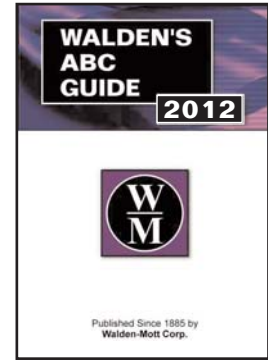


# Walden's ABC Guide

*The Bible of the Paper Industry Since 1885.*



## Advertising Positions and Sizes

Single Page 5" x 7 1/2"	1/2 Page 5" x 3 3/4"	1/2 Page 3 1/4" x 5 5/8"
1/3 Page 5" x 2 1/2"	1/3 Page 3 1/4" x 3 3/4"	1/3 Page 2 3/8" x 7 1/2"
1/4 Page 5" x 1 7/8"	1/4 Page 3 1/4" x 2 3/4"	Footline 5" x 1"

## A return on your Investment is as easy as ABC.

Often times an investment in your business generates economic activity. A strategically placed ad in *The Guide* can produce sales and provide a great return on your marketing investment.

Walden's ABC Guide will give you **invaluable exposure** to prospects and help the efforts of your sales force. Reserve space today!

### Advertising Rates 2012 - Black & White

Full Page	5" x 7 1/2"	\$1,575.00
1/2 Page - 3 column	5" x 3 3/4"	\$1,100.00
1/2 Page - 2 column	3 1/4" x 5 5/8"	\$1,100.00
1/3 Page - 3 column	5" x 2 1/2"	\$875.00
1/3 Page - 2 column	3 1/4" x 3 3/4"	\$875.00
1/3 Page - 1 column	2 3/8" x 7 1/2"	\$875.00
1/4 Page - 3 column	5" x 1 7/8"	\$700.00
1/4 Page - 2 column	3 1/4" x 2 3/4"	\$700.00
Footline - 3 column	5" x 1"	\$250.00
Footlines - 5 or more footlines		\$175.00 ea
Bleed Charge		\$50.00

**Cover positions and Color inserts**  
Rates and availability upon request

**Issue and Closing Dates**  
Published Annually  
Closing date: February 8, 2012



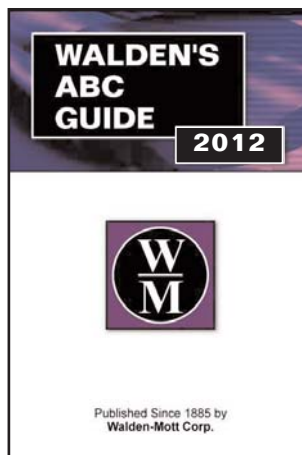
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## We can help you:

- ❖ Increase sales leads
- ❖ Brand your company in the industries leading directory
- ❖ Gain customers by placing your logo and company brand in the listing section and/or the yellow pages.

***“Connecting People to Products” since 1885***

### Known as the “Bible of the Industry”

**A to Z Directory** - An index of more than 8,000 company's are listed for quick reference for the page number where the detailed listing can be found.

**Manufacturers & Converters** - Over 2,500 companies are listed geographically and alphabetically with detailed listings containing information on products, personnel, locations and equipment.

**Merchants / Distributors** - listed geographically, over 3,500 distributors from United States, Canada and Puerto Rico.

**Sales Agents and Representatives** - Brokers, sales agents, traders and representatives are listed alphabetically, as well as geographically.

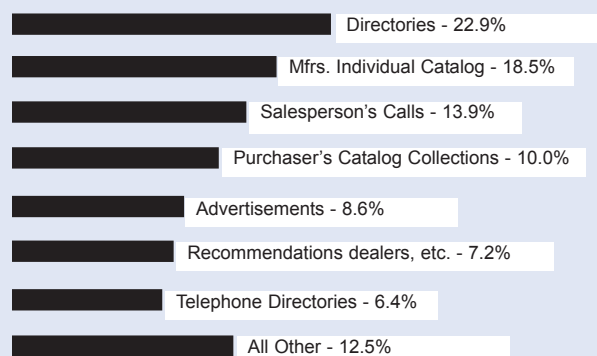
**Suppliers / Services** - Companies that supply raw materials, machinery, equipment and services to the pulp and paper industry.

**Classified Section** - Contains over 2,700 product categories listing the manufacturers or converters. Used by distributors looking to source new product lines.

## Here is why Directories have such impact:

- Used daily as a tool throughout the industry.
- Directly reach prospects when they are looking for a very specific product.
- Reach "hard-to-reach" executives, increase your company and brands recognition.
- Keep track of the "new personnel" that have replaced the people your sales team has called on in the past. Directories help maintain accurate information.
- "Calls regularly" on prospects off the beaten path
- Uncovers "missed" companies that are using your products or have just developed a need for your products

## Survey proves Directory Listings leading source of all new customer contacts!



Source: Association of Industrial Advertisers

Industrial Directories initiate more contacts than telephone directories. In fact, they initiate more contacts than any other source of communications available.