

**Description**

Founded in 1921, the Hardwood Plywood & Veneer Association is the “consensus hub” for the Engineered Hardwood Industry, featuring the ANSI/HPVA American National Standards for Hardwood & Decorative Plywood, Engineered Wood Flooring, Legal Timber Due Diligence, & well-regarded for technical expertise through HPVA Laboratories.



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**HPVA eNews**

Our fastest growing digital product combines breaking Industry news with ad placement. The HPVA eNews is seen by over 4,000 top executives, distributors, fabricators, and sales staff in the Engineered Hardwood Industry.

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**HPVA.org**

Provides simple access to Industry publications and domestic and international data to include International Trade Flows, Regulatory Information, and a comprehensive offering of topics related to the Engineered Hardwood Industry.

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**HPVA.org Products Pages**

HPVA’s main product pages are divided by category. The colored accent on HPVA.org/OurProducts stands out. Own a prime piece of real estate that includes a product overview, related publications for sale, and more. Your ad is seen in just two clicks of the mouse.

Your Choice:

HPVA.org/*Hardwood-Plywood*

HPVA.org/*Veneer*

HPVA.org/*Engineered-Wood-Flooring*

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**HPVA Event Promotion eBlast**

A quarterly email from HPVA including Industry information, technical briefs from HPVA Laboratories, and exclusive blog content.

**Audience Profile**

Executives of Engineered Hardwood related companies, Distributors of Hardwood Products, Fabricators, and Sales Professionals.

Usage Statistics:

**HPVA.org**

Avg. Monthly Page Views: 1,500

Avg. Monthly Uniques: 1,100

**Products Pages**

/hardwood-plywood

Yearly Page Views: 3,600

/veneer

Yearly Page Views: 1,100

/engineered-wood-flooring

Yearly Page Views: 500

**HPVA eNews**

Monthly Sends: 8,000+

## Advertising Packages

### **Package A -Fully Loaded-**

Advantage:

Be seen on every digital product HPVA publishes. A solid, cost effective way to associate your brand with the HPVA.

Included:

HPVA.org Homepage, one Products Page, and the HPVA eNews. Also included – The HPVA Events Promotion Register.

Cost per Month:

\$1,500

### **Package B -Max Presence-**

Advantage:

Your ad will be seen on both the HPVA.org homepage and a Products Page of your choice.

Included:

HPVA Homepage, 1 Product Page

Cost per Month:

HPVA Member \$650

Non Member \$1,300

### **Package C -Max Outreach-**

Advantage:

When the HPVA has compelling content to publish, your ad is running alongside it.

Included:

HPVA eNews sent bi-monthly, Event Promotions Register

Cost Per Month:

\$750

### **Package D -HPVA eNews only-**

Advantage: With an average open rate of 36%, the HPVA eNews gets noticed. Your choice of 3 different ad sizes. Sent bi-monthly and packed with Industry news.

Included: HPVA eNews

HPVA Member Cost 6 Issues (3 months) \$1,300

Non Member \$2,500

\*Any 1 month Package A or C elects your ad to be placed in the quarterly Event Promotion Register

\*Multi-month purchases run in consecutive months of your choice.

\*Scheduling & placement is on a first come first serve basis.

\*Rates good through December 2014.

# Ad Specifications

## Let HPVA Create Your Ad!

Provide the HPVA with any previous print or digital advertising, design image files, and receive a digital ad in the size of your choice. Turnaround time is about 10 days. Cost: \$300. Revisions \$125/hr.

Resolution 72dpi // File Format .GIF, .JPEG, .PNG // Max File Size 1MB // Contact [mwindt@hpva.org](mailto:mwindt@hpva.org) (703)435-2900

### eNews I

600 x 80 px

### eNews II

260 x 335 px

### eNews II

260 x 500 px

### Homepage

396 x 200 px

### Product Page

600x 80 px