

## 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	\$1,545
<b>SPONSORED CONTENT</b>	
Print and/or Digital	Call for Pricing
<b>SOCIAL MEDIA PACKAGE</b>	
Add-on to Current Contract	\$590
<b>SPONSORED BLOG</b>	
Hosted on WFB's Website	\$1,780
<b>PODCAST</b>	
Sponsorship	\$790
Takeover	\$2,630
<b>WFB LIVE</b>	
Demo Video	Call for Pricing

## ALL RATES LISTED ARE GROSS

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

DIGITAL ADVERTISING			
BANNER ADS	1 Month	6 Months	12 Months
Billboard	\$1,465	\$6,210	\$11,500
Super Leaderboard	\$1,465	\$6,210	\$11,500
Retargeting	Call for Pricing		

CUSTOM EMAIL				
One Mailing	\$1,700			
<b>CONTENT ROUND-UP</b>				
One Mailing	\$1,545			
<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



READY TO GET STARTED? CONTACT:

**KENDRA GRIFFIN**  
National Account Director

(800) 722-8764 ext. 107  
Direct: (608) 467-1084  
[kendra@woodfloorbusiness.com](mailto:kendra@woodfloorbusiness.com)

  
**17,000**  
MAGAZINE SUBSCRIBERS

  
**523,000+**  
YEARLY WEBSITE VISITS

  
**20,000+**  
UNIQUE EMAIL SUBSCRIBERS

  
**48,660+**  
SOCIAL FOLLOWERS