moscow, Russia.

■ **BONUS DISTRIBUTION:** Intermob 2014, Tüyap Fair Convention and Congress Center, October 11-15, Istanbul, Turkey

NOVEMBER *closes Sept. 23, 2014 ad material due Sept. 25, 2014*

Air Emissions Control. Popular annual special section focuses on emissions control technologies, installations and regulations.

■ **BONUS DISTRIBUTION:** APA—*The Engineered Wood Assn. Annual Meeting and Engineered Wood Technology Assn. Info Fair, JW Marriott San Antonio Hill Country Resort, November 8-11, San Antonio, Texas.*



2015 ANNUAL DIRECTORY & BUYERS' GUIDE

Be a part of the most utilized issue of the year. The 2015 Annual Directory & Buyers' Guide includes machinery manufacturers, suppliers, products, services, and much more. Boldface listings are available with an optional 4/c company logo to ensure your company stands out. Boldface listings also appear on the Panel World web site.



Closing date: October 19, 2014.

Call or email Rhonda Thomas to make sure your company is listed in this annual directory. rhonda@hattonbrown.com, 334.834.1170



HB MEDIA

A DIVISION OF HATTON-BROWN PUBLISHERS, INC.

"MAKING YOUR CREATIVITY A REALITY"

HB Media offers you the media services needed to effectively and properly present your company, brand, product or service. Let us help you bring your ideas to life!

HB MEDIA SERVICES...

- Design and layout of ads, flyers, brochures, pamphlets, business cards, books, signs and more
- Design of custom logos for your company or organization
- Design and hosting of your basic website with email and blog capabilities
- Design of internet banner and button ads
- Design, management and hosting of your custom database
- Print and digital reprint services
- Direct mail campaigns with optional mail list rental (presort available to reduce postage costs)
- Poll and survey creation and sponsorship with stat analysis
- Design of custom presentations and slideshows
- Design of custom media kits including annual reports
- Webinar hosting and sponsorship
- Email marketing campaigns and email newsletters

Contact us today and let us know how we can help you.



HB MEDIA | PO BOX 2268 | MONTGOMERY, AL 36102 | TOLL FREE: 800-669-5613
PHONE: 334-834-1170 | FAX: 334-834-4525 | HBMEDIA@HATTONBROWN.COM

PRINT ADVERTISING: ALIVE AND WELL

A white paper provided by Hatton-Brown Publishers, Inc.

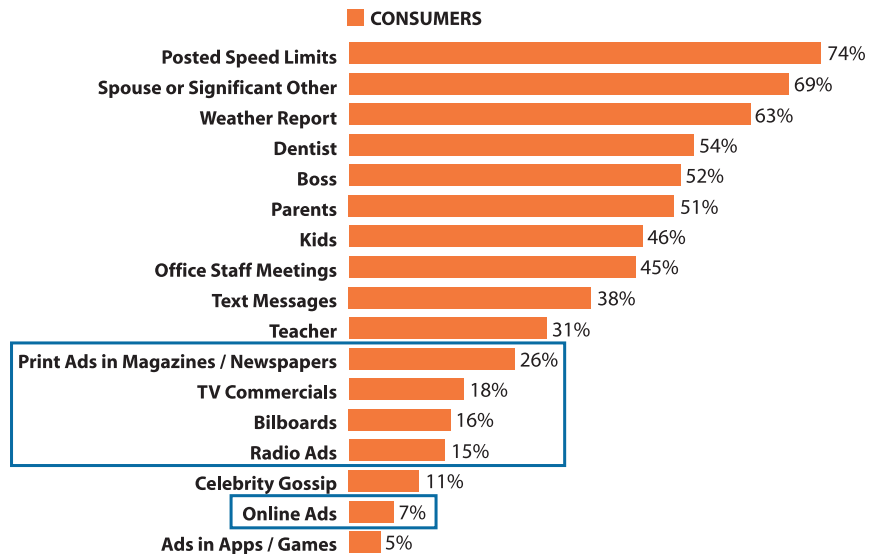
In the digital age that we live in, many businesses question whether or not print advertising is still effective, worthwhile and relevant. Hatton-Brown Publishers, Inc., a publisher of industry-leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy*, *Power Equipment Trade* and *Iron-Works*, has released a report showing that the print media is still alive and well, and reveals why businesses can still place their confidence in print advertising. This informative white paper contains the findings of Hatton-Brown's research.

Paying Attention?

A recent Adobe poll of 1,250 U.S. consumers underlined the ongoing problem with online ads failing to capture people's attention, with print-based ads and TV commercials grabbing far more consumer mindshare. Here are their results:

Print, The Internet & Purchase Intent

- According to Roper Public Affairs, print publications were ranked as the #1 medium to provide buyers with ideas on how to get information about products online.
- A related study found that the average number of visitors nearly doubles on the days when a print ad appears. Additionally, website traffic is heaviest when a URL appears in the ad.
- A study entitled "Media Choices" found that four times as many buyers claim they trust and believe in print advertising as compared to online advertising.
- Print is the least impacted of all the major advertising media by negative perceptions buyers might have about advertising.
- Print advertising is responsible for two-thirds of a buyer's intent to make a purchase. The balance of one-third is attributed to all other advertising media.
- One study found that both print publications and word-of-mouth referrals are the #1 and #2 influences on a buyer's purchase intent.
- Print publications make the greatest impact during the important early stages of the buying process: establishing contact, creating brand awareness and delivering product information and details.
- Buyers claim they look to print publications first when looking for information on products. Additionally, nine out of ten buyers agree that print publications provide opportunities to discover information that they wouldn't necessarily search for.
- Print is the leading new business driver in the advertising marketplace and a key to greater sales.



The Advantages Of Print Advertising

Permanence - Unlike television and Internet ads, which flash before the eye and then disappear, print ads stay on the page. Every time readers look at the page where the advertisement appears, they see the same thing. In addition, as long as the publication remains in circulation, the ad also remains in circulation. A single ad in a single magazine may promote a product or service for months or even years before someone places the magazine in the trash. No other advertising method provides that much potential longevity from a single investment.

Credibility - Print publications that consistently deliver high-quality, reliable content develop credibility with their readers. Publishers often capitalize on something called the "halo effect" to use the reputation of their publications to establish credibility among their readers. In the case of print publications, the readers take the credibility generated by the quality of content and apply it to the advertisements, making the readers more likely to purchase a product or service.

continued

Performance - Print advertisements, specifically magazine ads, generate the best results across four of the five components of the purchase funnel—the process customers go through from initial brand contact to buying decision. The purchase funnel consists of brand awareness, ad awareness, message association, brand favorability and purchase intent. Magazine ads perform equally in message association to ads in other media, but provide the best results in the area of intent to purchase. For a small business seeking to maximize the ROI for advertising, print advertising also outperforms both television and on-line advertising.

Engagement - Watching television and listening to the radio are passive processes, in which devices provide images and sounds that may or may not compel attention. The person who picks up a newspaper or opens a magazine makes a conscious decision to engage the words and images on the page. The reader must physically turn pages, look at all the material and make choices about what to read. In the case of magazines, 79% of readers respond in some way to the advertisements they see, such as visiting websites or making purchases.

Circulation – An advantage of print advertising over other forms of the media has always been pass-along readership. Readers will often pass their magazines or newspapers along to other people, either to point out an article, ad, photo, etc. While the official circulation of a print magazine or newspaper may be 20,000, pass-along readership may increase this number to 50,000. Online content and ads don't offer the level of pass-along readership that is currently seen in print. The 'viral' effect, most often associated with online content, is something that was created by and is still widely seen in the print media.

Hatton-Brown's Own Research

The following is taken from a recent survey of almost 300 readers of Hatton-Brown Publishers, Inc. magazines:

- When asked if they would prefer to get their information from our print magazines or from online sources, 80% of respondents said they preferred our print magazines.
- When asked if they notice and take the time to read the ads in our print magazines, 65% of respondents said that they do.
- When asked if they have ever contacted an advertiser as a direct result of seeing their ad in one of our print magazines, 55% of respondents said that they have.
- When asked if it makes them more confident when making a purchase decision when they've seen the product or service advertised in one of our print magazines, 75% of respondents said that it does.

Want More Information?

Hatton-Brown Publishers, Inc. recommends the website www.printinthemix.com for further information. *Print In The Mix* is a clearinghouse of research on the effectiveness of advertising media including print, mobile and other direct forms of marketing communication. Their mission is to advocate and educate for the value of print as a viable and effective ROI in the marketing strategy media mix.

Sources: "Online Ad Survey", Tech Crunch, 2012; "Print & The Internet: 10 Myths About Print & Online Advertising", Talking Points c/o Bank Marketing Magazine, 2012; "The Advantages Of Print Advertisements", Chron, 2011; Hatton-Brown Publishers, Inc. Fall 2011 Reader Survey



Hatton-Brown Publishers, Inc.

225 Hanrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525



Hatton-Brown Publishers, Inc.

MAIL ADDRESS – P.O. BOX 2268 • MONTGOMERY, AL 36102-2268
COURIER/STREET ADDRESS – 225 HANRICK STREET • MONTGOMERY, AL 36104
800-669-5613 • 334-834-1170 • FAX: 334-834-4525

AD MATERIAL INSTRUCTIONS FOR ANY OF THE FOLLOWING MAGAZINES

IronWorks

PanelWorld
VENEER • PLYWOOD • COMPOSITES • ENGINEERED WOOD PRODUCTS • LAMINATES

Power
EQUIPMENT TRADE

**SOUTHERN LOGGIN'
TIMES**

Timber
HARVESTING
& WOOD FIBER OPERATIONS

TIMBER
LUMBER • COMPOSITES • ENGINEERED PRODUCTS
PROCESSING

**wood
bioenergy**

Acceptable file formats for Hatton-Brown publications include PDF, EPS, TIFF and all native files associated with QuarkXpress 8.0 or earlier.

Hatton-Brown Publishers has the complete Adobe CS3 Design Suite and Adobe Font Collection at its disposal. All Adobe native formats are accepted.

Please ensure that materials provided are press quality, no less than 300 dpi and sized according to the desired ad space.

Corel, Publisher and Pagemaker are not accepted.

Ad material may be sent to ads@hattonbrown.com or uploaded to our ftp site. See instructions below.

Feel free to email patti@hattonbrown.com or your sales representative with additional questions.

FILE UPLOAD INSTRUCTIONS

- 1) CONNECT TO:** www.hattonbrown.net
- 2) CLICK ON:** "CLIENT UPLOADS" located under the Corporate heading in lower left corner.
- 3) FILL OUT:** Contact information, making sure to indicate magazine, issue, and any special instructions, colors or pertinent information we need to know about your ad submission.
- 4) CLICK ON:** "SUBMIT" This is just contact and ad information. Once you click submit, it will direct you to the page to attach your file(s).
- 5) CLICK ON:** "SELECT FILES" This will allow you to search your harddrive for the file(s) you wish to upload. Files work best if they are compressed in .zip format.
- 6) LOCATE:** File(s) you wish to upload. (Hold down the Control (PC)/Command (Mac) button to attach more than one file. Hit "OPEN"
- 7) CLICK ON:** "START UPLOADING FILES"

Do not close browser window until status bar says complete.

If you have any questions, please call/email Patti Campbell or Cindy Sparks:
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800-669-5613



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