



MEDIA KIT 2021

International Log Builders' Association

Email: info@logassociation.org

Website: www.logassociation.org

Telephone: (705) 619-4522



ADVERTISE WITH US

Directly reach professional log builders and their supporters from many parts of the world by advertising with the International Log Builders' Association. Opportunities are available in both print and digital form.

The ILBA publishes a monthly digital newsletter called *PIECE|EN|PIECE*. It is sent to more than 600 ILBA members, friends, associates and members of the public.

It also publishes a professional journal, *Log Building News*, vol. 2, three times per year. *LBN2* circulates to 150+ members and is sent to log building schools in several countries.

Annual cross-platform ad bundling is available at a discounted rate.

ABOUT THE ASSOCIATION

ILBA Profile

Founded in 1974, the International Log Builders' Association (ILBA) is a worldwide organization dedicated to furthering the craft of log building, the advancement of log builders and to the promotion of the highest standards within the trade.

The Association produces and distributes educational materials on log construction to individuals, institutions and industry. In addition, the Association provides educational services related to the craft of log building, develops and disseminates educational material, and programs, manages scholarship funds and educational programs and supports industry research through representation and funding.

Mission Statement

The International Log Builders' Association is a non-profit organization comprised of log crafters and affiliated members. We are dedicated to supporting and educating both association members and the public. The Association has mandates to develop and share techniques relevant to the construction of well-crafted log buildings, to support research and to promote the industry.

Leadership

The ILBA is led by a member-elected Board of Directors. Association members typically represent a cross section of individuals ranging from hands-on log builders to industry suppliers, designers and engineers.

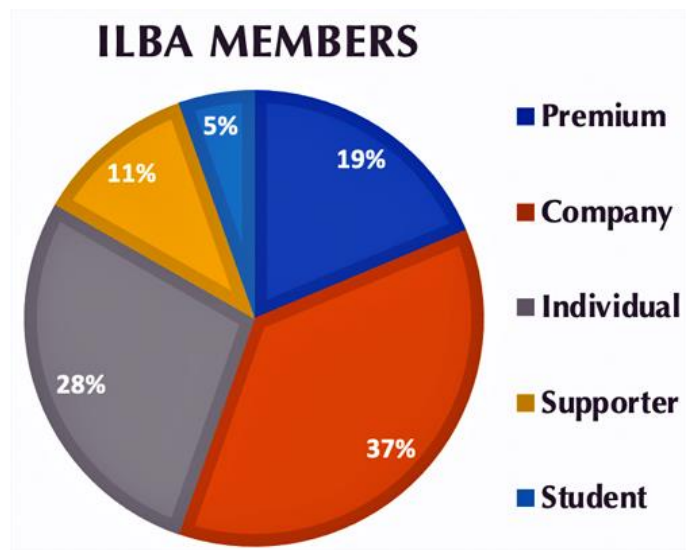
Membership

Membership levels are:

- Premium Company Memberships
- Company Memberships
- Individual Memberships
- Homeowner/Supporter Memberships
- Student Memberships

For further information benefits, go to:

logassociation.org/membership-options



Members currently hail from more than 15 countries!

Meetings and Events

Annual Conferences and Trade Shows:

Typically, 3-day events with seminars, hands-on learning, auction and networking

Pre-Conference Workshops held to focus on advanced skills and particular topics

Regional Gatherings:

Rendezvous get-togethers to share ideas, special techniques, cool tools and tall tales



Working together to learn new skills while serving the greater community!

Workshop instructors and participants came together in the Black Forest of Germany to create this shelter for a nearby bear park preserve

2021 ADVERTISING AGREEMENT

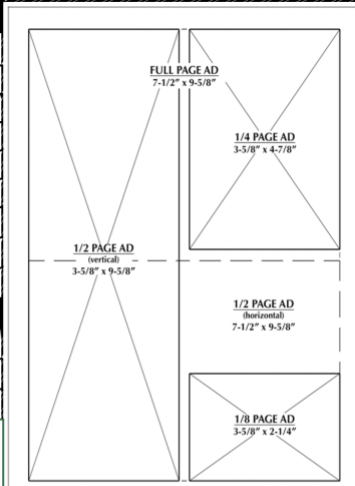
Print Ads for *Log Building News*,

vol.2

Digital Ads

(PIECE | EN | PIECE & Website)

DISPLAY ADVERTISING		
AD SIZE	DIMENSIONS	RATE*†
1/8 Page	3-5/8" x 2-1/4"	\$100
1/4 Page	3-5/8" x 4-7/8"	\$150
1/2 Page Horizontal	7-1/2" x 4-7/8"	\$300
1/2 Page Vertical	3-5/8" x 9-5/8"	\$300
Two 1/2 Pages		\$600
Full Page	7-1/2" x 9-5/8"	\$600
Back Page	7-1/2" x 9-5/8"	\$700
Advertorial	7-1/2" x 9-5/8"	\$700
CLASSIFIED ADVERTISING**		
STATUS	\$ PER WORD*	IMAGE*
Members	\$1.00	\$5
Non-Members	\$1.65	\$8
*All Rates shown in Canadian \$.		
**Employment Ads at NO COST.		
†10% discount for three issue 2021 commitment.		
2021 DEADLINES		2021
ISSUE:	COMMIT BY:	COPY BY:
#208 LBN2	Feb. 1 st	Mar. 1 st
#209 LBN2	Jun. 1 st	Jul. 1 st
#210 LBN2	Oct. 1 st	Nov. 1 st
		ISSUE FOCUS:
#208 LBN2		The Business of Log Building
#209 LBN2		The 2021 Conference
#210 LBN2		The Consumer Issue



DIGITAL AD ORDER:	
Piece / En / Piece	ILBA Website
<input type="checkbox"/> January	<input type="checkbox"/> January
<input type="checkbox"/> February	<input type="checkbox"/> February
<input type="checkbox"/> March	<input type="checkbox"/> March
<input type="checkbox"/> April	<input type="checkbox"/> April
<input type="checkbox"/> May	<input type="checkbox"/> May
<input type="checkbox"/> June	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> July
<input type="checkbox"/> August	<input type="checkbox"/> August
<input type="checkbox"/> September	<input type="checkbox"/> September
<input type="checkbox"/> October	<input type="checkbox"/> October
<input type="checkbox"/> November	<input type="checkbox"/> November
<input type="checkbox"/> December	<input type="checkbox"/> December
<p>Digital Advertising</p> <p>Member Pricing: \$100/month</p> <p>Non-Member Pricing: \$150.00/month</p>	

DISPLAY (PRINT) AD ORDER:			
LBN Ad Size	1x	2x	3x
1/8 pg	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
1/4 pg	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
1/2 pg Horizontal	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
1/2 pg Vertical	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
Two 1/2 pgs	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600
Full pg	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600
Back Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$700	<input type="checkbox"/> \$700
Advertorial	<input type="checkbox"/> \$700	<input type="checkbox"/> \$700	<input type="checkbox"/> \$700

Please indicate the issue(s) and month(s) in which you want your company's ad placed. Advertising discounts will be applied by the Office at the time of order placement and before credit cards are charged.

Scan this page plus the Payment & Agreement form on page 6, then email to: admin@logassociation.org

For further information on advertising opportunities, please contact Jennifer Saunders: (705)-619-4522

TERMS AND CONDITIONS

The placement of advertisements in *Log Building News*, *Piece|En|Piece* and on the ILBA website requires a signed Advertising Agreement. The signed Agreement must be received prior to printing.

ADVERTISING DEADLINES: Advertising materials are due by the 1st of the preceding month. If new advertising copy is not received by the issue's ad file deadline, the editors of *Log Building News* and *Piece|En|Piece* will insert the ad that was most recently placed.

FILE SPECIFICATIONS: All ads must be submitted as electronic files. A high-quality proof should accompany all ads.

- **Display Ads:** Submit ads in .jpeg, .PNG or .TIFF formats. Image resolutions must be no less than 300 dpi and should be CMYK.
- **Website Ads:** Submit ads with 300 dpi minimum resolution. Acceptable files formats are .jpeg, .PNG or .gif.

AD SUBMISSION: All ads and hyperlinks for the website should be emailed by the ad file deadlines specified above. Submit LBN2 display ads to: editor@logassociation.org, digital newsletter and website ads to: admin@logassociation.org

PLACEMENT: Ad placement is at the publisher's discretion unless one of the premium positions (back cover or advertorial) has been reserved and the ad's placement confirmed. Premium positions are assigned on a first-come, first-reserved basis. Ads on the ILBA website appear on a random rotating basis on every page.

PAYMENT TERMS: Advertisers must pay for ads in advance of publication. An invoice will be issued at the time space is reserved. Payment is due upon receipt and in advance of publication.

- **Periodic Payments:** Prepay each ad before it appears. Credit cards on file will be charged on the 1st day of the month prior to publication. Write post-dated cheques for the 1st of the month preceding publication.
- **Annual Payments:** Prepay advertising for the calendar year to receive the discounts below.

DISCOUNTS:

- **Display (Print) Ads:** Receive a **15% discount** for purchasing and prepaying all 3 display ads in a calendar year.
- **Website and Digital Newsletter Ads:** Receive a **15% discount** for purchasing and prepaying all 12 digital ads in a calendar year.
- **Cross-Platform Bundled Advertising:** Receive a **20% discount** for purchasing and prepaying ads across all 3 platforms in a calendar year.

CANCELLATIONS AND REFUNDS: Advertising cancellations must be submitted via email to admin@logassociation.org or (705)-619-4522, 30 days (one month) in advance of cancellation date (*i.e.*, notice to cancel a July ad must be submitted by June 1st). If advertising has been purchased at a multi-buy rate and cancelled at any time before all ads have run, the refund will be reduced to reflect the unit price of the number of ads published pre-cancellation and discounts rescinded.

CONDITIONS: The content of both print and digital advertisements is subject to approval by the editors and/or the ILBA Board of Directors. Placement of advertising assumes agreement with all stated policies in this agreement. Ad rates are subject to change. When new rates become effective, advertisers with a signed agreement will retain their existing rates for the duration of their agreement.

PAYMENT INFORMATION & AGREEMENT

Company Information

Company name: _____

Contact name: _____ Phone: _____

Mailing address: _____

City: _____ Prov/State: _____ Postal Code: _____ Country _____

Email: _____ Website: _____

Are you a member of ILBA? Yes _____ No _____

Payment

I have read and agreed to comply with the 2021 Terms and Conditions (included). Please sign below.

Mastercard VISA Check payable to: International Log Builders' Association

Card Number: _____ Exp. Date _____

Name on card: _____

Signature: _____

Would you like your credit card to be kept on file and charged monthly? Yes _____ No _____

Would you prefer to send post-dated cheques? Yes _____ No _____

Support for the ILBA

Sponsors provide annual financial ILBA

Conferences and operations:

logassociation.org/2020-sponsors

Vendors offer discounts to ILBA members:

logassociation.org/member-discount-program

Website:

www.logassociation.org

Contact Information

To contact the ILBA Office:

Jennifer Saunders

admin@logassociation.org

(705) 619-4522 (Eastern Time)

To contact the LBN2 editor:

Mira Steinbrecher

editor@logassociation.org

(360) 320-0858 (Pacific Time)