



LAT TODAY biannual newsletter

Contract for Advertising

Lumbermen's Association of Texas

The Premier Organization of Quality

Building Material Suppliers in Louisiana And Texas

Newsletter ads accepted for print in the newsletter only – inserts not available

LAT Member Advertising Rates – inside ad copy ONLY -

One Issue **Two Issues** eff. 7/7/2010

Ad Size	Width	Height	Member Rate*	B&W / Color	Member Rate*	B&W	Color
Full page	8"	10"		\$750 / \$1275		\$1125	\$1995
1/2 page	7"	4"		\$475 / \$995		\$ 925	\$1805
1/4 page	3&1/2"	4"		\$325 B&W ONLY		\$ 600 B&W ONLY	

Advertisers must supply camera ready art before each publishing deadline.

{* Non-members add 50% to all above rates.}

- Specifications** Ad size must conform to the mechanical specifications to fit on an 8"x10" page. No bleeds.
- Deadlines** Ads accepted on a first-come, first-served basis. This signed contract and payment in full must be received in the LAT office by the fifteenth day of the month preceding the next newsletter.
Copy received by Dec. 15 will run in January issue, June 15 deadline for July issue
 Multi-rate ads will run consecutively from month received, depending on available space.
 Effective July, 2010, the newsletter is mailed on a biannual basis, two issues mailed per calendar year.
- Agencies** Rates stated above are net to publisher. Agency commissions are not allowed at these rates.
- Conditions** Priority in future newsletters will be on a first-come, first-served basis. Payment is non-refundable. The publisher reserves the right to reject any advertising deemed unsuitable. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the publisher blameless from all claims damages, and expenses arising out of any advertising accepted.

Contact **LAT (800) 749-5862. Email - Barbara@lat.org or Craig@lat.org**

- Please accept this advertising contract for:
- Full page
 - 1/2 page
 - 1/4 page
 - Copy Enclosed
 - Copy to Come

Company Name _____ Individual Contact _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____ Fax _____

Enclosed is my check for \$ _____. I understand that this contract is subject to the conditions above.

Signature _____ Date _____

Mail to: LAT, 1016 La Posada Drive, Suite 150, Austin, TX 78752
Email: Barbara@lat.org or Craig @lat.org Fax: 512-472-7378



LAT TODAY is the official publication
of the Lumbermen's Association of Texas

~ news for suppliers of building materials in Texas and Louisiana ~

Editorial Information & Calendar

The *LAT TODAY* newsletter is published on a biannual basis effective July, 2010. Newsletters are mailed to approximately 1,000 building material dealers (retailers) and associate members (suppliers to dealers) in Texas and Louisiana as well as to related organizations throughout North America. Deadline for all editorial and advertising copy (and ad payment) is the fifteenth of the month prior to the next issue, (**Copy received by December 15 will run in January issue, June 15 for July issue**). If material is received after the above dates and we are not able to insert into the current issue, it will run in the next newsletter.

Due to editorial, printing and mail schedules we cannot guarantee that a specific newsletter will reach LAT members by a specific date.

Ad copy put in the body of the newsletter will be received by all addressees. We cannot guarantee ad placements in the newsletters. Inserts are not available. All ads incorporated as full pages or partial pages in the newsletter. In addition, **PDF's of each newsletter are posted on the LAT website with all advertising copy included.**

The LAT TODAY newsletter averages 20 pages per issue. LAT members consider the *LAT TODAY* an important source of their industry news. Because of our size we can be flexible. We do guarantee that our advertisers will be pleased with their ad or we'll run it again at no charge in the next available issue.

Annual Editorial Calendar revised 7/2011

January *LAT TODAY* newsletter editorial & **ad deadline – Dec. 15**
July *LAT TODAY* newsletter editorial & **ad deadline – June 15**

- LAT guarantees that the quantity of ads paid for will be run as timely as possible.
- No guarantees are made for the specific issue(s) in which ads will run unless payment & ad copy has been received in advance for said advertising.
- Editorial copy is used at the discretion of the Editor.
- Priority for editorial copy is given to LAT members and to related associations with common interests and issues.
- LAT dealer members only may post Classified Ads in the newsletter. These are edited for content and suitability.
- Member news will only be published / accepted from current paid members.