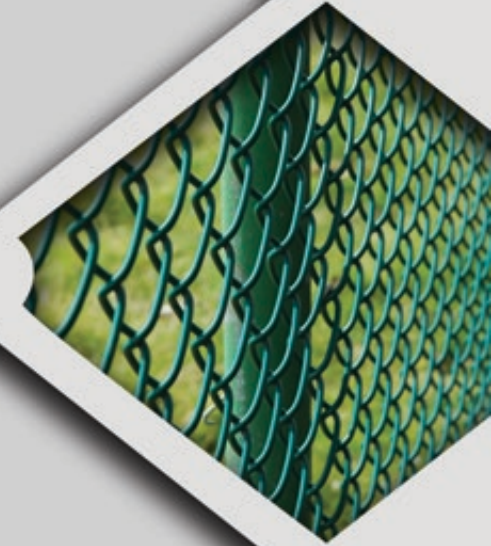


DAVISON'S Fence & Deck
BLUE BOOK

www.fenceanddeckbluebook.com



**2012
MEDIA
KIT**



Linking Suppliers and Contractors since 2004.

About Us

In 2003, Davison Publishing realized the need for an all-inclusive resource that would simplify the daunting task of searching for vendors. It quickly became a reality and in 2004, we released the inaugural edition of the Fence & Deck Blue Book in conjunction with the American Fence Association. Today's annual publication is widely regarded as the industry's most complete and user-friendly buyer's guide for the fence and deck industries.

Target Market & Distribution

The Fence & Deck Blue Book has a distribution of approximately 10,000 copies to key decision makers consisting of fence, deck, and railing contractors, building companies, landscape architects, and other related industry professionals. This vital resource is a "keeper" publication used by your target audience all year long. Packed with up-to-date and accurate information, the Fence & Deck Blue Book provides great readership value. This is why fence and deck professionals have come to rely on this publication to make smart purchasing decisions.

Leading Industry Presence & Affiliation

The Fence & Deck Blue Book is highly respected because of its continual efforts to develop industry relationships and enhance its visibility within the marketplace. It is endorsed by the American Fence Association, and the Vinyl Fence, Deck and Railing Manufacturers Association. Davison Publishing also annually exhibits at FenceTech/DeckTech and Deck Expo to promote and distribute the buyer's guide to attendees and exhibitors.

Online Access

For the internet savvy contractors, the Fence & Deck Blue Book is also conveniently found online at www.fenceanddeckbluebook.com. Our readers know the same reliable information found in the Fence & Deck Blue Book can be easily accessed on the Internet.

To Our Readers

We understand the impact the economic climate has had on businesses. However, the importance of advertising is crucial. This is not a time to be absent. We thank you for your continued support and look forward to another successful year. Please contact one of our knowledgeable account managers to assist you in achieving your goals for 2012.

2012 MEDIA KIT

Premium Advertising Positions

(All premium positions receive a right-of-first-refusal each year thereafter. Size 7" x 10" with 1/4" bleed)

Front Cover Featured Advertiser (glossy) or Back Cover (glossy)	\$8942
Inside Front Cover (glossy)	\$7153
First Right-Hand Page (glossy)	\$6558
Front or Back of Premium Insert Divider (glossy)	\$6200
Inside Back Cover (glossy)	\$5365
Opposite Inside Back Cover or Spine of Book (3/8" x 2 1/4" glossy)	\$4769

Annual Print Rates

	B & W	Color
2 Page Premium Profile (glossy)	N/A	\$5468
1 Page Premium Profile (glossy)	N/A	\$3525
1/2 Page Premium Profile (glossy)	N/A	\$2067
Full Page	\$2976	\$3403
2/3 Page	\$2367	\$2853
1/2 Page	\$1702	\$2066
1/3 Page	\$1274	\$1517
1/4 Page	\$1031	\$1147
Strip Ad	\$788	\$908
1/8 Page	\$545	\$665
Product Ad	\$301	\$365
Logo (Alphabetic Listing Only)	\$221	N/A

Online Advertising at www.fenceanddeckbluebook.com

Banner Ad (450 X 132 pixels)	Starting at \$400
1 Year Internet Listing with Hotlink	\$160

Post Your Company's Website & E-mail Directly Online

Click

Database Available on CD

This is a data file of the complete Fence & Deck Blue Book in addition to approximately 8,000 listings of Fence & Deck contractors all over the country. Use this Excel spreadsheet to create mail merges for mass mailings, broadcast faxes or broadcast e-mails. Search the spreadsheet for your customers. This is an excellent sales and marketing tool. (Subject to licensing agreement.) Current year advertisers receive a \$100 discount.



\$595 Fence & Deck Blue Book (Excel Format)

All rates are at net cost.

Display Ad Sizes (width x height)

2 Page Profile



14" X 10" with 1/4" bleed

1 Page Profile



7" X 10" with 1/4" bleed

1/2 Page Profile



6" X 4"

Full Page



6" X 9"

2/3 Page



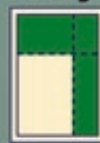
6" X 6" or 4" X 9"

1/2 Page



6" X 4"

1/3 Page



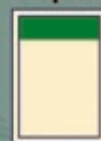
6" X 3" or 1 7/8" X 9"

1/4 Page



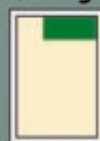
4" X 3 1/2"

Strip Ad



6" X 1 3/4"

1/8 Page



4" X 1 3/4"

Product Ad



1 7/8" X 2"

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: 100 Colonial Center Parkway, Suite 480 Lake Mary, FL 32746, or e-mail it to art@davisonpublishing.com **Publication Date** - The anticipated release date for the 2012 edition is **November 2011**.



1.800.328.4766
visit us at www.fenceanddeckbluebook.com

Business is just a click away.



Beyond The Fence, the e-newsletter of the Fence & Deck Blue Book, delivers your product solutions to industry buyers and gets you leads.

Details

- Delivered once a month to approximately 4,000 fence and deck industry professionals
- Limited to 10 products per e-mail broadcast
- Extremely cost-effective way to generate leads and build product awareness
- Perfect medium to promote new products and services throughout the year

PRICING

- \$500 per month
- 50-75 words
- 100 x 100 pixel image of product
- Link to website and email

Start generating leads today!

Contact an Account Manager
800.328.4766
info@davisonpublishing.com

BEYOND THE FENCE
e-newsletter of the Fence & Deck Blue Book

DAVISON'S Fence & Deck BLUE BOOK

March 2011

80 Loops Performed Loops - New Sizes Available

80 Loops manufacturer of performed direct burial and standard inductance loops will be offering 3 new standard size loops beginning January 12th, 2011. The new sizes will come with various lead-in lengths as follows: -18" (3x6 or 4x4) performed loop with a direct burial 40" or 40" lead-in or 40" or 20" lead-in. Our new 18" loop is ideal for 18" gate or door, solar pms, and various parking applications.

-28" (4x12 or 4x6) performed loop with a direct burial 40" or 100" lead-in or 40" or 20" or 100" lead-in. Our new 28" loop is ideal for a 12' or 14' gate or door.

-40" (6x6) performed loop with a direct burial 40" or 100" lead-in or 40" or 100" lead-in. Our new 40" loop is ideal for an 18" gate or door.

80 Loops is proud to offer 40 standard size loops ready to be shipped same day. Custom loop or lead-in size are available and can also be shipped same day if the order is received from a **80 Loops** distributor by 11:00am EST. For more information or where to find a distributor please visit the 80loops.com website or call 714-910-1424.

The Ultra Revolution™ Motorized Estate Gate from Ultra Aluminum

A motorized single gate with no visible motor is revolutionary. The entire mechanism is contained in the gate frame, adding unguity, motion, beauty and privacy in integral mounting post. All the power components and remote sensors are hidden in a compact weather-resistant control box mounted on the post. The Revolution Gate™ attaches to the fence post through a unique, one-piece evolution and a special set of hinges top and bottom. See the complete offering at www.ultrafence.com.

FAST AND EASY INSTALLATION OF 9-GAUGE HOG RINGS ON CHAIN LINK

Designed to address the most stringent regulatory codes, **Males** commercial grade hog ring installation system features a rugged Hog Ring Files Inc. (HRF) with Auto-Feed Magazine to ensure uninterrupted operation. Quickly install **Males** 9-Gauge (3.3 mm) Colored Aluminum Hog Rings or exclusive 9-Gauge Colored Steel Rings anywhere along a chain link fence. Long handles save time and effort with plenty of leverage and reach. The unique overlap pinch design of **Males** 9-gauge rings produce a stronger connection unmatched by any other hog ring. Log on to www.malesinc.com to see a video of **Males** 9-Gauge Hog Rings and Files in action. Then check our dealer locator to find the **Males** distributor nearest to you.

\$4,000 in Smart DC Fences Available to Gate Installers

Hydrosentry a giving installer one year to earn up to \$4,000 in Smart DC Fences, on top of the \$100 rebate for each operator. While giving away everything from Rule Multimeters and vehicle detectors to motorcoils, computers and free operators, also A-1-Raft **Hydrosentry** Regional Sales Director. The Smart DC wiring and slide gate operator line provides affordable and ultra-reliable solutions for residential and commercial applications. In addition, installers can make their first Smart DC rebate when they use promo code: TRFUS814ARDC. Learn more about **Smart DC Fences**.

Meeting the demands of the green marketplace

AFA FENCE/DECK/DOCK/IT was packed with terrific products - new and improved versions of tools and materials fences depend on as well as some innovative introductions. Here we offer a handful of the lighter, some you may have seen and some you may have missed, all of them worthy of a second look.

One of the bright spots in the otherwise sluggish economy of the last few years has been any product that offered a genuinely green or sustainable solution. Both the residential and commercial marketplaces have begun to purposely seek environmentally-friendly materials. **Uptime Lumber®** is a handsome and eco-friendly wood alternative that uses up to 40 percent recycled mineral ash, conforms to recycled content criteria under the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™, and meets the necessary criteria for recycled content claims based on internationally recognized standards and guidance established by the International Organization for Standardization and the US Green Building Council.

Order the 2011 Fence & Deck Blue Book

Endorsed by the **American Fence Association**, this buying guide for the fence industry has been published since 2004. Listings of manufacturers and suppliers are in alphabetical order and by products they sell. Profiles of suppliers include name, address, phone, fax, website, and e-mail.

Go to our website to order the 2011 edition!

Want to advertise in **Beyond the Fence**?
E-mail us at info@davisonpublishing.com
or call 1-800-DAVISON

MAKING IT EASY

Fence & Deck
BLUE BOOK

Company Name

Phone #

CHAIN LINK

- Barbed, Razor, & Tension Wire
- Baseball Batting Cages
- Fabric - Aluminized
- Fabric - Aluminum
- Fabric - Color Coated
- Fabric - Galvanized
- Fiberglass Reinforced Plastic Dura-Slats
- Fittings - Aluminum
- Fittings - Color Coated
- Fittings - Galvanized
- Gate Hardware & Accessories
- Gates - Cantilever
- Gates - Cantilever Rollers
- Gates - Prefabricated Gates
- Gates - Roller/Slide/Swing
- Gates - Rolling Gate Hardware
- High Security Fencing
- Importers
- Inserts - Vertical / Slats
- Kennels
- Paint
- Perimeter Fencing
- Rental / Temporary Fence Panels & Products
- Sports Backstops
- Tension Bars & Rods
- Tubing & Pipe - Aluminized
- Tubing & Pipe - Aluminum
- Tubing & Pipe - Color Coated
- Tubing & Pipe - Galvanized / Steel
- Windscreen
- Wire for Weaving - Aluminized
- Wire for Weaving - Color Coated
- Wire for Weaving - Galvanized

DECKING

- Accessories (furniture, covers, etc.)
- Aluminum

- Coats & Sealers
- Composite
- Fasteners
- Framework
- Hardware & Accessories
- HDPE
- Interlocking Deck Tiles
- Lighting
- Precast Concrete
- Tools
- Underdeck Drainage Systems
- Underlayment
- Vinyl / PVC
- Waterproofing Membranes
- Wood

EQUIPMENT & TOOLS

- Anvils
- Auger Bits
- Augers - Hydraulic
- Band Saws
- Benders
- Blades
- Cable Pullers
- Chain Mortisers
- CNC Routers
- Concrete Cutters
- Concrete Mixers
- Core Bits
- Dowel, Doming & Pointing Heads
- Drill Bits
- Drills
- Earth Augers
- Earth Drills
- Fans
- Fence Installation Equipment for Chain Link & Field Fence
- Forging Hammers
- Fork Lift
- Hand Tools
- Industrial Vacuum Equipment
- Loader
- Metal Fabricating Machinery
- Nailers / Staplers
- Pipe and Tube Notchers
- Pipe Cutting Equipment

- Pipe Forming Equipment
- Pipe Notching Equipment
- Pipe Piercing Equipment
- Pointing Machines / Picket Pointers
- Post Drivers - Gas
- Post Drivers - Hydraulic
- Post Drivers - Manual
- Post Drivers - Pneumatic
- Post Hole Digger
- Post Hole Digger - Hydraulic
- Post Hole Digger (Towable) - Hydraulic
- Post Hole Filling Equipment
- Post Pullers - Hydraulic
- Post Pullers - Manual
- Power Tools
- PVC Notchers
- Rental Equipment
- Rental Equipment for Perimeter Security
- Rock Drills
- Saws & Cutting Equipment
- Sign Pullers
- Skid Steer attachments
- Spray Paint Guns/Painting Equipment
- Spray Paint Guns / Painting Equipment
- Stop Systems
- Stump Grinder
- Trucks
- Tube Cutting Equipment
- Underground Detection Equipment
- Vinyl Rail Remover
- Welding Equipment
- Wire Stretchers

GATE & ACCESS

CONTROL SYSTEMS

- Gate & Access Control Systems
- Access Control - Accessories
- Access Control - Backup Power Supply
- Access Control - Card Readers / Access Cards

Please fax complete form to (407) 380-5222

- Access Control - Closed Circuit TV
- Access Control - Emergency Access
- Access Control - Guard Houses
- Access Control - Intercom Systems
- Access Control - Keypad
- Access Control - Perimeter Protection Sensors
- Access Control - Personal Parking Barriers
- Access Control - Radio Control
- Access Control - Safety Devices
- Access Control - Telephone Access / Entry
- Access Control - Vehicle Detections
- Gate & Access Control Consultants
- Gate & Access Control Systems Integration
- Gate Operator - Barrier Arm
- Gate Operator - Crash Resistant
- Gate Operator – Free Exit Systems
- Gate Operator – Overhead Systems
- Gate Operator - Slide Systems
- Gate Operator - Swing Systems
- Gate Operator - Vertical Lift
- Gate Operator - Vertical Pivot

MISCELLANEOUS PRODUCTS

- Abrasives
- Aluminum Extrusions
- Awnings
- Bollard Covers
- Bollards
- Cattle Guards
- Cement / Concrete
- Cleaning Products
- Columns - Ready Made
- Computer Software
- Concrete Forms
- Crowd Control Barrier
- Debris / Warning / Safety Fence
- Decals
- Deer Fence
- Detention Equipment

- Double-Ribbed Bar Grillage
- Electric Fencing & Accessories
- Electronic Pet Fence
- Fasteners - screws, nuts, bolts, etc.
- Fence & Barrier Padding
- Field Fence / Agricultural Fence
- Folding Gates
- Galvanizing Compound
- Garage Barrier Grills
- Gate Lock Boxes / Locks
- Golf Net Fences / Cages
- Guard Rail
- Guard Rails - Industrial
- Horse Fencing & Accessories
- Kennel Covers
- Kennels - Other
- Lamp / Mailbox Posts
- Lighting - Fence & Deck
- Mailboxes
- Nails / Staples
- Outdoor Sports
- Parking Lot Barrier - Gate Swing
- Pillars
- Pipe Guards
- Prison Hardware & Locks
- Prisoner Benches & Bunks
- Privacy Fence
- Safety Barriers
- Safety Equip-Signs,glasses,etc.
- Screen Enclosures
- Security Hollow Metal
- Signs / Stakes
- Silt Fence (with stakes)
- Snow Fence
- Sports Netting & Accessories
- Steel Folding Gates
- Structural Slip On Fittings
- Tool Cribs
- Turnstiles
- Vinyl Welded Wire
- Wall Systems – Aluminum
- Wall Systems – Concrete Fence
- Wall Systems – Simulated Rock
- Wall Systems – Sound Barrier
- Weed Control Lining

- Welding Supplies
- Wire Lockers
- Wire Mesh Partitions
- Wire Mesh Perimeter Fencing
- Wire Mesh Stairwell Partitions
- Wire Mesh Window Guards

MISCELLANEOUS SERVICES

- Construction Reports
- Employment Brokers
- Financing - Customers
- Insurance
- Manufacturer's Reps
- Powder Coating Services
- Professional Services
- Publications
- Recycling
- Shows, Expositions & Fairs
- Steel Service Center
- Surveyors
- Tool & Die Shop
- Trade Associations
- Training / Educational
- Transportation
- Welding Service

ORNAMENTAL

- Aluminum Fence Gates
- Aluminum Fence Gates - Cantilever
- Aluminum Fence Inserts
- Aluminum Fence Panels
- Aluminum Fence Pickets / Posts / Profiles
- Aluminum Post Caps/Finials
- Composite Fencing
- Fence Paint
- Forgings / Castings
- Gate Hardware & Accessories (locksets)
- High Security Fencing
- Stainless Steel
- Steel & Iron Arbors/Gazebos
- Steel & Iron Fence Gates
- Steel & Iron Fence Gates - Cantilever
- Steel & Iron Fence Panels
- Steel & Iron Fence Pickets / Posts / Profiles
- Steel & Iron Post Caps/Finials

Please fax complete form to (407) 380-5222

POOL FENCE

- Pool Gate Hardware
- Pool Safety Fence Systems

RAILING

- Accessories (stainless steel components, etc.)
- Balusters, Spindles, Pickets
- Brackets / Post Mounts
- Cable Railing
- Composite
- Glass & Transparent Panel
- Handrails
- HDPE
- Ornamental Aluminum
- Ornamental Steel / Iron
- Porch Posts
- Pipe Rail / Powder Coated
- Porch Posts
- Stainless Steel
- Vinyl / PVC
- Vinyl / PVC Accessories
- Wire Mesh Infill Panels
- Wood

VINYL

- Accessories (adhesives, clips, crimpers, etc.)
- Acrylic Capstock
- Arbors/Gazebos
- Balusters, Spindles, Pickets

- Brackets / Post Mounts
- Embossed Solid / Plastic Lumber
- Extruders / Lineal Supplier
- Fabricators / Wholesalers
- Fence Gates
- Gate Hardware & Accessories
- HDPE Fence
- HDPE Lattice
- Inserts for Rails
- Lattice
- Porch Posts
- Post Caps
- Post Inserts
- Resins

WOOD

- Arbors/Gazebos
- Bamboo
- Cedar
- Composites
- Cypress
- Douglas Fir
- Dry Rot Prevention
- Exotic Hardwood
- Fence Accessories - Nails, staples, etc
- Fence Gates
- Fence Inserts
- Fence Paint

- Fence Posts
- Finials (post caps)
- Gate Hardware & Accessories
- Guard Rail
- Hardware & Accessories
- Horse Fencing
- Importers
- In-Ground Wood Protection
- Lattice
- Locust
- Oak
- Pine
- Post Caps
- Prefabricated Panels
- Redwood
- Sound Barrier
- Split Rail
- Spruce
- Treaters
- Vinyl Coated Wood
- Western Red Cedar
- White Cedar
- Wholesalers / Brokers

CATEGORY SUGGESTIONS

(For Publisher's Consideration)

Please fax complete form to (407) 380-5222