

# CONTENT TAILORED TO YOUR CUSTOMER



## SPRING/SUMMER 2022

Theme

Expanded Wood Awards section and interviews with top winners

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Space closing: May 13  
Material closing: May 20

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## FALL 2022

Theme

Indoor/Outdoor Living: New buildings, home renovations, pool and recreational buildings, plus unique wood fencing, pergolas, and patios

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Space closing: September 23  
Material closing: September 30

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## WINTER 2023

Theme

Placemaking: Featuring large multi-use mass timber developments

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Space closing: January 7  
Material closing: January 14

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\*Editorial calendar subject to change

## OUR EDITORIAL CONTENT HAS TOP RATINGS:

**Technical Solutions**

of interest by 83% of readers

**North American Project Profiles**

of interest by 83% of readers

**Ideas & Applications**

of interest by 82% of readers

**Features**

of interest by 60% of readers

**International Project Profiles**

of interest by 60% of readers

**ADVERTISING RATES**

4-color	1x	3x	6x
<b>Full page</b>	\$5,450	\$5,180	\$4,920
<b>2/3 page</b>	4,905	4,660	4,430
<b>1/2 page</b>	4,090	3,885	3,690
<b>1/3 page</b>	3,545	3,370	3,200
<b>1/4 page</b>	3,000	2,850	2,710
<b>DPS</b>	9,265	8,800	8,360
<b>COVERS</b>			
<b>OBC</b>	\$6,815	\$6,475	\$6,150
<b>IFC/IBC</b>	6,540	6,215	5,905

Inserts/Outserts available. Call for information.

**WEB RATES AND SPECS**

(Rate for 3 months)

	(pixels)	1x
<b>Top Banner</b>	728 x 90	\$ 1,595
<b>Top Box</b>	270 x 270	\$ 1,395
<b>Second Box</b>	270 x 270	\$ 1,195
<b>Third Box</b>	270 x 270	\$ 995

**E-NEWSLETTER RATES AND SPECS**

	(pixels)	1-2x	3-4x	5x
<b>Skyscraper</b>	125 x 300	\$ 1,495	\$ 1,420	\$ 1,345
<b>Top Banner</b>	488 x 72	\$ 1,395	\$ 1,325	\$ 1,255
<b>Second Banner</b>	488 x 72	\$ 1,195	\$ 1,135	\$ 1,075
<b>Third Banner</b>	488 x 72	\$ 995	\$ 945	\$ 895
<b>Tile</b>	125 x 125	\$ 695	\$ 660	\$ 625

**DIMENSIONS**

**(INCHES)**

<b>Full page (trim)</b>	8.375 x 10.75
<b>Full page (bleed)</b>	8.625 x 11
<b>Full page (live area)</b>	7.625 x 9.875
<b>2/3 page vertical</b>	4.75 x 9.875
<b>1/2 page vertical</b>	3.625 x 9.875
<b>1/2 page horizontal</b>	7.625 x 4.9375
<b>1/3 page vertical</b>	2.375 x 9.875
<b>1/4 page vertical</b>	3.625 x 4.75
<b>1/6 page vertical</b>	2.375 x 4.75
<b>1/8 page horizontal</b>	3.625 x 2.25
<b>DPS</b>	16.75 x 10.75

Please include crop marks and leave a bleed of .125 inch if required.



**EDITORIAL SUBMISSIONS**

Wood Design & Building will consider content that reflects the Wood Design & Building's editorial position. Editorial content may be subject to change at the discretion of the editor.

To submit content for consideration, contact Brooke Smith at [bsmith@dvtail.com](mailto:bsmith@dvtail.com).

**MECHANICAL REQUIREMENTS**

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size color proof must be provided. The publisher shall not be liable for any advertisements received without a color proof.

**File transfer media:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to [design@dvtail.com](mailto:design@dvtail.com) and [chimes@dvtail.com](mailto:chimes@dvtail.com).

**FTP Site:** <ftp:dvtail.com>. Please send an email to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the *Wood Design & Building* FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**  
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**TERMS & CONDITIONS**

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

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**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

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**Cancellations and space changes not accepted after closing date.**

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