

LUMBER ■ COMPOSITES ■ ENGINEERED PRODUCTS

# TIMBER PROCESSING™

a Hatton-Brown Publication



## 2011 MEDIA OPPORTUNITIES

The sawmill industry's most widely circulated source of machinery, technology and business information

[www.timberprocessing.com](http://www.timberprocessing.com)

# EDITORIAL CONTENT

Mailed approximately first of month of issue.

## JANUARY/FEBRUARY closes 1/5/11 – ad material due 1/7/11

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Be a part of the most utilized issue of the year. The 33rd Annual Lumbermen's Buying Guide includes machinery manufacturers, suppliers, products, services and much more. Boldface listings are available with optional 4/c company logo to ensure your company stands out. Boldface listings also appear on *Timber Processing's* web site. A searchable database is available on CD.

**Closing date: May 27, 2011**

Call or email Rhonda Thomas to make sure your company is listed in this annual directory.

**rhonda@hattonbrown.com, 334.834.1170**



**MORBARK**  
PO Box 1000  
Winn, MI 48896-1000  
800-233-6055, 989-966-2381  
Fax: 989-966-2280  
Email: inquire@morbark.com  
Website: www.morbark.com  
Established: 1957

Morbark continues a tradition of building heavy duty, dependable equipment, including innovative flails, Chipvestors, tub grinders, wood hogs, coloring units, whole tree chippers, Mountain Goats, brush chippers, a debris shear and a wide variety of sawmill equipment. Since Morbark's founding in 1957, it has led the industry in new innovations, quality machinery and customer service. Morbark provides quality replacement parts for all of its equipment, even equipment built 40 years ago. Facility trained service technicians are dispatched from the company's Winn, Michigan headquarters as well as support facilities and dealers throughout the United States. Morbark provides the world-class equipment and product support that customers deserve.

ADVERTISING RATES ISSUED JANUARY 1, 2011

	1X	3X	6X	10X	20X	30X
Full page	\$2,390	\$2,265	\$2,175	\$2,045	\$1,960	\$1,895
2/3 page	1,845	1,760	1,675	1,590	1,520	1,465
1/2 island	1,685	1,595	1,520	1,435	1,370	1,295
1/2 page	1,415	1,355	1,300	1,235	1,175	1,125
1/3 page	1,110	1,060	1,020	965	920	880
1/4 page	825	780	750	705	670	635
1/6 page	570	535	510	480	465	455
1/12 page	390	355	330	300	285	275

**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 web

**Call Patti Campbell at 334.834.1170**

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

**MAIL LISTS**

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

**Call Tammy Duke at 334.834.1170**

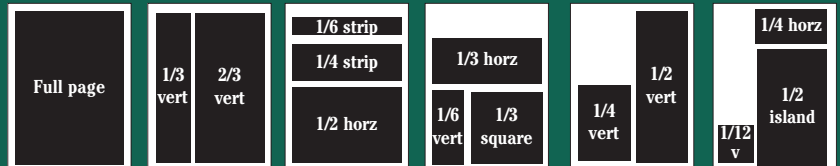
**[tammy@hattonbrown.com](mailto:tammy@hattonbrown.com)**

**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, back-up 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>15</sup>/<sub>16</sub> inches. Mock-up is required. Note trim/bleed specs.



**AD SIZE REQUIREMENTS**

trim size	width	depth	width	depth
<b>8-1/8 in.</b>	<b>10-7/8 in.</b>	<b>206mm</b>	<b>276mm</b>	
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

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**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 334.834.1170**

Base rate: \$60 per column inch

Color available for additional charge

# WHAT MAKES US THE LEADER?

## EDITORIAL

- Unparalleled editorial integrity
- Full-time editorial staff
  - On site mill interviews
  - Highly respected
  - Professional writers
  - Over 100 years experience
  - Pro-business
  - Sought after as speakers
  - Develop and coordinate industry conferences

## CIRCULATION

- Independently audited by Verified Audit Circulation
- Worldwide sawmill circulation
- Clean mail lists
  - Addresses updated with each issue mailed
  - Mail list updated daily
    - Mailed to 14,065\* industry professionals and decision-makers
  - Loyal long-term subscribers
  - In-house subscription fulfillment

## HB SERVICES

- Ad/brochure/flyer design
- Basic web design
  - Web site hosting
- Database design
- Database management
- Direct mail services
- Mail list rental (presort available to reduce postage cost)
- Reprint services (print & digital)
- Survey sponsorships
- Alliance with leading Canadian publications
- Experienced advertising consultants with more than 132 years in the industry



**Hatton-Brown  
Publishers, Inc.**

### CORPORATE HEADQUARTERS

**Mailing Address:**

Post Office Box 2268  
Montgomery, AL 36102-2268

**Street Address:**

225 Hanrick Street  
Montgomery, AL 36104-3317

**Telephone:** 334.834.1170

**Fax:** 334.834.4525

**Web:** [www.hattonbrown.com](http://www.hattonbrown.com)

### ADVERTISING SALES

#### REPRESENTATIVES:

#### Southern USA

**Randy Reagor**

**Tel:** 904.393.7968

**Fax:** 904.393.7979

**E-mail:** [reagor@bellsouth.net](mailto:reagor@bellsouth.net)

#### Midwest USA, Eastern Canada

**John Simmons**

**Tel:** 905.666.0258

**Fax:** 905.666.0778

**E-mail:** [jsimmons@idirect.com](mailto:jsimmons@idirect.com)

#### Western USA, Western Canada

**Tim Shaddick**

**Tel:** 778.822.1826

**Fax:** 604.264.1397

**E-mail:** [tootall1@shaw.ca](mailto:tootall1@shaw.ca)

#### International

**Murray Brett**

Aldea de las Cuevas 66,  
Buzon 60,03759 Benidoleig  
(Alicante), Spain

**Tel:** +34 96 640 4165

**Fax:** +34 96 640 4022

**E-mail:** [abasol2@terra.es](mailto:abasol2@terra.es)

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

#### Classified Advertising

**Bridget DeVane**

334.699.7837

800.669.5613

**E-mail:**

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

#### Reprint Sales

**Patti Campbell**

800.669.5613

**E-mail:** [patti@hattonbrown.com](mailto:patti@hattonbrown.com)

\*DEC. 2009 VAC

**"Hatton-Brown Publications—The Standard of Excellence"**

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# We've Gone INTERNATIONAL!

*Timber Processing* has added nearly 1,200 readers in the managerial ranks at sawmill operations outside of North America.

## TIMBER PROCESSING FOREIGN SUBSCRIBERS

China	1
India	4
Indonesia	2
Malaysia	1
Vietnam	1
Australia	8
New Zealand	73
Austria	2
Belgium	1
Denmark	5
Finland	39
France	279
Germany	385
Ireland	4
Italy	120
Norway	44
Russian Fed	5
Scotland	1
Spain	3
Sweden	170
Switzerland	1
Turkey	2
Argentina	2
Brazil	7
Chile	33

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**TOTAL 1,193**



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**TIMBER  
PROCESSING**<sup>™</sup>

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# TIMBER PROCESSING™

## WEB ADVERTISING RATES

Reach corporate officials, sawmill owners, plant managers and supervisory personnel throughout North America with an ad on the *Timber Processing* web site. The web site complements *Timber Processing* magazine, which is published 10 times per year and features high production sawmill modernization articles and technology developments. Each issue is posted immediately on the web site.

**Reach Sawmill Owners/Plant Managers**

**Complements TP Magazine**

**Web Advertising**

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

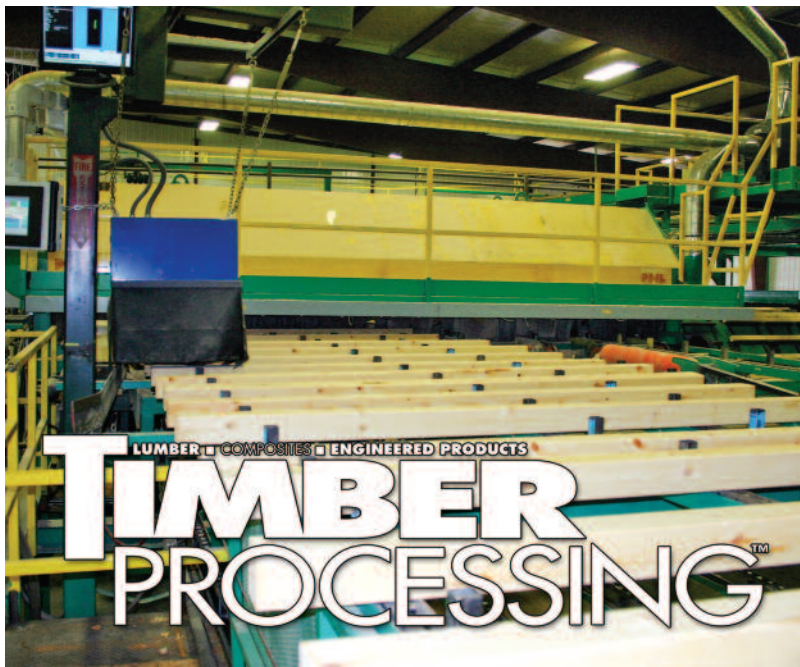


NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

### 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 Reager  
(904) 393-7968  
Fax: (904) 393-7979  
reager@bellsouth.net

**West USA and West Canada**  
Tim Shaddick  
(778) 822-1826  
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**MidWest/NE USA, E. Canada**  
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