

# NRLA

# WIRED

THE OFFICIAL E-NEWSLETTER OF THE NORTHEASTERN RETAIL LUMBER ASSOCIATION

## E-Newsletter Advertising Rates – 2011

**VERTICAL COLUMN** Size: 200 x 300 pixels  
Length of Time      Rate Per Week/Month

1 – 3 weeks	\$250/wk.
1 – 3 months	\$750/mo.
4 – 6 months	\$700/mo.
7 – 9 months	\$650/mo.
9 – 12 months	\$600/mo.

This ad receives approximately 3,500 impressions per week or 14,000 per month and appears in a high-profile location in the right margin of the page.

**LARGE HORIZONTAL** Size: 440 x 100 pixels  
Length of Time      Rate Per Week/Month

1 – 3 weeks	\$250/wk.
1 – 3 months	\$750/mo.
4 – 6 months	\$700/mo.
7 – 9 months	\$650/mo.
9 – 12 months	\$600/mo.

This ad receives approximately 3,500 impressions per week or 14,000 per month and appears in a high-profile location just below the content.

**Contact:** Jeff Sacks – [jsacks@nrla.org](mailto:jsacks@nrla.org)  
Northeastern Retail Lumber Association  
585 N. Greenbush Rd., Rensselaer, NY 12144 | 518.880.6366 | fax 518.880.6367

**Advertising is for NRLA members only.**  
The ads are all in pixels and there are usually 72 dots per inch. Ads need to be sent in .jpps.

**All ads need to be sent to [melissa@nrla.org](mailto:melissa@nrla.org)** by the Monday of each week. All payments need to be sent to NRLA at the address above and received no later than 30 days after the ad runs.

**NRLA can create an ad** from text and images supplied by you for your approval for a \$50 one-time charge.

**Payments** for creative work need to be sent directly to Northeastern Retail Lumber Association, 585 N. Greenbush Rd., Rensselaer, NY 12144.

\* **Samples are not to scale.**

**NRLA**  
**WIRED**  
THE OFFICIAL E-NEWSLETTER OF THE NORTHEASTERN RETAIL LUMBER ASSOCIATION

**Dear Mr. Smith,**  
Welcome to NRLA's Wired Weekly, your portal to all association news and event information. We invite you to learn all about what's going on within your association as well as our S&L affiliates to make the most of your NRLA membership.

**MONTH 2008**  
**In This Issue**  
CONVENTION AND MEETINGS  
EDUCATION  
STATE AND LOCAL  
DID YOU KNOW?  
INDUSTRY NEWS

**CONVENTION AND MEETINGS**  
**NRLA 2011 Spring Leadership Meeting**  
Online registration is now open for the 2011 NRLA Spring Leadership Meeting that will take place June 1-2, 2011 at NRLA Headquarters located at 585 N. Greenbush Road, Rensselaer, N.Y. Click here for the meeting agenda, and to register [click here](#).

The NRLA has secured sleeping rooms at a rate of \$139 for the evening of June 1 at the Hampton Inn & Suites in downtown Albany. To reserve your room, please contact the hotel directly at 518.432.7000 and use group code A52. The hotel reservation deadline is May 16.

**EDUCATION**  
**ROOTS: Your Resource for Online, On-Demand Training Solutions**  
With courses ranging from Computer Basics to Customer Service, ROOTS is an efficient and effective training tool for your employees. Sign up today for the prorated cost of \$100 for the remainder of 2011, and you'll automatically receive access to two free courses: Negotiating and Management videos. To learn more about the program and to view the course catalog, please visit our website, or contact education coordinator Toni Pagliaro at 518.880.6386.

**STATE AND LOCAL**  
**Mid-Hudson Lumber Dealers Association**  
The Mid-Hudson Lumber Dealers Association (MHLDA) is once again offering the Keith W. Page Memorial Scholarship for 2011. Completed applications are due, May 16, 2011.  
There will be one or two \$1,500 merit scholarships awarded for post-secondary education given to the families of dedicated employees of MHLDA members. Click here for complete details and application.

**Retail Lumber Dealers Association of Maine Area Meeting**  
Please join RLDAAM for an Area Meeting Friday, May 20 at Hollyford Slots in Bangor, Maine. Professor Charlie Colgan will be presenting: "An Update on the U.S. and Maine Economies and the Outlook to 2015". The meeting is from 12 - 1:30 p.m. The \$25 registration fee includes lunch. Registration is available online. Please contact Samantha Wickham at 518.880.6340 or [swickham@nrla.org](mailto:swickham@nrla.org) for more information.

**RILBMDA Scholarship Application Available**  
The Rhode Island Lumber and Building Materials Dealers Association (RILBMDA) scholarship application is now available. Completed applications are due, May 30, 2011. Up to five \$1,500 merit scholarships are given to the families of dedicated employees of RILBMDA members and participating associate members. The applicant must meet the eligibility requirements. Click here for the application and complete details.

**Lumber Dealers Association of Connecticut**  
The Lumber Dealers Association of Connecticut's 42nd Annual Golf Outing is taking place on Wednesday, June 1, 2011 at the Tunnix Plantation Country Club in Farmington Conn. The registration deadline is May 27. Click here for complete details and registration form.

**Western New York Lumber Dealers Association**  
The Western New York Lumber Dealers Association is having their 2nd Annual Fishing Trip on Friday, June 3, 2011. Boats leave from Buffalo Harbor. The registration deadline is May 13. Click here for details and registration form.

**New Hampshire Retail Lumber Association Golf Outing**  
NRLA's 23rd Annual Golf Outing is taking place on Thursday, June 9, 2011 at the Lake Sunapee Country Club, New London, N.H. Registration deadline is May 23. Click here for complete details and registration form.

Copyright © 2011, Northeastern Retail Lumber Association, Inc.

**NRLA**

# WIRED

THE OFFICIAL E-NEWSLETTER OF THE NORTHEASTERN RETAIL LUMBER ASSOCIATION

## 2011 Advertising Contract

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Ads are accepted on a first-come, first-served basis. Advertising is for NRLA members only.

All ads need to be sent to Melissa Stankovich at [melissa@nrla.org](mailto:melissa@nrla.org) by the Monday of each week.

All payments need to be sent to NRLA at the address below and received no later than 30 days after the ad runs.

\_\_\_\_\_ agrees to run the following ad size:  
(Company Name)

Large Horizontal     Vertical Column    beginning with the \_\_\_\_\_ issue for  
\_\_\_\_\_ weeks/months.

Company agrees to pay the cost of the ad, which is \$\_\_\_\_\_ per insertion.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: (please print): \_\_\_\_\_

FOLLOWING THE PUBLICATION RELEASE YOU WILL BE BILLED.

### FAX OR MAIL THIS FORM TO:

Jeff Sacks — [jsacks@nrla.org](mailto:jsacks@nrla.org)

Northeastern Retail Lumber Association | 585 N. Greenbush Rd., Rensselaer, NY 12144

518.880.6366 | fax 518.880.6367