

## 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	\$4,860	\$4,670	\$4,590	\$4,520
2/3	4,375	4,210	4,010	3,980
1/2 Island	4,170	4,045	3,670	3,585
1/2 Horizontal or Vertical	3,670	3,655	3,480	3,440
1/3 Square or Vertical	3,300	3,175	3,030	3,010
1/4	2,970	2,762	\$2,640	2,620
1/6	2,025	1,990	1,930	1,900
Spread	7,340	7,180	6,925	6,810

CUSTOM COVER AND SPECIAL INSERT OPTIONS
Call for Pricing

CUSTOM CONTENT	
<b>SPONSORED VIDEO</b>	
One Video	\$1,315
<b>SPONSORED CONTENT</b>	
Print and/or Digital	Call for Pricing
<b>SOCIAL MEDIA PACKAGE</b>	
Add-on to Current Contract	\$500
<b>SPONSORED BLOG</b>	
Hosted on WFB's Website	\$1,500
<b>PODCAST</b>	
Sponsorship	\$765
Takeover	\$2,550
<b>WFB LIVE</b>	
Demo Video	Call for Pricing

## ALL RATES LISTED ARE NET

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

DIGITAL ADVERTISING			
BANNER ADS	1 Month	6 Months	12 Months
Billboard	\$1,275	\$5,400	\$10,000
Super Leaderboard	1,275	5,400	10,000
Retargeting	Call for Pricing		

CUSTOM EMAIL				
One Mailing	\$1,450			
<b>CONTENT ROUND-UP</b>				
One Mailing	\$1,315			
<b>E-NEWS SPONSORSHIP</b>				
	1x	3x	6x	12x
Top Banner	\$725	\$620	\$525	\$460
Middle Banner	630	545	460	395
Third Banner	484	420	350	310



READY TO GET STARTED? CONTACT:

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**17,000**  
MAGAZINE SUBSCRIBERS

  
**523,000+**  
YEARLY WEBSITE VISITS

  
**20,000+**  
UNIQUE EMAIL SUBSCRIBERS

  
**48,660+**  
SOCIAL FOLLOWERS