



NORTHERN WHOLESALE SUPPLY INC.

Advertising Media Kit

Sell more products

Circulate info pertaining to more than 3,200 Upper Midwest dealers who want to buy the items that you sell.

Multiple Media Opportunities

Promote your product through a variety of mediums. Northern Wholesale Supply, Inc. offers advertising opportunities for full color catalogs, monthly flyers and weekly internet broadcasts. All promotions are targeted specifically to your key markets.

Internet Exposure

We offer internet access to your product information and web site – another avenue for generating even more business.

Discount Incentive

Save money with a variety of discounts for cross media promotions and multiple ad placements. 20% discount given to contract of 3 or more consecutive advertisements.



For more information on Northern Wholesale Supply, Inc. advertising opportunities please feel free to contact us at your convenience.

John Perron

RV / MH Division Manager

(651) 407-1464

johnp@northernwholesale.com

Dan Staples

Marine / Snowmobile – ATV
Division Manager

(651) 407-1452

dans@northernwholesale.com

James Peterson

Graphic Arts Director

(651) 407-1471

jamesp@northernwholesale.com

Northern Wholesale Supply, Inc.
6800 Otter Lake Road
Lino Lakes, MN 55038
www.northernwholesale.com

Marketing Opportunities

Reach your target audience fast and efficiently

Feed-back from our dealers is GREAT!

They are impressed with the concise information and quality reflected in our printed publications. Every page is laid out by a detail oriented graphic artist, and reviewed for optimal placement and easy navigation. Why not add your advertisement also? You can carefully your add for additional interest and product/brand recognition.

Nearly all businesses now use computers, most of whom are connected to the internet. Our internet promotions are never intrusive. We send only to those dealers requesting new product information, product specials and industry news, with a quick response and direct access to buy items immediately.

Annual Catalogs

Our most effective sales tool never leaves the buyers desk. Impressive in size and simple usability, it is the first stop for many dealers to review products all year long helping them to become better informed customers. Save time by clearly informing customers of your brand and selection of items, product copy, and features. Retail catalogs are also available for dealership distribution, handouts and other applications.

Seasonal Flyers target product groups better than ever!

Our printed flyers are a great way to put your product in front of dealers at a specific time of the year helping to optimize your placement for seasonal sales and promotions.

Below is a list of our flyers. Items included are not limited to these product groups or seasonal items:

- April / May – New Products Highlight
- May / June – Memorial Day Vacation and Seasonal Stock Ups
- June / July – 4th of July Specials and Summer Fun
- July / August – Mid Summer Savings
- August / September – Winterizing and Storage
- October – Fall Specials and Seasonal Blow Outs

Weekly E-mail Broadcasting

This is an excellent way to gain interest in your new products, specials or service updates. Get customers to act now as we inform them of something new and present them with a way to get your products right now. This is our most specific mailing list sending e-mails directly to the buyers and decision makers of our best customers. We do not spam or sell lists of our recipients.





NORTHERN WHOLESALE SUPPLY INC.

Ad Sizes and Deadlines

All publications are printed in full color. See Graphic Specifications for more details

Northern Wholesale Catalogs

Catalog

RV / MH Parts & Accessories
 Marine Parts & Accessories
 Snowmobile / ATV

Estimated Release Date	Deadline for Materials
January	September 15th
February	October 1st
September	July 6th

Northern Wholesale Flyers

Flyer

April / May – New Products Highlight
 May / June – Memorial Day Vacation and Seasonal Stock Ups
 June / July – 4th of July Specials and Summer Fun
 July / August – Mid summer Savings
 August / September – Winterizing and Storage RV
 August / September – Winterizing and Storage MARINE
 October – Fall Specials and Seasonal Blow Outs

Estimated Release Date	Deadline for Materials
April 15th	March 1st
May 15th	April 1st
June 15th	May 1st
July 15th	June 1st
August 15th	July 1st
August 1st	July 1th
October 15th	September 1st

Advertisement Sizes

Size / Placement

1/4 Page Horizontal
 1/4 Page Vertical
 1/3 Page Horizontal
 1/3 Page Vertical
 1/2 Page Horizontal
 1/2 Page Vertical
 2/3 Page Display Special
 1 Page
 1 Page spread including Bleed (1/8")
 Special Insert (one sheet double sided) Supplied

Height	Width	Catalog Pricing	Flyer Pricing
2-1/4"	7-1/4"	\$75	\$50
4-3/4"	3-1/2"	\$100	\$75
3"	7-1/4"	\$205	\$125
9-11/16"	2-1/4"	\$205	\$125
4-3/4"	7-1/4"	\$325	\$175
9-11/16"	3-1/2"	\$400	\$200
9-11/16"	4-3/4"	\$425	\$225
9-11/16"	7-1/4"	\$525	\$275
11-1/8"	8-5/8"	\$650	\$350
11"	8-1/2"	Quotable	\$350

Cover Advertising opportunities

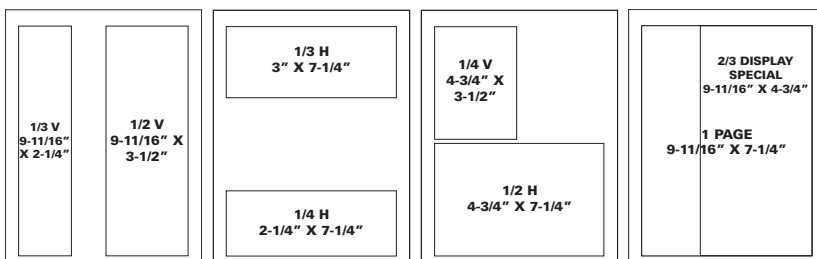
Cover advertising rates vary depending on publication and placement. Please contact your sales representative for a quote.

Northern Wholesale E-mail Broadcasts

Flyer

All broadcasts take place on Tuesday
 Full Page broadcast (max width 396 pixels)
 Page Banner for weekly broadcast (72 x 396 pixels)

Estimated Release Date	Deadline for Materials	Pricing
Weekly	1 week advance	\$75
		\$40



Discount Incentive

Save money with a variety of discounts for cross media promotions and multiple ad placement. Contact the divisional manager for additional information or personalized contracts. 20% discount given to a contract of 3 or more consecutive advertisements.



NORTHERN WHOLESALE SUPPLY INC.

Advertising Specifications for Graphics

Full color Artwork for Northern Wholesale Supply catalog and flyers.

The production department at Northern Wholesale Supply, Inc. uses the Adobe Creative Suite on PC systems. Please take this into consideration when preparing your files. Please indicate what format and software your files were created in when submitting your materials.

We prefer materials supplied in the following formats:

EPS, PSD, and TIFF. We prefer advertisements and layouts created in:

Adobe InDesign version CS3 or lower
Adobe PhotoShop version CS3 or lower
Adobe Illustrator version CS3 or lower

Any files submitted in QuarkXpress or in PDF can not be guaranteed for accuracy and should be used as a last case option.

We do not except files created in:
Microsoft Word, Microsoft Publisher or Microsoft Powerpoint

Color:

All publications are printed in CMYK. Please separate all spot colors to your specifications prior to submitting artwork. If it is imperative that PMS colors will be required by your project please contact us for any adjustments to your contract.

Images:

Please include all images and other graphic elements imported, placed or embedded into your advertisement to help insure the best quality possible. All images should be at your best quality possible helping to retain a 300 dpi standard. Also try to avoid any special effects to images in your layout software because of a potential loss of information when transferring to position for printing.

Fonts:

Include all fonts. All fonts should be postscript and not True Type Fonts. For best results select and use actual fonts and do not apply any additional formats such as bold or italic. For example use (Times Bold) instead of regular times with a bold style applied. If you are using odd or decorative fonts, it is best to outline them in your drawing program before submitting your advertisement.

Full color Artwork for Northern Wholesale Supply E-mail Broadcasting.

Web Formats:

Please use all standard HTML formatting while developing you web advertisement promotions. All images should be PNG, GIF, JPG as small file sizes as possible.

Flash files are also accepted but must have their fonts embedded.

All artwork should be in RGB color mode and a maximum resolution of 72 dpi.

Mailing Instructions:

All information ready for submission to Northern Wholesale Supply, Inc. should be sent to the following address. Media returned only upon written request. FTP access is also available upon request.

**Northern Wholesale Supply, Inc.
Graphics Department
6800 Otter Lake Road
Lino Lakes, MN 55038**

Advertising contracts and advertising templates now available online

Simply go to our web site and download a copy

www.northernwholesale.com/advertising

or contact the Northern Graphics Department at
1-800-666-1111 for any additional information



NORTHERN WHOLESALE SUPPLY INC.

Advertising Contract

Contract for Northern Wholesale Supply, Inc. Promotions and Advertising Materials

Note: This form must be submitted with all advertising materials before it will be processed.
Please submit in duplicate for multiple submissions.

Advertisement Type: (please check only one)

CATALOG

- RV/ MH Parts & Accessories
- Marine Parts & Accessories
- Snowmobile / ATV Parts & Aeccssories

FLYERS

- April / May – New Products Highlight
- May /June – Memorial Day
- June / July – 4th of July Specials
- July / August – Mid Summer Savings
- August / September – RV Winterizing
- August / September – Marine Winterizing
- October – Fall Specials

INTERNET

- Please specify week _____

Advertisement Size

Please fill out completely

- PC MAC
- Fonts included Type to Path Conversion

- File Format(s): InDesign Illustrator PhotoShop
 QuarkXpress PDF Other _____

- Transmission: CD DVD ZIP
 Disk Count _____
 FTP

FTP Information: _____

File Name(s): _____

Special Instructions: _____

- Artwork for print already adjusted dot gain (uncoated stocks)

Advertising Policies

All advertisements and promotional efforts are subject to Northern Wholesale’s approval.
No fraudulent or misleading materials will be accepted. Any advertising contract that spans multiple mediums or dates are subject to their respected deadlines. Advertisements not making there deadlines will be repeated.

All costs of promotional materials distributed by Northern Wholesale Supply, Inc. Are due at time of publication. Any and all funds received from advertising contracts are above and beyond Northern Wholesales Supply standard Co-Op Advertising policies and may not be include in or deducted form any predetermined agreement or understanding of reimbursements. All catalog pages created for direct placement in Northern Wholesale publications accompanied with out a contract will be considered for information only and are at the discretion of management and subject to Co-Op performance. Any and all materials received by the Graphics Department unaccompanied by this contract will not be considered for promotional efforts.

Signed: _____ Date: _____

Printed Name: _____

Contact Information

Company Name: _____

Primary Industry: _____

Contact Phone: _____

Contact E-mail: _____

Advertising Contact or Agency

Name: _____

Phone: _____

E-mail: _____

Web site: _____