



WE'D LOVE TO ADVERTISE YOU.

Don't miss your opportunity to be featured in the online
2027 Where to Buy!

ADVERTISEMENT IN WHERE TO BUY ONLINE

Advertiser _____ Contact Name _____
Address _____ City _____ State _____ Zip _____
Telephone Number _____ Fax _____ E-Mail _____
Ad Agency & Address _____

Please check below to reserve your ad:

PREMIUM POSITIONS (HOME PAGE)

- | | PRICE |
|---|---------|
| ☐ Home Page Takeover - Annual | \$9,750 |
| ☐ Member Spotlight Banner (ad shown within individual listing) | \$3,750 |

ADDITIONAL ADS (Appear below main page takeover)

- | | |
|---|---------|
| ☐ Vertical Sidebar | \$3,250 |
| ☐ Horizontal Triple-Box: set of 3 horizontal ads | \$2,500 |
| ☐ Horizontal Banner Ads | \$1,500 |

MEMBER PAGE

- | | PRICE |
|---|---------|
| ☐ Full Page Takeover - Annual | \$4,750 |
| ☐ Vertical Sidebar | \$1,950 |
| ☐ Horizontal Double Set of Ads | \$1,500 |
| ☐ Single Horizontal Ad | \$1,250 |
| ☐ Horizontal Banner | \$1,250 |

WOOD CATEGORIES PAGE

- | | PRICE |
|---|---------|
| ☐ Wood Categories Page Takeover - Annual | \$6,750 |

ADVERTISEMENT REQUIREMENTS + SPECIFICATIONS:

- Ad Sizes
 - Homepage Takeover
 - 1 Horizontal Banner Ad: 728px wide by 90px high
 - 1 Vertical Sidebar Ad: 300px by 1050px
 - 3 Horizontal Ads: each ad is 300px by 250px
 - Member Spotlight Banner Ad
 - 1 Image: 161px by 150px
 - 1 Headline: maximum of 40 characters (including spaces)
 - 1 Description: maximum of 80 characters (including spaces)
 - Wood Categories Page Takeover
 - 3 Horizontal Banner Ads: each ad is 728px by 90px
 - 1 Vertical Sidebar Ad: 300px by 1050px
 - 3 Horizontal Ads: each ad is 300px by 250px
- Electronic files in JPG or PNG format and no more than 300kb
- Prices are for final digital files that meet the specifications above and require no changes. If changes are needed, we will request full packaged design files and extra charges may be incurred.

**- ADVERTISING CONTRACT -
TERMS AND CONDITIONS**

1. Decorative Hardwoods Association (DHA) will not accept responsibility for publication delays nor does it guarantee any level of circulation or readership.
2. DHA reserves the right to edit or reject any ad upon notice to the advertiser and will not be responsible for advertisement errors.
3. Advertising materials will not be returned unless a written request is made.
4. The advertiser certifies that she/he is an authorized representative of the product or service to be advertised, and that any photography or art reproduction, trademark, etc. is duly authorized.
5. This contract contains the entire agreement between the parties relating to the subject matter herein contained, no change or modification on any provisions shall be effective unless made in writing and signed by both parties.
6. Failure of DHA to print all or a portion of the advertisement shall invalidate this contract but shall not constitute breach of contract. DHA will refund monies paid for omitted advertisements.
7. DHA shall not be bound by any conditions appearing on order blanks or copy instructions when such conditions or instructions conflict with the provisions set forth herein.
8. DHA shall not be liable for any failure to publish all or any portion of the 2027 Online Where to Buy Hardwood Plywood, Veneer and Engineered Hardwood Flooring Membership Directory in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, act of war or other circumstances beyond the control of DHA.
9. Any ad containing the FSC logo must be approved by the FSC and our printing company is required to have a copy of the letter of approval from the FSC. Please send the FSC letter with the Advertising Request.

The Undersigned declares that she/he agrees to the ADVERTISING CONTRACT and is authorized to sign this application on behalf of the company.

Signature: _____ Title: _____ Date: _____

Payment:

☐ Charge my AMEX, VISA or MASTERCARD # _____

CVV Code: _____ Expiration _____

Name as it Appears on Card _____ Billing Address Zip Code _____

**MAKE CHECKS PAYABLE TO: Hardwood Plywood and Veneer Association
42777 Trade West Drive, Sterling, VA 20166**