



Fence & Deck BLUE BOOK

fenceanddeckbluebook.com

2024 Media Planner

Fence & Deck Blue Book

FENCE & DECK BLUE BOOK is the complete annual guide to the fence and deck industries. In print and digital formats, copies of the directory are distributed nationally each year to fence, deck and railing contractors, building companies, landscape architects and other industry professionals.

The Fence & Deck Blue Book is instrumental in helping businesses reach a niche market of fence and deck prospects

at the time and place where they make purchasing decisions. With two user-friendly sections, your audience can easily find your company, products and services in our directory.

Our presence extends beyond print with our website, fenceanddeckbluebook.com, which features approximately 8,000 fence and deck listings.



PRINT DIRECTORY

With copies of our **print directory** distributed annually through various methods, we offer the exposure you seek at a cost that fits within your budget. Fence & Deck Blue Book consists of two parts—manufacturers/suppliers organized by products and services and alphabetical listings of manufacturers/suppliers. The directory is distributed yearly through direct mailings, industry events and tradeshows, including FENCETECH and Deck Expo.

WEBSITE

Increase your business's prominence on fenceanddeckbluebook.com with our enhanced listing and banner advertising solutions. Key decision-makers in the fence and deck industries use our website to find products and services when making purchasing decisions.

DIGITAL EDITION

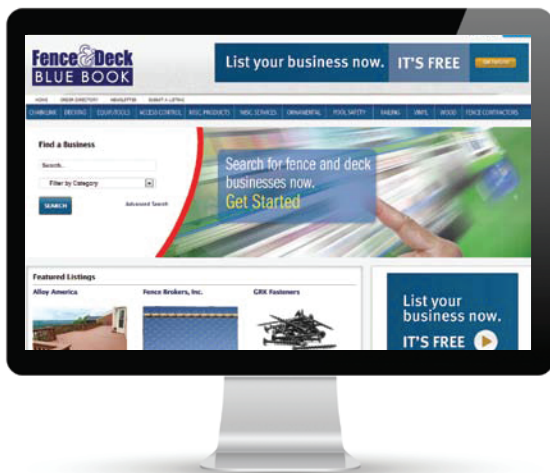
Fence & Deck Blue Book's **Digital Edition** is an attractive, fully interactive digital version of our directory. Since it's available online at no charge, it further extends our distribution. Exclusive digital edition sponsorships allow advertisers to drive traffic to their websites. Sponsorships include prominent outside cover placement, videos, white sheets and listings linked to your website.

NEWSLETTER & CUSTOM EMAILS

Fence & Deck Blue Book Newsletter (formerly Beyond the Fence) is a bi-weekly email newsletter highlighting fence and deck products and services. Garner attention with a clear, colorful product image delivered to purchasing decision-makers. Each newsletter advertising opportunity includes two deployments, offering you double the impact. **Custom Emails** allow you to send an exclusive marketing message to Fence & Deck Blue Book's audience and cultivate new prospects.

DIRECTORY ON CD

Our extensive directory is **available in Excel format** (subject to licensing agreement), giving your company the ability to streamline marketing efforts. The data includes over 6,500 fence and deck contractors from all over the country.



Advertising Rates & Specs

2024 Display Advertising Rates

Premium Advertising Positions (Glossy)

(All premium positions receive a right of first refusal each year thereafter.)

Front Cover Featured Advertiser	\$9,394
Back Cover Featured Advertiser	\$9,394
Inside Front Cover	\$7,515
First Right-Hand Page	\$6,890
Front or Back of Premium Insert Divider	\$6,514
Inside Back Cover	\$5,637
Opposite Inside Back Cover (non-glossy)	\$5,010
Spine of Book (3/8" x 2 1/4")	\$5,010

Annual Display Ad Rates	B & W	Color
2 Page Premium Profile (glossy)	N/A	\$5,920
1 Page Premium Profile (glossy)	N/A	\$3,814
1/2 Page Premium Profile (glossy)	N/A	\$2,238
Full Page	\$3,220	\$3,682
2/3 Page	\$2,611	\$3,089
1/2 Page	\$1,844	\$2,238
1/3 Page	\$1,381	\$1,644
1/4 Page	\$1,119	\$1,245
Strip Ad	\$856	\$1,004
1/8 Page	\$599	\$730
Product Ad	\$325	\$394
Logo (Alphabetic Listing Only)	\$242	N/A

Newsletter	1 mo	6 mo	12 mo
Top Position with Image	\$400	\$2,040	\$3,600
1 of 3 Positions with Image	\$250	\$1,275	\$2,250
News Item	\$150	\$765	\$1,350
Banner (300 x 250)	\$300	\$1,530	\$2,700
Banner (468 x 60)	\$250	\$1,275	\$2,250

All rates are at net cost.



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For Advertising Sales, contact:

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Mechanical Requirements

Display Ad Sizes (width x height)

2 Page Profile (Glossy)	14" x 10" with 1/4 bleed
1 Page Profile (Glossy)	7" x 10" with 1/4 bleed
1/2 Page Profile (Glossy)	6" x 4"
Full Page	6" x 9"
2/3 Page	6" x 6" or 4" x 9"
1/2 Page	6" x 4"
1/3 Page	6" x 3" or 1-7/8" x 9"
1/4 Page	4" x 3-1/2"
Strip Ad	6" x 1-3/4"
1/8 Page	4" x 1-3/4"
Product Ad	1-7/8" x 2"

Digital Requirements

Format - 7" x 10", 3 column directory format. Each listing will include at least: Company name, address & phone.

File Setup - Please include all supporting documents, artwork imported into your file, and copies of all typefaces, including those used in the EPS files. Save your files at 300 dpi. If you are submitting color artwork, save the Images in CMYK, not RGB. Save artwork created in Illustrator as an EPS file. Create outlines for all fonts, or include those fonts with your document support files. Operating System Support: PC. File Types Supported - A High Resolution PDF at 300 dpi is preferred, but we also accept EPS, AI, TIF, PSD, Adobe Illustrator, Adobe Photoshop, Microsoft Office & Vector based files. Please send artwork on CD to: PO Box 560941, Orlando, FL 32856, or email it to art@davisonpublishing.com.

Publication Date - anticipated release of 2024 edition is November 2023


Website Banner Specs

- Accepted banner formats: JPEG, GIF, THIRD PARTY TAGS, or FLASH.
- JPEG and GIF files must be below 45K.
- FLASH: SWF file must be below 150K. All Flash banners must have the clickthrough link "clickTAG" (case sensitive) embedded on the topmost layer. Include the source .FLA file, any unusual fonts, and a backup animated GIF (for browsers that are not Flash-enabled)
- We accept third party coding. The tags must be in a zipped Text or Excel to ensure no coding is stripped while being transferred. Please include detailed instructions on where to put click macros and cachebusting macros within your tags.
- Banners are served by Google DoubleClick for Publishers.
- Advertiser must include clickthrough URL that the banner should link to.
- Ad materials should be submitted to art@davisonpublishing.com.

Email Banner Specs

- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Include the clickthrough URL the ad should link to and optional alt text.
- Ad materials should be submitted to the salesperson and/or to art@davisonpublishing.com

Reach 2,000+ Fence & Deck Professionals



300 x 250

300 x 250

468 x 60

FENCE & DECK BLUE BOOK NEWSLETTER

The Fence & Deck Blue Book Newsletter (formerly Beyond the Fence) is an email newsletter highlighting fence and deck products, services and industry trends. Garner attention with a clear, colorful product image delivered to purchasing decision-makers. The newsletter is sent monthly to over 2,300 fence and deck professionals, giving you the opportunity to reach this focused audience.

NEWSLETTER RATES

AD UNIT	1 MO	6 MO	12 MO
Top Position with Image	\$400	\$2,040	\$3,600
1 of 3 Positions with Image	\$250	\$1,275	\$2,250
News Item	\$150	\$765	\$1,350
Banner (300 x 250)	\$300	\$1,530	\$2,700
Banner (468 x 60)	\$250	\$1,275	\$2,250

All rates are at net cost.

SPECIFICATIONS

- Ads may be in the following formats: JPEG, GIF.
- Certain email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must also include the URL the ad should link to.
- Ad materials should be submitted to art@davisonpublishing.com a minimum of five business days prior to start of schedule.

SALES CONTACTS

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