

# 2022 GROSS RATES

PRINT | DIGITAL | SOCIAL MEDIA

# WOOD FLOOR BUSINESS

## PRICING

When evaluating marketing spend, make sure engagement and circulation quality are at the top of your list. Without it, you might be advertising—in print or online—to an empty room.

### PRINT ADVERTISING

FOUR COLOR	1 Issue	3 Issues	7 Issues	14 Issues
Page	\$5,720	\$5,490	\$5,400	\$5,320
2/3	\$5,145	\$4,955	\$4,720	\$4,680
1/2 Island	\$4,905	\$4,760	\$4,320	\$4,215
1/2 Horizontal or Vertical	\$4,315	\$4,300	\$4,095	\$4,045
1/3 Square or Vertical	\$3,880	\$3,735	\$3,564	\$3,540
1/4	\$3,495	\$3,250	\$3,105	\$3,080
1/6	\$2,980	\$2,930	\$2,835	\$2,795
Spread	\$8,635	\$8,445	\$8,145	\$8,010

### CUSTOM COVER AND SPECIAL INSERT OPTIONS

Call for Pricing

### CUSTOM CONTENT

<b>SPONSORED VIDEO</b>	
One Video	\$1545
<b>SPONSORED CONTENT</b>	
Print and/or Digital	Call for Pricing
<b>SOCIAL MEDIA PACKAGE</b>	
Add-on to Current Contract	\$1780
<b>SPONSORED BLOG</b>	
Hosted on WFB's Website	\$515
<b>PODCAST</b>	
Sponsorship	\$790
Takeover	\$2,630
<b>WFB LIVE</b>	
Demo Video	Call for Pricing



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### ALL RATES LISTED ARE GROSS

For net rates, visit [info.woodfloorbusiness.com/net-rates](http://info.woodfloorbusiness.com/net-rates)

### DIGITAL ADVERTISING

BANNER ADS	1 Year	6 Months	12 Months
Billboard	\$1,465	\$6,210	\$11,500
Super Leaderboard	\$1,465	\$6,210	\$11,500
Leaderboard	\$1,035	\$5,175	\$7,590
Retargeting	Call for Pricing		

MICROSITES	1 Year
	\$1855

<b>CUSTOM E-MAIL</b>				
One Mailing	\$1805			
<b>CONTENT ROUND-UP</b>				
One Mailing	\$1545			
<b>E-NEWS SPONSORSHIP</b>				
	1x	3x	6x	12x
Top Banner	\$850	\$735	\$620	\$545
Middle Banner	\$740	\$640	\$540	\$465
Third Banner	\$570	\$490	\$415	\$365

<p><b>23,500</b></p> <p>Audited magazine subscribers</p>	<p><b>67,500</b></p> <p>Total Monthly Web Sessions</p>
<p><b>14,900</b></p> <p>Engaged Email Subscribers</p>	<p><b>39,300</b></p> <p>Social Media Connections</p>