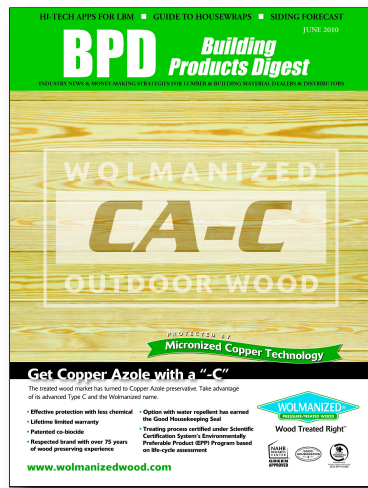


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Special promotional opportunity for NAWLA wholesalers, manufacturers and service affiliates...

The North American Wholesale Lumber Association is teaming with the lumber industry's leading trade magazines to offer an exclusive marketing vehicle — The August 2010 issues of both BPD-Building Products Digest and The Merchant Magazine will feature an extensive special section devoted entirely to NAWLA and its members.

Here's what you get:

- Your ad message reaches all NAWLA wholesalers and their dealer customers.
- Discounted advertising rates for NAWLA members.
- Support for your association
- Branding your company's identity with NAWLA's
- All ad rates include FULL COLOR
- Free ad design
- Up to 6 one-year subscriptions to BPD and/or Merchant
- Advertise in both the August NAWLA Special Edition and our October NAWLA Traders Market Preview and save an additional 10%.

Reserve your space by July 12, 2010, by calling

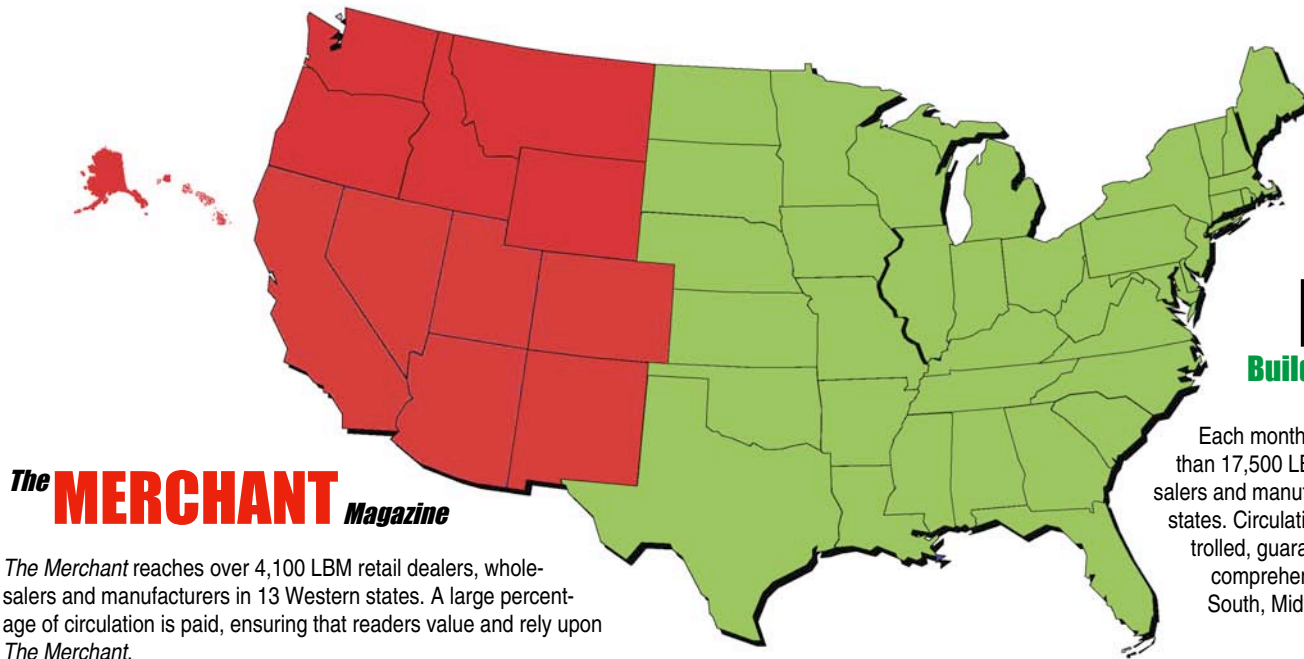
Alan Oakes
(949) 852-1990

Chuck Casey
(949) 852-1990

Paul Mummolo
(732) 899-8102

- See next page for rates and circulation -

NAWLA Special Section in the August 2010 issues of BPD and The Merchant Magazine



The **MERCHANT** Magazine

The Merchant reaches over 4,100 LBM retail dealers, wholesalers and manufacturers in 13 Western states. A large percentage of circulation is paid, ensuring that readers value and rely upon The Merchant.

BPD Building Products Digest

Each month, BPD reaches more than 17,500 LBM dealers, wholesalers and manufacturers in 37 Eastern states. Circulation is primarily controlled, guaranteeing the most comprehensive reach into the South, Midwest and Northeast.

	Distributors	Retailers	Misc.	Total
NATIONAL CIRCULATION (combined circulation of both Merchant and BPD)				
Total	11,460	11,656	449	21,565
BPD Total	7,245	9,968	302	17,515
Southeast	4,045	4,578	163	8,978
Northeast	1,198	2,188	50	3,436
Midwest	1,589	3,097	57	4,743
MERCHANT Total	2,215	1,688	147	4,050
Southwest	900	799	36	1,735
Northwest	792	497	144	1,328
Mountain States	192	356	10	558



- Subject to change;
figures compiled
August 1, 2009

NAWLA SPECIAL ISSUE AD RATES

	The Merchant	BPD	Special Combined Rate	Regular Combined Rate (1x)
Full page	\$2575	\$2700	\$4925	(\$5650)
2/3	1840	1915	3510	(4335)
1/2 Island	1700	1780	3220	(4035)
1/2	1500	1580	2800	(3505)
1/3	1220	1315	2375	(2900)
1/4	990	1050	1890	(2315)

- **COLOR** charges included in all rates.
- **ISSUANCE DATE** – August issues of BPD, mailed August 2, 2010, and The Merchant, mailed August 9, 2010.
- **DEADLINES** – Ad space should be reserved by July 12, 2010. Materials should arrive at Cutler Publishing no later than July 16, 2010. Email high resolution, press ready PDFs as attachments to dkoenig@building-products.com.
- **COMMISSION** – 15% to recognized agencies only.