

# TIMBER<sup>TM</sup> HARVESTING & WOOD FIBER OPERATIONS

Foremost Authority For Professional Loggers

## 2014 MEDIA KIT

a Hatton-Brown Publication



[WWW.TIMBERHARVESTING.COM](http://WWW.TIMBERHARVESTING.COM)



# TIMBER HARVESTING

FOREMOST AUTHORITY FOR PROFESSIONAL LOGGERS



## OUR HISTORY...

The roots of *Timber Harvesting* magazine extend back to 1953 with the introduction of its predecessor publication, *Pulpwood Production*. The name of the magazine changed exclusively to *Timber Harvesting* in 1977. The magazine has never veered from its original objective to cover progressive logging operations throughout the United States, with emphasis on new technology applications in the woods, and innovative logging business management, while providing a broader view of the industry by reporting on the latest news developments—from timber supply issues, to emerging biomass markets, to environmental policies that impact

the industry.

## OUR EDITORS...

*Timber Harvesting* is known for its detailed, insightful articles on logging developments, and no wonder, since its editorial staff can claim more than 125 years of combined experience. *Timber Harvesting* editors are constantly in the field, visiting logging operations and interviewing independent contractors. Editors are sought out as speakers at various industry meetings. The editorial staff convenes to select the *Timber Harvesting* Logging Business of the Year, which is a highly respected award that is entering its 17th year.



## OUR NUMBERS ARE GOING INTERNATIONAL...

*Timber Harvesting* is delivered six times per year to more than 18,300\* subscribers in North America. Now, *Timber Harvesting* is expanding its readership into international forestry markets. Readership includes ownership and supervisory personnel of independent logging operations along with timberlands management and investment concerns. Readership lists are updated daily and independently audited by Verified Audit Circulation.

\*Verified Audit Circulation report, December 2012

## YOUR OPPORTUNITIES...

The opposite page reveals a range of advertisement selections, 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 *Timber Harvesting* magazine web site, [www.timberharvesting.com](http://www.timberharvesting.com).



**Timber**  
HARVESTING  
& WOOD FIBER OPERATIONS™

## 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](http://www.hattonbrown.com)

## ADVERTISING SALES REPRESENTATIVES

**Midwest USA,  
Eastern Canada**

**John Simmons**

Tel: 905.666.0258

Fax: 905.666.0778

[jsimmons@idirect.com](mailto:jsimmons@idirect.com)

**Western USA, Western  
Canada**

**Tim Shaddick**

Tel: 778.822.1826

Fax: 604.264.1397

[tootall1@shaw.ca](mailto:tootall1@shaw.ca)

**Southern USA**

**Randy Reagor**

Tel: 904.393.7968

Fax: 904.393.7979

[reagor@bellsouth.net](mailto:reagor@bellsouth.net)

**Classified Advertising:**

**Bridget DeVane**

334.699-7837 • 800.669.5613

[bdevane7@hotmail.com](mailto:bdevane7@hotmail.com)

**International  
Murray Brett**

Aldea de las Cuevas 66,  
Buzon 60,

03759 Benidoleig

(Alicante), Spain

Tel: +34 96 640 4165

Fax: +34 96 640 4022

[murray.brett@abasel.net](mailto:murray.brett@abasel.net)

[murray.brett.aba@gmail.com](mailto:murray.brett.aba@gmail.com)

# Timber HARVESTING & WOOD FIBER OPERATIONS™

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Timber Harvesting* 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.

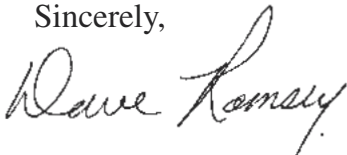
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Timber Harvesting* 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 *Timber Harvesting* 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 *Timber Harvesting* magazine family of advertisers.

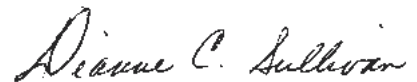
Sincerely,



David H. Ramsey  
Co-Publisher



David (DK) Knight  
Co-Publisher/Executive Editor



Dianne C. Sullivan  
Chief Operating Officer



# Timber HARVESTING & WOOD FIBER OPERATIONS™

## REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Timber Harvesting* 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.timberharvesting.com](http://www.timberharvesting.com) today!

### LEADERBOARD AD 940 x 116 pixels • \$450

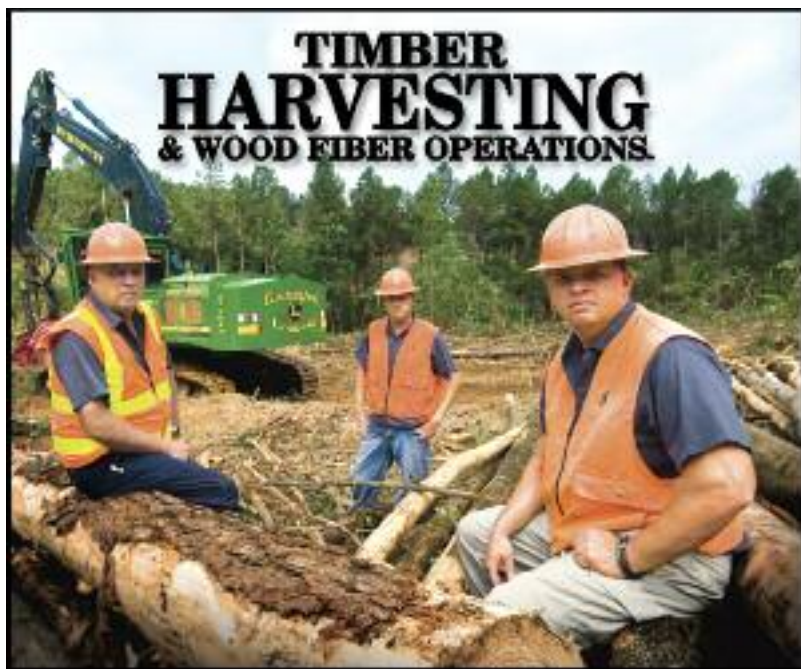


NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

### 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**  
Randy Reagor  
(904) 393-7968  
Fax: (904) 393-7979  
[reagor@bellsouth.net](mailto:reagor@bellsouth.net)

**West USA and West Canada**  
Tim Shaddick  
(778) 822-1826  
Fax: (604) 264-1397  
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**MidWest/NE USA, E. Canada**  
John Simmons  
(905) 666-0258  
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[abasol2@terra.es](mailto:abasol2@terra.es)  
[murray.brett@abasol.net](mailto:murray.brett@abasol.net)

ADVERTISING RATES ISSUED JANUARY 1, 2014

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>	<b>24X</b>	<b>36X</b>
Full page	\$3,750	\$3,570	\$3,420	\$3,225	\$3,090	\$2,975
2/3 page	3,215	3,055	2,925	2,750	2,640	2,530
1/2 island	2,840	2,690	2,590	2,445	2,345	2,235
1/2 page	2,455	2,365	2,265	2,120	2,040	1,940
1/3 page	2,085	2,000	1,910	1,785	1,710	1,620
1/4 page	1,545	1,455	1,405	1,320	1,260	1,205
1/6 page	1,280	1,220	1,165	1,095	1,040	995
1/12 page	845	785	730	600	605	560

**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.*

**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

**REPRINTS WORK FOR YOU**

(Print & Digital)

- Increase Sales
- Generate More Interest
- Use At Trade Shows
- Use For Special Mailings, Sales Meetings
- Receive PDFs of articles and pics for your web site

Call Patti Campbell at 334.834.1170

Email: [patti@hattonbrown.com](mailto:patti@hattonbrown.com)

**MAIL LISTS**

Timber Harvesting can customize subscribers by state, zip code, job title and more.

Call Tammy Duke at 334.834.1170

[tammy@hattonbrown.com](mailto:tammy@hattonbrown.com)

**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.

**INSERTS**

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, backup and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8<sup>1</sup>/<sub>16</sub> x 11<sup>1</sup>/<sub>16</sub> inches. Mock-up is required. Note trim/bleed specs.



**AD SIZE REQUIREMENTS**

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

Insertion orders cannot be canceled past the closing date.

**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

**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](mailto: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](http://hattonbrown.com/Content/MediaKit.aspx)

**CLASSIFIED ADVERTISING**

Call Bridget DeVane at 800.669.5613

Base rate: \$65 per column inch

Color available for additional charge



# EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY 20TH OF FIRST MONTH OF ISSUE.

## JANUARY/FEBRUARY

**closes January 2—ad material due January 6**

**2014 Equipment Directory.** This valuable reference includes equipment manufacturers and distributors, providers of products and services, forestry and logging associations, and the year's forestry trade shows. It is retained by forestry professionals as a handy year-round information tool.

**Bonus Distribution**—76th annual Oregon Logging Conference Logging, Construction, Trucking and Heavy Equipment Expo, February 20-22, Lane County Convention Center and Fairgrounds, Eugene, Ore.

## MARCH/APRIL

**closes March 3—ad material due March 5**

**Special Emphasis: Log Loaders and Related Attachments** (grapples, grapple saws, slashers and pull-through delimiters). This update highlights the latest models and their most notable features.

## MAY/JUNE

**closes May 1—ad material due May 5**

**Special Emphasis: Service Truck Bodies, Service Trailers, Tools and Accessories.** Suppliers provide information on their latest time and labor saving products and devices.

**Bonus Distribution**—Northeastern Forest Products Equipment Expo, May 9-10, Champlain Valley Exposition Grounds, Essex Junction, Vt.

**Bonus Distribution**—East Coast Sawmill & Logging Equipment Expo, May 16-17, Richmond Raceway Complex, Richmond, Va.

**Bonus Distribution**—World Bioenergy 2014, Conference & Exhibition on Biomass for Energy (ELMIA), June 3-5, Jönköping, Sweden

**Bonus Distribution**—Interforest, 12th International Trade Fair for Forestry and Forest Technology, Messe München, July 16-20, Munich, Germany

## JULY/AUGUST

**closes July 1—ad material due July 3**

**Special Emphasis: Whole Tree Chippers, Flail Debarkers, Grinders and Accessories.** From big machine companies to small but important accessory (flail chain, knives, hammers, screens, air compressors), providers tout their newest products and innovations.

**Bonus Distribution**—Lake States Logging Congress, September 5-6, Oshkosh, Wis.

## SEPTEMBER/OCTOBER

**closes September 2—ad material due September 4**

**17th Logging Business of the Year.** One of the nation's premier logging businesses is recognized for its outstanding professionalism, management, operational acumen and industry and/or community activism. In addition, the honoree is also heralded at the annual meeting of the American Loggers Council.

**Bonus Distribution**—Mid-South Forestry Equipment Show, September 19-20, Starr Memorial Forest, Starkville, Miss.

**Bonus Distribution**—American Loggers Council annual meeting, September 25-27, Island Resort & Casino, Escanaba, Mich.

## NOVEMBER/DECEMBER

**closes November 3—ad material due November 5**

**Special Emphasis: GPS Tracking Systems for Trucks.** Loggers and log truckers of all sizes are saving on fuel and honing efficiencies by using GPS systems to monitor trucks. Suppliers of the systems provide case studies.

**Opportunity:** 2015 North American Forestry Events Wall Calendar

PHONE: 334.834.1170 • FAX: 334.834.4525 • [www.timberharvesting.com](http://www.timberharvesting.com)



## 2015 EQUIPMENT DIRECTORY

Be a part of the most utilized issue of the year. The 2015 Equipment Directory 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 *Timber Harvesting* web site.

**Closing Date: Oct. 29, 2014**

Call or email Rhonda Thomas to make sure your company is listed in this annual directory. [rhonda@hattonbrown.com](mailto:rhonda@hattonbrown.com), 334.834.1170

**PRECISION HUSKY**  
PRECISION HUSKY CORP.  
PO Box 507  
Leeds, AL 35094-0010  
205-440-1181 Fax: 205-440-1147  
Email: [sales@precisionhusky.com](mailto:sales@precisionhusky.com)  
Website: [www.precisionhusky.com](http://www.precisionhusky.com)  
Established: 1964

Precision Husky Corp. engineers and manufactures world-class equipment for chipmills, sawmills, woodyards, log loading and inwoods debarking/chipping and wood waste grinding.

**THREE DIVISIONS**  
Precision produces sawmill, chipmill equipment, in-woods flailers, whole tree chippers and a combo unit that combines both functions.

Husky manufactures a complete line of knuckleboom loaders available as truck mount, on crawler tracks, trailer mounted and as a stationary unit.

The ProGrind line of shredders offers nine different sizes of horizontal and tub grinders with production to 100 TPH and horsepower options from 100-600 HP.





# 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](mailto:HBMEDIA@HATTONBROWN.COM)

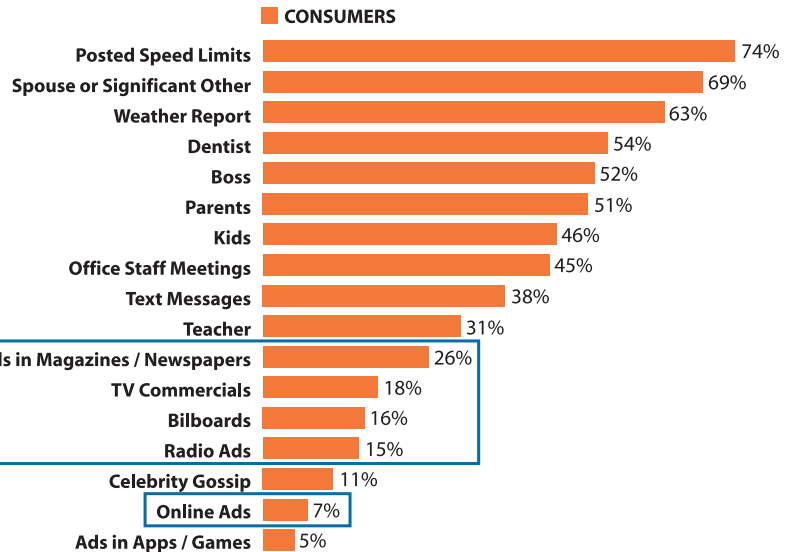
# PRINT ADVERTISING: ALIVE AND WELL

*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](http://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 Harrick 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



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](mailto:ads@hattonbrown.com) or uploaded to our ftp site. See instructions below.

Feel free to email [patti@hattonbrown.com](mailto:patti@hattonbrown.com) or your sales representative with additional questions.

## FILE UPLOAD INSTRUCTIONS

- 1) CONNECT TO:** [www.hattonbrown.net](http://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:  
[patti@hattonbrown.com](mailto:patti@hattonbrown.com) • [cindy@hattonbrown.com](mailto:cindy@hattonbrown.com)

**800-669-5613**

REVISED 04/26/2013

