



ADVERTISING
OPPORTUNITIES



Reach Your Target Audience **Fast and Efficiently...**
with **Customized Marketing Solutions**
from Northern Wholesale Supply

Print Advertising

Feedback 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. Each item is reviewed for optimal placement and easy to find navigation. Why not add your advertisement also? We carefully place each ad for additional interest and product/brand recognition.

- RV & MH Parts & Accessories Catalog
- Seasonal Monthly Flyers
- Retail Flyer Program

Digital Media

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

- Weekly E-mail Broadcasts



Sell More Products

Circulate your information to more than 3,200 Upper Midwest dealers with the power to buy products like yours.



Multiple Media Opportunities

Promote your product through a variety of mediums. Northern Wholesale Supply, Inc. offers advertising opportunities for full color catalogs, monthly flyers, retail 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.

RV & MH Master Catalog

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.

Advertising: Options

In addition to placing product advertisements, Northern Wholesale also accepts pre-designed catalog pages to allow your brand to be displayed exactly to your standards. Simply submit your packaged Adobe InDesign files in Full Page size listed to the right, and let us showcase your pages. Please keep in mind, additional charges may incur during production if submitted artwork is sized incorrectly, lacks the proper resolution, or does not have adequate room available to list pricing and details.

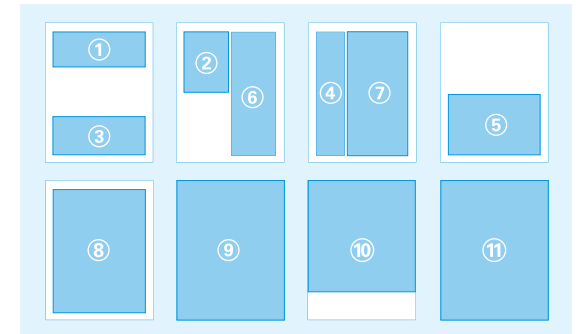
Master Catalog: Schedule

Below is the deadline information for the RV & MH Master Catalog. Please remember to submit your files prior to the submission deadline to ensure your reserved place within the catalog. **Any and all ads, catalog pages and product submissions must be sent in prior to the September 30th deadline.**

Edition	Product Assortment	Submission Deadline	Estimated Release Date
RV & MH	Parts & Accessories	September 30 th	January 10 th

Note: Release date may change based on calendar year.

Specifications: Sizes and Pricing



Standard Ad Sizes	H	W	Pricing
1 1/4 Page Horizontal	2 1/4"	7 1/4"	\$125
2 1/4 Page Vertical	4 3/4"	3 1/2"	\$150
3 1/3 Page Horizontal	3 1/16"	7 1/4"	\$250
4 1/3 Page Vertical	9 3/4"	2 1/4"	\$250
5 1/2 Page Horizontal	4 3/4"	7 1/4"	\$375
6 1/2 Page Vertical	9 3/4"	3 1/2"	\$450
7 2/3 Page Special	9 3/4"	4 3/4"	\$525
8 Full Page	9 3/4"	7 1/4"	\$625
9 Full Page with Bleed*	10 7/8"	8 3/8"	\$750
Custom Ad Sizes	H	W	Pricing
10 Back Cover Ad*	9"	8 3/8"	Quote
11 Inside Cover Ad*	10 7/8"	8 3/8"	Quote

** Add an additional 1/4" around the perimeter of the artwork to allow a bleed.*

Seasonal Monthly Flyers

Target product groups better than ever! Our printed flyers are a good 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.



Retail Flyer Program

Get on board with Northern Wholesale's Retail Flyer Program! Get your ads out to thousands of additional customers with direct influence to buy.

These flyers are filled with seasonal items and discounted prices fully customized by Northern Wholesale dealers to connect with their customer base, whether in store or directly mailed to their doors.

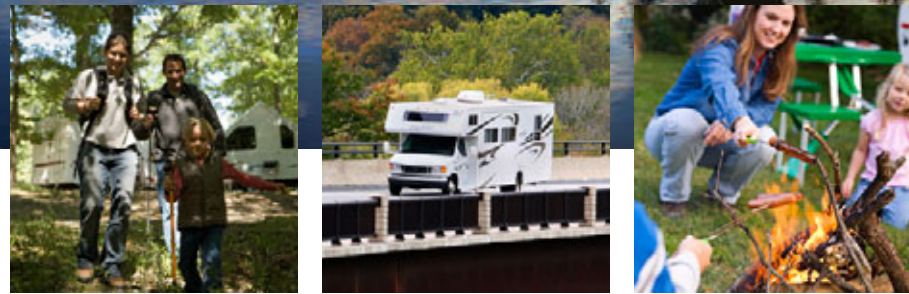


Choose from a variety of sizes to best promote your products. Each month the advertisements are reviewed and placed in specific locations to maximize the visibility.

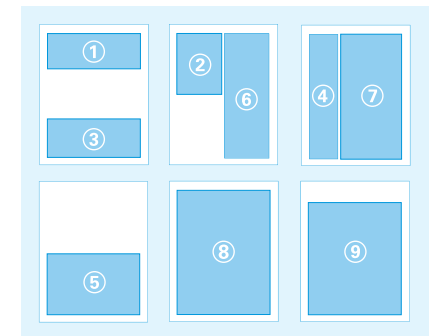


Discount Incentive

Save money with a discount for multiple ad placements. A 10% discount is given to contracts of 3 or more consecutive flyer advertisements.



Specifications: Sizes and Pricing



Flyer Program: Schedule

Below is a list of our flyers categorized by month. While each month features a specific theme, some flyers may showcase an expanded product assortment in addition to the overall theme.

Please remember to submit your files prior to the deadline.

Edition	Product Assortment	Ad Submission Deadline	Estimated Release Date
April / May	New Product Highlights	March 1 st	April 15 th
May / June	Memorial Day Vacation & Seasonal Stock Ups	April 1 st	May 15 th
June / July	Made in the U.S.A. Products & July 4 th Specials	May 1 st	June 15 th
July / August	Mid-Summer Savings	June 1 st	July 15 th
August / September	RV Winterizing, Storage & Fall Specials	July 1 st	August 15 th

Note: Release date may change based on calendar year

Standard Ad Sizes	H	W	Pricing
1 1/4 Page Horizontal	2 3/8"	8"	\$100
2 1/4 Page Vertical	5"	3 7/8"	\$125
3 1/3 Page Horizontal	3 1/4"	8"	\$175
4 1/3 Page Vertical	10 1/8"	2 1/2"	\$175
5 1/2 Page Horizontal	5"	8"	\$225
6 1/2 Page Vertical	10 1/8"	3 7/8"	\$250
7 2/3 Page Special	10 1/8"	5 1/4"	\$275
8 Full Page	10 1/8"	8"	\$325
Custom Ad Sizes	H	W	Pricing
9 Cover Ad	8 3/4"	8"	\$400

Please keep in mind that, additional charges may incur during production if submitted artwork is sized incorrectly, lacks the proper resolution, or does not have adequate room available to list pricing and details.



Weekly E-Mail Broadcasts

This is an excellent way to gain interest in your new products, specials or service updates. Get customers to act now as we "e-blast" them on new items and special deals in a format that lets them order 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.

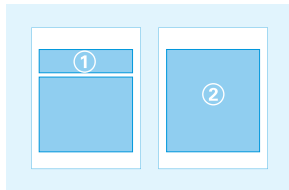
These e-blasts are sent out on Tuesday mornings throughout the RV season.



Discount Incentive
Save money with a discounts for multiple advertisements. A 10% discount is given to contracts of 3 or more consecutive e-mail broadcasts.

Specifications: Sizes and Pricing
E-mail Broadcasts are unique as they can provide links to downloadable files such as rebate forms, sell sheets, or additional reading material associated with your advertised product.

Please remember to prepare and submit these files along with your main e-blast graphic in the formats listed in the File Submission section.



Standard E-Blast Sizes	H	W	Pricing
1 Page Banner	144px	600px	\$40
2 Full Page	600px	600px	\$100

Please keep in mind that, additional charges may incur during production if submitted artwork is sized incorrectly, lacks the proper resolution, or does not have adequate room available to list pricing and details.

E-Mail Broadcast: Schedule

Below is a deadline information for submitting your advertisement for an e-mail broadcast. With an RV e-blast running every Tuesday morning throughout the season, please submit your ad at least 3 weeks in advance.

Northern Wholesale will work with you to see that your advertisements will be positioned on or close to the date(s) you request to release your e-mail broadcast. Specific dates can be accommodated to correlate with ongoing promotions.

File Submission

The Creative Department at Northern Wholesale Supply, Inc. uses Adobe Creative Suite 5 on a PC platform. Please take this into consideration when preparing your files.

For Catalog and Flyers

- Acceptable File Formats**
- PDF
 - TIFF
 - EPS
 - Adobe InDesign
 - Adobe PhotoShop
 - Adobe Illustrator

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

Color
All publications are printed in CMYK.

- Separate all spot colors prior to submission
- If PMS colors are required, please contact us for any adjustments to your contract

Images
Please include all images and other graphic elements imported, placed or embedded into your ad to ensure the best quality possible.

- All images should retain a 300 dpi resolution
- Try to avoid any special effects to images in your layout software due to a potential loss of data when printing

Fonts
All fonts must be included or converted to outlines.

- Fonts should be postscript or OpenType Fonts and not True Type Fonts
- Do not apply any additional formats such as bold or italic (*i.e., use Times Bold instead of regular times with a bold style applied*)

Advertising Contract

To obtain your advertising contract, please visit:
www.northernwholesale.com/advertising
Download the Excel file, save and attach in an e-mail to:
John Perron | *Manager, RV/MH Division*
johnp@northernwholesale.com

For E-Mail Broadcasts

- Acceptable File Formats**
- JPG
 - PNG
 - Adobe PhotoShop

Color
All web based advertisements are viewed in RGB color modes.

Images
Please include all images and other graphic elements imported, placed or embedded into your ad to ensure the best quality possible.

- All images should retain a 72 dpi resolution
- All linked and downloadable files to the e-blast ad (*rebate forms, sell sheets, etc.*) should retain a minimum 150 dpi resolution

Submitting Your Artwork

Currently, we accept files through the following methods:

- E-mail
- DVD/CD
- FTP

To submit your files or request FTP access, please contact either:

Kristy Heroff | *Graphic Designer*
kristyh@northernwholesale.com

Jennifer Swanson | *Design Director*
jennifers@northernwholesale.com

Contact

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

Jennifer Swanson
Graphic Design Director
651-407-1483
jennifers@northernwholesale.com

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