



2023 Rate Card

**OUR AWARD-WINNING EDITORIAL AND DESIGN MAKE
WOOD DESIGN & BUILDING AN INDISPENSABLE RESOURCE
FOR INDUSTRY PROFESSIONALS.**



SPRING 2023

Theme: Placemaking
Featuring large multi-use
mass timber developments



SUMMER 2023

Theme: Climate
Resilient Design
Building earthquake,
fire, and wind-resistant
projects. Plus an overview
of the 2022-23 Wood
Design Awards.



FALL 2023

Theme: Low Carbon
Construction
Net Zero, Passive House
and other green building
strategies to reduce the
carbon footprint of buildings



SPRING 2024

Theme:
Celebrating Diversity
Showcasing
projects designed
by BIPOC architects

Space Closing: January 13
Material Closing: January 20

Space closing: May 12
Material closing: May 19

Space closing: August 31
Material closing: September 7

Space closing: January 7
Material closing: January 14

*Editorial calendar and dates subject to change

OUR READERS:

98% say the magazine keeps them informed on industry trends and news

95% say the editorial content is interesting and relevant to what they do

87% agree that the magazine provides important information about wood's role in sustainable construction



WHAT OUR READERS SAY: *"Excellent magazine. Look forward to reading each edition."*

Source: Wood Design & Building Reader Survey 2019 conducted by MaCorr Research

ADVERTISING RATES

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

Inserts/Outserts available. Call for information.

WEB RATES AND SPECS

(Rate for 3 months)

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

E-NEWSLETTER RATES AND SPECS

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

DIMENSIONS

(INCHES)

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

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 and chimes@dvtail.com.

FTP Site: ftp.dvtail.com. Please send an email to 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:

Crystal Himes, chimes@dvtail.com, Tel: 905.886.6640

TERMS & CONDITIONS

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

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

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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