



PRINT ADVERTISING SPECS | 2022

EDITORIAL CALENDAR

BOOK SPECS

STANDARD AD SPECS

INSERTS / WRAPS SPECS

LBM JOURNAL®

ISSUE

IN DEPTH

JANUARY

AD CLOSE: 11/29/21
MATERIALS: 12/03/21

Insulation, Housewrap and
Weather-Resistive Barriers

FEBRUARY *

AD CLOSE: 01/03/22
MATERIALS: 01/07/22

Moulding, Millwork and
Trimboards

MARCH

AD CLOSE: 01/31/22
MATERIALS: 02/04/22

Tech Tools and Innovations

APRIL*

AD CLOSE: 02/21/22
MATERIALS: 02/28/22

Decking, Railing and
Accessories

MAY

AD CLOSE: 03/28/22
MATERIALS: 04/01/22

Doors and Windows

JUNE

AD CLOSE: 04/25/22
MATERIALS: 04/29/22

Roofing Systems: Shingles,
Underlayment, Sheathing,
and Associated Products

JULY*

AD CLOSE: 05/23/22
MATERIALS: 05/27/22

Siding and Trim

AUGUST

AD CLOSE: 06/27/22
MATERIALS: 07/01/22

Forklifts, Delivery Trucks
and Warehouse Racking

SEPTEMBER

AD CLOSE: 07/25/22
MATERIALS: 07/29/22

Engineered Lumber
Products

OCTOBER*

AD CLOSE: 08/22/22
MATERIALS: 08/26/22

Fasteners and Fastening
Systems

NOVEMBER/DECEMBER

AD CLOSE: 10/03/22
MATERIALS: 10/07/22

Software and Technology
Tools

PRODUCTS

CONTINUOUS COVERAGE

Adhesives/Caulks/Sealants
Cabinets
Concrete/Masonry
Decking: Composite
Decking: PVC/plastic
Decking: Treated Wood
Decking: Redwood/Cedar
Decking: other materials
Dimensional Lumber
Doors: Exterior
Doors: Interior
Drywall
Engineered Lumber
Fasteners/Connectors
Fencing
Fireplaces
Flooring
Garage Doors
Housewrap/Weather-resistive barriers
Insulated Concrete Forms
Insulation
Landscape/hardscape
Locksets/Hardware
Moulding/Millwork/Trim
Paint & Stain
Plumbing Products
Plywood/OSB
Railing Systems
Roofing: Shingles & Materials
Sheathing/Underlayments
Siding: Engineered Wood
Siding: Fiber Cement
Siding: Vinyl
Stair Parts/Systems
Hand Tools
Power Tools
Trusses
Wall Panels
Windows

COLUMNS / FEATURES

CONTINUOUS COVERAGE

REAL ISSUES. REAL ANSWERS.
by LBM Journal Readers

SALES & OPERATIONS
by Bill Lee

BUILDING SALES
by Rick Davis

RECRUIT + RETAIN
by Rikka Brandon

LEADERSHIP
by Russ Kathrein

CREDIT Q&A
by Thea Dudley

MERGERS & ACQUISITIONS
by John Wagner

PROCESS & PROFIT
by Shane Soule

TOUGH CALL

DEALER PROFILES

***BONUS: adViewPro™ Advertising Effective-
ness & Readership Study**

LBM JOURNAL reserves the right to modify its editorial
calendar without notice.

CLOSING / MATERIALS DUE DATES

ISSUE	AD CLOSE	MATERIALS DUE
JANUARY	NOVEMBER 29, 2021	DECEMBER 3, 2021
FEBRUARY *	JANUARY 3, 2022	JANUARY 7, 2022
MARCH	JANUARY 31, 2022	FEBRUARY 2, 2022
APRIL *	FEBRUARY 21, 2022	FEBRUARY 28, 2022
MAY	MARCH 28, 2022	APRIL 4, 2022
JUNE	APRIL 25, 2022	APRIL 29, 2022
JULY *	MAY 23, 2022	MAY 27, 2022
AUGUST	JUNE 27, 2022	JULY 1, 2022
SEPTEMBER	JULY 25, 2022	JULY 29, 2022
OCTOBER *	AUGUST 22, 2022	AUGUST 26, 2022
NOVEMBER/DECEMBER	OCTOBER 3, 2022	OCTOBER 07, 2022

*BONUS: adViewPro™ Advertising Effectiveness & Readership Study

PRINTING DETAILS

LBM JOURNAL is printed Web-offset and saddle-stitched. Book trim size is 8.25" x 10.875". Cover stock is 100# gloss. Text page stock is 45# gloss. Bellybands are 100# gloss. CMYK total area coverage/maximum density = 280-300%

ACCEPTED FILES

LBM JOURNAL accepts PRESS QUALITY PDF/X-1a 2001 compliant files. Please note the following when preparing your PDF document.

DO NOT USE WEB OR SYSTEM FONTS. ONLY use printer fonts such as: Type1, Open Type, True Type, etc. Any other type of font is unpredictable. Errors may not show up until final hi-res output and could be missed at plating or on press.

USE PROCESS COLORS (CMYK) ONLY. No spot colors will be accepted. Spot colors will automatically be converted to CMYK and LBM JOURNAL is not responsible for final press color. Errors with InDesign transparency effects involving spot colors WILL OCCUR.

DO NOT apply crop or registration marks to the pdf file.

If the ad is intended to bleed, there must be a minimum of .125" applied beyond the trim in the PDF file.

SENDING FILES

Send ad files via e-mail, that are less than 8 megabytes, to: design@lbmjournals.com

Post ads larger than 8 megabytes to our website: www.lbmjournals.com/printads

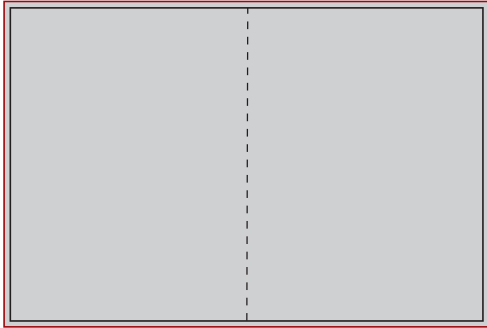
Allowed file types: .pdf, .tif, .jpg, .eps, .ai, .sitx or .zip extensions. File size cannot exceed 200 MB. If you have multiple files, you must place all files in one folder and then "zip" or "stuff-it" before upload.

CONTACT

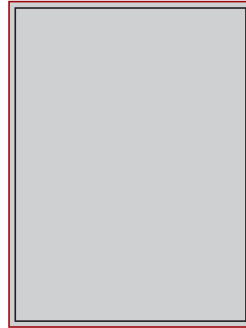
Questions about preparing press-quality PDFs, or for additional specs, contact:

Richard Hart
Creative Director, LBM JOURNAL
design@lbmjournals.com | 612-280-4191

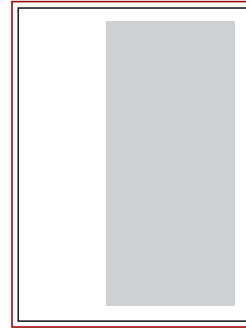
AD SIZE SPECIFICATIONS

**2-PAGE SPREAD**

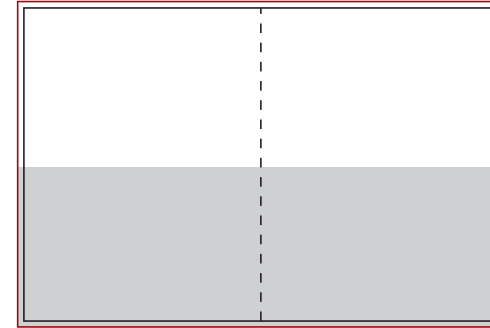
Trim 16.5" x 10.875"
 Bleed 16.75" x 11.125"
 Live 16" x 10.375"

**FULL PAGE**

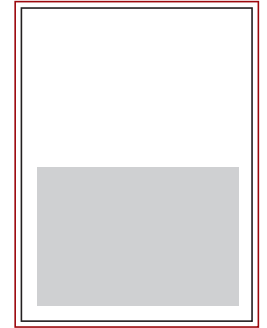
Trim 8.25" x 10.875"
 Bleed 8.5" x 11.125"
 Live 7.75" x 10.375"

**2/3 PAGE**

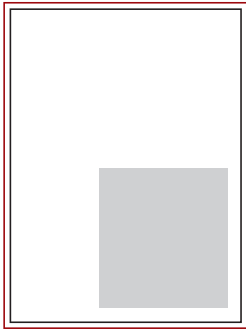
Trim 4.5" x 9.875"
 Non-Bleed

**1/2 PAGE SPREAD**

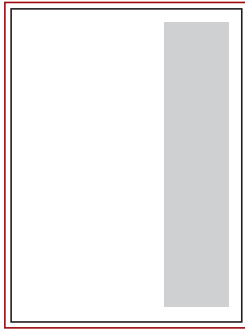
Trim 16.5" x 5.35"
 Bleed 16.75" x 5.6"
 Live 16" x 4.875"

**1/2 PAGE**

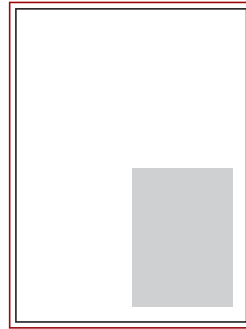
Trim 7" x 4.875"
 Non-Bleed

**1/3 PAGE HORIZONTAL**

Trim 4.5" x 4.875"
 Non-Bleed

**1/3 PAGE VERTICAL**

Trim 2.25" x 9.875"
 Non-Bleed

**1/4 PAGE**

Trim 3.375" x 4.875"
 Non-Bleed

All elements intended to bleed must be extended at least **.125"** beyond the edges of the document. All live text or images should be at least **.25"** from the trim.

For spreads, keep text and critical images .1875" from the center gutter to avoid alignment issues.

CONTACT

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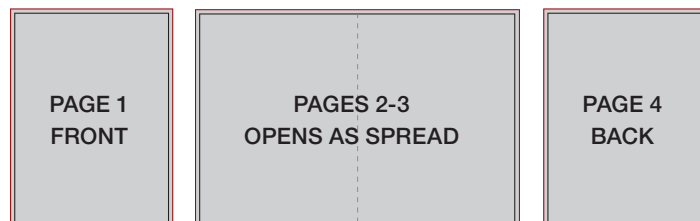
Richard Hart
 Creative Director, LBM JOURNAL
 design@lbmjournals.com | 612-280-4191

WHITE PAPER – 4 PAGE INSERT

White Paper is produced as a four-page insert with pages 2 and 3 opening as a spread. You can design as single pages or spreads.

Printed on 50# uncoated text stock. Stitched in book center

FULL PAGE		2-PAGE SPREAD	
Trim	8.25" x 10.875"	Trim	16.5" x 10.875"
Bleed	8.5" x 11.125"	Bleed	16.75" x 11.125"
Live	7.75" x 10.375"	Live	16" x 10.375"



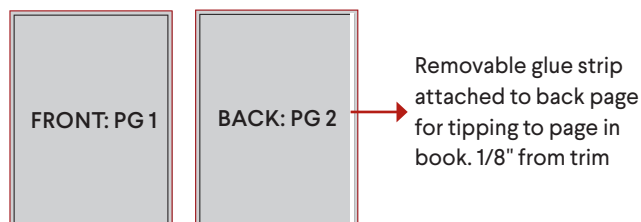
If you would like to see examples of published White Papers, contact your sales representative for samples.

TIP-IN – 2 PAGE INSERT

Produced as a two-page (front and back) insert, tipped in book. Also available as a four-page insert. Ask your sales representative for details.

Printed on 100# gloss text stock.

Trim	8.125" x 10.875"
Bleed	8.375" x 11.125"
Live	7.625" x 10.375"

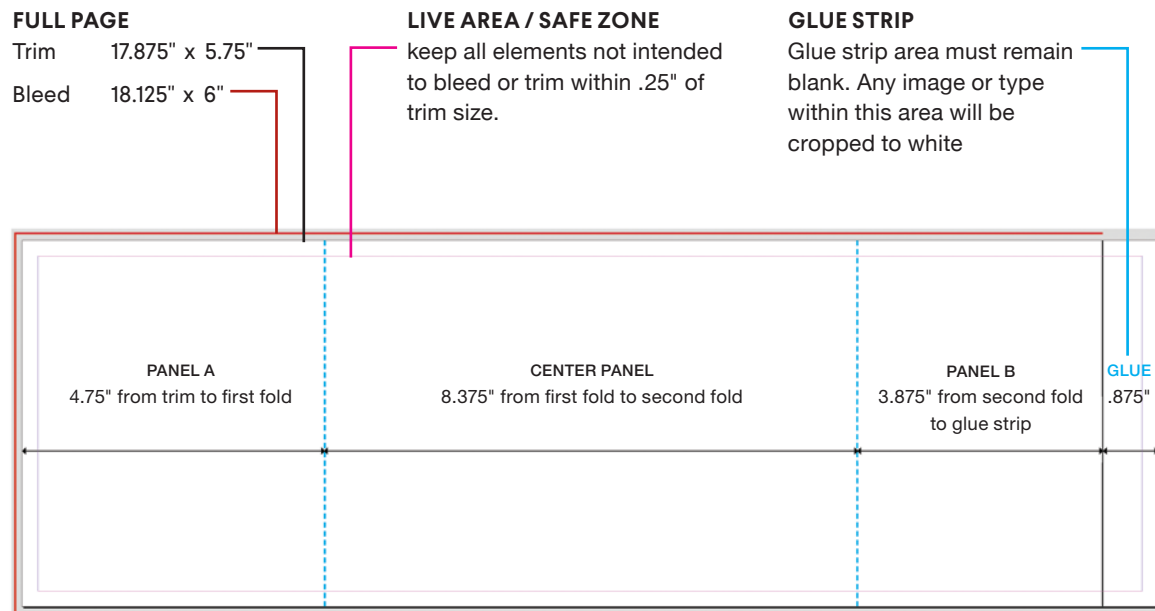


All elements intended to bleed must be extended at least **.125"** beyond the edges of the document. All live text or images should be at least **.25"** from the trim.

BELLYBAND WRAP

Bellybands wrap front and back covers of book. For examples of how bellybands wrap, contact Richard Hart at 612-280-4191

Printed on 100# gloss text stock.



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