

## Tap into the Power of the Woodshop News e-Mail Marketing Platform

### Timely – Impactful - Controllable – Trackable



The foundation of the Woodshop News e-Mail Marketing Platform is our General e-Newsletter, which reaches more than 20,000 professional woodworkers, shop managers and owners, with each release. Engaging articles and industry information from the editors of Woodshop News magazine guarantees that your message is seen by serious buyers.

The General e-Newsletter is a multi-sponsor option. Conversely, the Sole Sponsorship e-Newsletter series provides you the ability to stand alone, center stage, to clearly communicate your company's message. The e-Custom Blast option allows you premium access to our digital audience, to present your message and design to our readers, according to your timetable.

If you sell products to the small to mid-sized professional woodworking shop, the Woodshop News e-Newsletters, Sole Sponsorships and e-Custom Blasts will enable you to customize your message to target the right decision makers.

**Acceptable Files:** JPEG and GIF. All files not to exceed 40k or exceed 15 seconds of animation.

**Deadlines:** Materials due 1 week prior to scheduled ad placement. Send materials to [ads@woodshopnews.com](mailto:ads@woodshopnews.com)

#### General ENL Positions

#### Pixels

Leaderboard	728 x 90
Middle Banner	468 x 60
Tiles	125 x 125
Skyscraper	125 x 250
Bottom Leaderboard	728 x 90
Classified Text Advertising	

#### Sole Sponsorship e-Newsletter

All Positions	Pixels
Top Leaderboard	728 x 90
Bottom Leaderboard	728 x 90
Skyscraper	125 x 700

#### Custom e-Blast

\*\* Custom lists available

## For More Information, Please Call: 860-767-3200

Alaska, Arkansas, Delaware, Idaho, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New York, North Carolina, North Dakota, Oklahoma, Rhode Island, South Carolina, South Dakota, Texas, Utah, Vermont, Virginia, Washington D.C., West Virginia, Wisconsin, & Wyoming

Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Minnesota, New Jersey, New Mexico, Nevada, Ohio, Oregon, Pennsylvania, Tennessee, Washington, & all International

**Alex Robertson** ext. 284  
[alex@woodshopnews.com](mailto:alex@woodshopnews.com)

**Rory Beglin** ext. 242  
[rory@woodshopnews.com](mailto:rory@woodshopnews.com)

For more information: E-MAIL: [sales@woodshopnews.com](mailto:sales@woodshopnews.com)

10 Bokum Road, Essex, CT 06426 • PHONE: 860-767-3200 • FAX: 860-767-1048 • [www.woodshopnews.com](http://www.woodshopnews.com)