

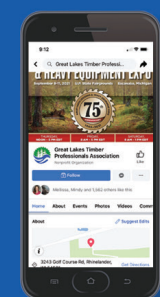
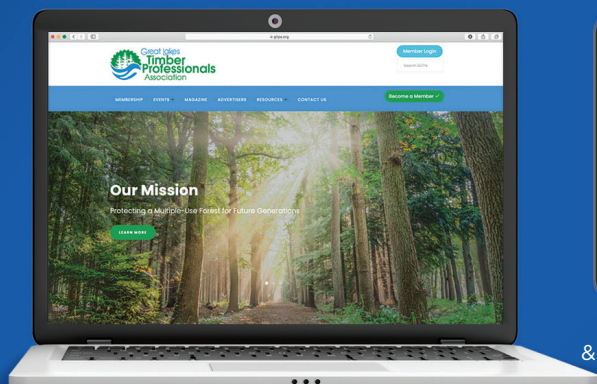
# Media Kit



Monthly Magazine



EXPO Guide



Website  
& Social Media

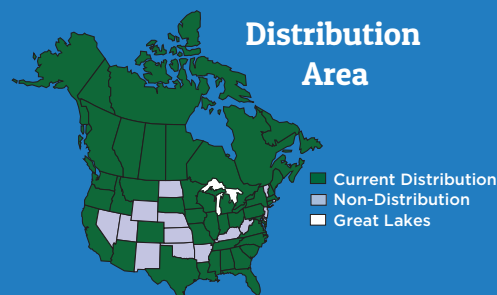
## Our Readers

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.

2,000+ AUDIENCE



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

## 2026 Editorial Features Calendar\*

- **January – Tariffs and the Wood Industry**  
*Materials Due: December 18th*
- **February – Changes in Hardwood & How It's Consumed**  
*Materials Due: January 19th*
- **March – Michigan Ice Storm – One Year Later**  
*Materials Due: February 18th*
- **April – Employee-Owned Business Model**  
*Materials Due: March 18th*
- **May – Master Loggers: What Education is Needed?**  
*Materials Due: April 17th*
- **June – Spring Celebration Recap**  
*Materials Due: May 18th*

\* Subject to change without notice.

- **July – The Art of Marking Trees; The Value of Marked Sales** *Materials Due: June 19th*
- **August – Pre-Logging Expo/Forest Health**  
*Materials Due: July 17th*
- **September – Opinions of Forest Management: Are We Really that Different?** *Materials Due: August 18th*
- **October – Being a GLTPA Board or Committee Member**  
*Materials Due: September 18th*
- **November – Logging Expo Wrap Up/Why No Pulp Mills Here?** *Materials Due: October 19th*
- **December – State Christmas Trees/Log A Load**  
*Materials Due: November 18th*

## Product Showcase – \$550

**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: 16th 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](http://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](mailto: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 – \$325

**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: 16th 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](mailto:mindy@gltpa.org) today to schedule Your Industry Spotlight!

Examples of Industry Spotlight spreads from the TPA publication. The left example features a Ponsse electric forest machine with the headline "Ponsse Launches New Technology: An Electric Forest Machine". The right example features a Ponsse skid steer loader with the headline "Ponsse Skid Steer Loader: A New Era of Forest Work."

## 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

Premium Advertising example featuring a man in a blue shirt and a woman in a blue shirt, with text about "MEET YOUR FOREST PRODUCTS AGENTS" and "Klinner".

Premium Advertising example featuring a man in a blue shirt and a woman in a blue shirt, with text about "BUYING" and "The International Corp."

Premium Advertising example featuring a man in a blue shirt and a woman in a blue shirt, with text about "STOP LETTING... OR LETTING DOWN" and "McCoy".



## Ad Rates

Ad Choices	Color Ad Rates			
Size	1 Time	3 Times	6 Times	12 Times
Full page	\$950	\$875	\$835	\$750
1/2 page	\$600	\$550	\$525	\$500
1/3 page	\$550	\$500	\$450	\$425
1/4 page	\$475	\$425	\$400	\$375
1/6 page	\$425	\$375	\$350	\$325
Business card	\$350	\$300	\$275	\$250

### 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.

Ad Choices	Black & White Ad Rates			
Size	1 Time	3 Times	6 Times	12 Times
1/6 page	\$250	\$225	\$200	\$175
Business card	\$175	\$150	\$125	\$100

## 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: 16th 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](mailto: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

**FULL PAGE**  
8.5" x 11"

If ad bleeds, art must extend at least 1/8" beyond edge of page.

**1/2 PAGE VERT.**  
4.375" x 9.375"

**1/2 PAGE HORIZONTAL**  
7" x 4.625"

**1/3 PAGE VERT.**  
2.125" x 9.375"

**1/3 PAGE HORIZ.**  
4.5" x 4.625"

**1/4 PAGE VERT.**  
2.25" x 7"

**1/4 PAGE HORIZ.**  
4.5" x 3.375"

**1/6 PAGE VERT.**  
2.125" x 4.625"

**1/6 PAGE HORIZ.**  
3.5" x 3.375"

**BUSINESS CARD**  
3.5" x 2"

## Classified & Industry Ads/Press Releases

- GLTPA members receive 1 free month during a calendar year to place a 2" column classified ad
- \$35 minimum charge for the first column inch, then \$25 for each additional column inch. Photos are additional. Ads can be emailed to [mindy@gltpa.org](mailto: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](mailto: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](http://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](http://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 - \$150 per month
- Rotating Button Ad - \$100 per month

### Great Lakes TPA Magazine Subscription Rates: Subscribe Today!

- Single Copy (paid in advance): \$10
- US: 1 year: \$40, 2 years: \$72
- Canada: 1 year: \$65, 2 years: \$100
- Foreign: 1 year: \$90, 2 years: \$145

## 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 10th - 12th, 2026 for the 80th Annual Great Lakes Logging & Heavy Equipment Expo in Green Bay, WI at the Resch Complex.

**Sponsorship Opportunities Available**, starting January 2. Contact GLTPA at 715-304-2861 or [laurie@gltpa.org](mailto: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	\$450
1/2 page (4.5" x 3.75")	\$400	\$275
1/3 page (4.5" x 2.375")	\$350	\$200
1/4 page (4.5" x 1.75")	\$300	\$175

Visit [www.gltpa.org](http://www.gltpa.org) > **LoggingExpo** or contact GLTPA at **715.304.2861** or email [info@gltpa.org](mailto:info@gltpa.org).

#### 2026 Expo Hours:

Thursday, Sept 10 - Noon to 5 pm  
Friday, Sept 11 - 8 am to 5 pm  
Saturday, Sept 12 - 8 am to 1 pm  
(Central Standard Time)



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