

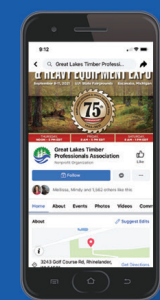
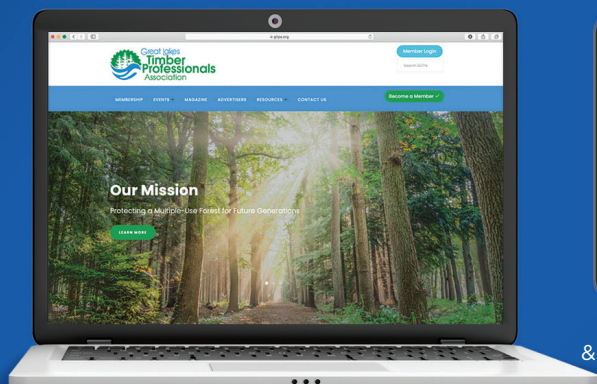
Media Kit



Monthly Magazine



EXPO Guide



Website
& Social Media

Our Readers

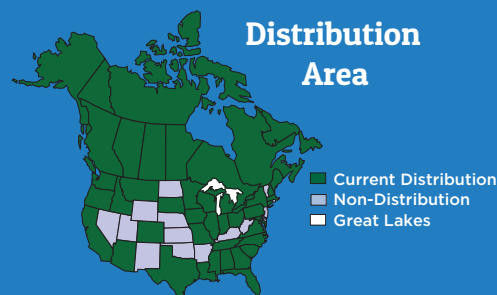
Lumber Companies, Paper Companies, Sawmills, Legislators, Veneer and Plywood Mills, Logging Operators, Woodworking Plants, Forest Products Transporters, State Conservation Depts, State & County Forestry Depts, US Forest Experimental Stations, Wood Products Industry Services, Private Forest Woodlands, Forestry Colleges, Construction & Implement Manufacturers, Office-Libraries-Dept Heads and Faculty, Owners of Large and Small Woodlands, Industrial Machinery Manufacturers and Distributors, Foresters and other Natural Resource Professionals, Truckers, Outdoor Enthusiasts, Associations, Locals Schools, and Affiliated Businesses serving the forest products industry

Our Purpose

The purpose of Great Lakes TPA is to serve the membership of GLTPA, the forest products industry in the Great Lakes region and forest consumers. It provides education and information on the practice and promotion of sustainable forestry and seeks to instill a sense of pride and professionalism among manufacturers, operators, transporters, landowners and foresters.

2,500+ AUDIENCE

Distribution
Area



**QUALITY 72+ PAGE FULL COLOR
MONTHLY MAGAZINE PACKED
WITH CONTENT**



DIGITAL & SOCIAL REACH



FAVORITE TOPICS

- Feature Stories
- Message from GLTPA President & Executive Director
- Product Showcase
- Industry Spotlight
- Legislative Updates
- CMN/Log a Load
- Financial Updates
- FISTA Training/Classes
- Expo & Event Info

2025 Editorial Features Calendar*

- **January – Adapting & Adjusting to the Industry**
Materials Due: December 18th
- **February – Road Funding & Safety**
Materials Due: January 17th
- **March – Tree ID & Uncommon Species**
Materials Due: February 18th
- **April – Housing & the Industry**
Materials Due: March 18th
- **May – Water Quality BMP's**
Materials Due: April 18th
- **June – 2025 Spring Celebration Recap**
Materials Due: May 16th

- **July – Forestry Education Programs & Providers**
Materials Due: June 18th
- **August – Pre-Logging Expo**
Materials Due: July 18th
- **September – EUDR & Real American Hardwoods**
Materials Due: August 18th
- **October – National Asset Co's. - Both Sides of the Story**
Materials Due: September 18th
- **November – 2025 Logging Expo Wrap Up**
Materials Due: October 17th
- **December – State Christmas Trees/Log A Load**
Materials Due: November 18th

* Subject to change without notice.

Product Showcase – \$530

The Product Showcase provides a focus on your company.

- Receive 2-3 pages, full color spread in the TPA Publication and title call out on front cover
- Receive 3 complimentary *Great Lakes TPA* issues
- Advertiser to provide article: Maximum word count 1500 (if less words, editor of TPA has right to reduce pages if needed)
- Visuals welcome: 4-5 photos, graphs, tables and captions
- Copy deadline: 15th of the month prior to next month's publication
- Product Showcase text, images, PDF link and company logo to appear on TPA Magazine/current issue page of www.gltps.org and E-Newsletter
- GLTPA staff provides a friendly reminder 2 weeks prior to due date
- Advertiser can reserve 2 spots per year; one Product Showcase allowed per issue of the TPA (Jan-Dec)
- Placement is based on right of refusal from previous calendar year.
- Advertising Agreement Contract requested
- Cancellation fee of \$100 will be applied for reserved months that the commitment is not fulfilled
- Contact mindy@gltpa.org today to schedule Your Product Showcase!

Examples of Product Showcase spreads from the TPA publication. The left example features a John Deere skid steer loader with the headline "New Products and Markets Highlight CrossTrac's Growth". The right example features a Reach Amplification antenna with the headline "Stop dropping calls! Expand Your Reach."

Industry Spotlight – \$300

The Industry Spotlight "spotlights" your company.

- Receive 1-2 pages, full color spread in the TPA Publication
- Advertiser to provide article: Maximum word count 750
- Visuals welcome: 2-3 photos, graphs, tables and captions
- Copy deadline: 15th of the month prior to next month's publication
- GLTPA staff provides a friendly reminder 2 weeks prior to due date
- Advertiser can reserve 2 spots per year
- Placement is based on right of refusal from previous calendar year.
- Advertising Agreement Contract requested
- Cancellation fee of \$100 will be applied for reserved months that the commitment is not fulfilled
- Contact mindy@gltpa.org today to schedule Your Industry Spotlight!

Examples of Industry Spotlight spreads from the TPA publication. The left example features a Ponsse skid steer loader with the headline "Ponsse Launches New Technology: An Electric Forest Machine". The right example features a Ponsse skid steer loader with the headline "Ponsse EV Technology Concept".

Premium Advertising

- Full color ad with black and white available upon request
- No penalty fees for cancellation or ad size changes
- Design Team available for additional charges

Example of a Premium Advertising spot featuring a man in a blue shirt and the text "MEET YOUR FOREST PRODUCTS MANAGER BUTCH WIEGEL".

Example of a Premium Advertising spot featuring a man in a blue shirt and the text "BUYING: VARIOUS LOTS OF MIXED HARDWOODS AND SOFTWOODS".

Example of a Premium Advertising spot featuring a man in a blue shirt and the text "WON'T LET UP - OR LET YOU DOWN. LOWER THE BOOM ON DOWNTIME."

Ad Rates

Ad Choices	Color Ad Rates			
Size	1 Time	3 Times	6 Times	12 Times
Full page	\$925	\$870	\$835	\$750
1/2 page	\$570	\$550	\$525	\$475
1/3 page	\$530	\$500	\$450	\$400
1/4 page	\$440	\$425	\$380	\$350
1/6 page	\$390	\$365	\$325	\$300
Business card	\$290	\$270	\$250	\$230

Ad Choices	Black & White Ad Rates			
Size	1 Time	3 Times	6 Times	12 Times
1/6 page	\$245	\$215	\$175	\$150
Business card	\$140	\$125	\$100	\$85

Additional Per Issue:

- Center – \$50 extra per page
- IFC, IBC or OBC – \$75 extra (only available with 12x rate, not on monthly basis)
- Specific Page – \$40 extra
- 2 Page spreads (not center) – \$50 extra
- Design and changes provided by printer will be charged at printers rates.

Submission Specifications

- Files: PDF, Press Ready Quality
- Resolution: Hi-res, print quality PDF
- Color : CMYK
- Crop/Registration marks offset from trim 1/8"
- Images: 300 dpi or higher
- Deadline: 15th of each month

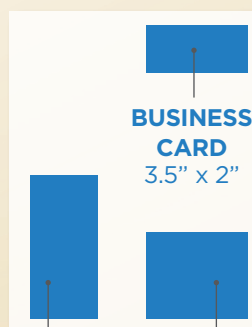
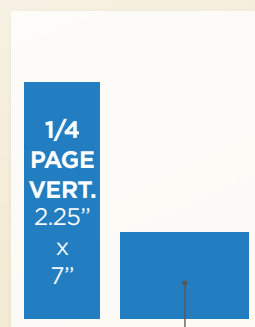
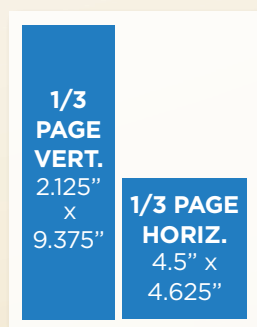
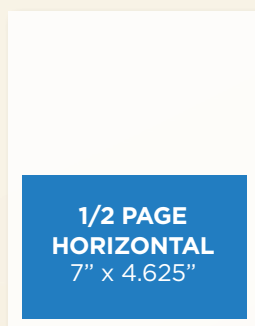
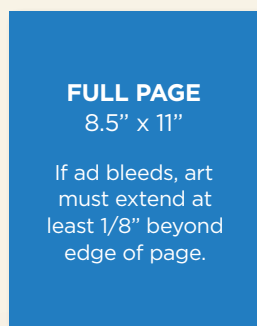
DISCLAIMER: GLTPA shall not be held responsible nor issue any "credit" for digital materials that do not conform to these guidelines. Any necessary changes or corrections will be performed by the publisher. Charge of \$20 per quarter hour will apply.

All ad material, Product Showcase and Industry Spotlight materials should be emailed to: mindy@gltpa.org. Questions or concerns? Please call **715.304.2861**.

Terms of Payment

Payment due within 30 days from invoice date. All accounts 90 days past due may be turned over for collection and advertising privileges for all delinquent advertisers will be suspended. In the event of nonpayment, advertiser agrees to pay all costs of collection including, without limitation, attorney's fees and court costs.

Ad Measurements



Classified & Industry Ads/Press Releases

- GLTPA members receive 1 free month during a calendar year to place a 2" column classified ad
- \$25 minimum charge for the first column inch, then \$15 for each additional column inch. Photos are additional. Ads can be emailed to mindy@gltpa.org or called to 715-304-2870.
- GLTPA will not be responsible for typos or errors with classified ads.

Press Releases: If your organization has news that you would like to share and reach thousands, please send your press release info to info@gltpa.org.

- Press releases are not subject to automatic printing. Press releases will be reviewed with subject matter that is pertinent to the forest industry readers and are used as an on-need-basis within the *Great Lakes TPA*.

Digital Online Advertising

- The GLTPA's website, www.gltpa.org is the online destination for industry news, product news, events and suppliers in the Lake States forest products industry. Reach professional loggers, truckers, foresters and many others throughout North America by advertising with www.gltpa.org.
- First Rotating Banner Ad - \$100 per month
- Second Rotating Banner Ad - \$75 per month
- Button Ad - \$75 per month

Constant Contact Marketing & E-Newsletter: Unlimited email to target audience. Event and industry announcements, news, bulletins, training updates, notices and even classified ads.

- Rotating Banner Ad - \$100 per month
- Rotating Button Ad - \$75 per month

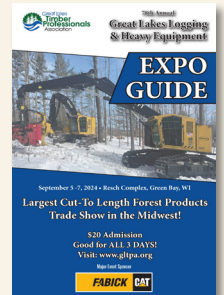
Great Lakes TPA Magazine Subscription Rates: Subscribe Today!

- Single Copy (paid in advance): \$5
- US: 1 year: \$34, 2 years: \$60
- Canada: 1 year: \$45, 2 years: \$75
- Foreign: 1 year: \$70, 2 years: \$125

Great Lakes Logging & Heavy Equipment Expo Guide

GLTPA's Great Lakes Logging & Heavy Equipment Expo, often labeled the "Loggers Holiday" is THE venue for Midwest loggers, truckers, firewood processors, construction and forestry equipment. Featuring over 300 new and previous exhibitors eager to "talk shop" with customers, attendees and other exhibitors. We anticipate over 5,000 attendees for this yearly event. Join us September 4th - 6th, 2025 for the 79th Annual Great Lakes Logging & Heavy Equipment Expo in Escanaba, MI at the U.P. State Fairgrounds.

Sponsorship Opportunities Available, starting January 2. Contact GLTPA at 715-304-2861 or laurie@gltpa.org for your sponsorship opportunity.



Advertising Opportunities in the Official Expo Guide

Size	Color Ads	Black & White Ads
Full page (4.5" x 7.5")	\$650	\$430
1/2 page (4.5" x 3.75")	\$385	\$260
1/3 page (4.5" x 2.375")	\$300	\$190
1/4 page (4.5" x 1.75")	\$280	\$170

Visit www.gltpa.org > **LoggingExpo** or contact GLTPA at **715.304.2861** or email info@gltpa.org.

2025 Expo Hours:

Thursday, Sept 4 - Noon to 5 pm
Friday, Sept 5 - 8 am to 5 pm
Saturday, Sept 6 - 8 am to 1 pm
(Eastern Standard Time)



3243 Golf Course Road | P.O. Box 1278 | Rhinelander, WI 54501

www.gltpa.org | 715.304.2861 | info@gltpa.org