



**2022**

# PARTNERSHIP OPPORTUNITIES

*Invest in the WRLA and build prosperity for your business and industry*





# IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU.

## WHY INVEST WITH THE WRLA?

The future holds a new direction for the lumber and building materials industry. There are many opportunities, challenges and decisions to make. The question is where we go from here, as an industry, an association and as business.

There is nothing more important than having your business recognized professionally and reliably among your target audience and potential stakeholders, both within your region and nationally.

## IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU.

Your network is your most valuable asset. To keep your network alive and your business top of mind, it is important to find ways to connect.

Competition in the marketplace is fiercer than ever. To ensure your brand is top of mind in the hardware and home improvement market, investing in a comprehensive and effective marketing strategy will be critically important.

## WE LEAD THE WAY.

Redefine your connection to Western Canada's lumber and building materials industry leaders of today and tomorrow and position yourself and your company as the premier expert in your field.

With momentum accelerating towards recovery, industry insiders continue to turn to the WRLA for vital insight and advice to navigate what is ahead. They seek our perspective on where opportunities are growing within their industry, the complexities of the supply chain, maintaining optimum service levels for their customers and our economy to inform their decision-making while leading and managing their businesses.

## YOUR AUDIENCE IS HERE.

Whether you are promoting a new product or service, building brand recognition or looking to develop business in the region, the Western Retail Lumber Association connects you with the right target audience.

Stay connected to your highest value prospects across our trusted, in-demand ecosystem that's continuously supporting the needs of Canadians, and ensuring they stay engaged with your brand.

## BUILD YOUR CONNECTION TO DECISION MAKERS.

By partnering with us to help provide WRLA's membership with vital support, insight and guidance, your brand will align with Western Canada's lumber and building materials industry and strengthen your connection to the most influential and responsive business prospects and industry allies from retailers and buying groups to manufacturers, distributors and more.

## TAKE ADVANTAGE OF TURNKEY MARKETING OPPORTUNITIES.

Choose from the WRLA's full-service suite of multimedia product offerings to gain targeted access to your ideal audiences, within powerful contextual alignment, and with the ability to fit all marketing budgets. With a pre-planned schedule, our turnkey marketing opportunities provide a range of flexible formats that match your marketing objectives.

## WE BUILD PARTNERSHIPS.

Whether you're looking to position yourself as an industry leader, build your company's brand or appeal to your target market, the WRLA can design a strategic, tailored marketing approach to increase your visibility to an engaged audience of manufacturers, wholesalers, retailers and the broader lumber and building materials industry and help shape the future of the construction, hardware and home improvement market.

The industry needs your product or service.

We are the industry's association.

Let's work together.

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## ADVERTISING CONTACT



300-95 Cole Avenue  
Winnipeg, MB R2L 1J3

### Carolynne Jansen

**DIRECTOR, MEMBERSHIP AND BUSINESS DEVELOPMENT**

**P:** 204-953-1698 or 1-800-661-0253 Ext. 5

**C:** 204-297-2167

**E:** [cjansen@wrla.org](mailto:cjansen@wrla.org)

**W:** [wrla.org](http://wrla.org)



***Build your Brand! Print, digital and event partnership opportunities available.***

# PRINT POWER

Capture the attention of industry leaders, decision makers, buyers and the next generation of professionals who drive our industry forward in our print publications.

The *Yardstick* and our annual Directory & Product Source Guide are your connection to the most senior managers, decision makers, owners, professionals, entrepreneurs and C-Level readers who have the top purchasing power and influence in the industry.

Our readers are the influence behind key strategic and purchasing decisions across the lumber and building materials industry, across retailers, manufacturers, distributors and buying groups.



# YARDSTICK MAGAZINE

Our membership provides a unique opportunity for businesses involved in the lumber and building materials industry to strategically further their reach by showcasing their organizations or products and services to a highly engaged target audience.

As the official magazine of the Western Retail Lumber Association, *Yardstick* delivers content and marketing opportunities, both in print and online, associated with the trusted WRLA brand. Published quarterly, *Yardstick* is the go-to print publication for Western Canada's lumber and building materials industry, including Canada's home improvement buying groups, retail chains, co-ops, independent retailers, mass merchant head offices, manufacturers, distributors, affiliates and more.

Unlike many other for-profit publications on the market, *Yardstick* is here to support WRLA's mission: to be the voice and leading resource for the lumber and building industry in Western Canada and *Yardstick* advertisers demonstrate your company's commitment to these valuable goals as well.

***Yardstick has a mandate to connect the industry with news and information, telling the stories of companies that make this industry thrive.***



**Carolynne Jansen**  
DIRECTOR, MEMBERSHIP AND BUSINESS DEVELOPMENT

300-95 Cole Avenue  
Winnipeg, MB R2L 1J3

**Phone:** 1-800-661-0253 Ext. 5  
**Cell:** 204-297-2167  
cjansen@wrla.org

# PRINT ADVERTISING OPPORTUNITIES

## PRODUCTION SCHEDULE

2022/2023 Issues	Ad Close	Ad Material Due	Mail Out
Spring	Jan 28	Feb 25	Mar 25
Summer	April 15	May 13	June 10
Fall	July 8	Aug 5	Sept 2
Winter	Oct 26	Nov 23	Jan 4

\*Dates may change based on editorial need.

## YARDSTICK MAGAZINE ADVERTISING

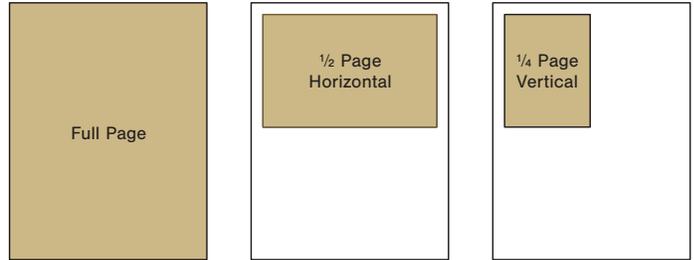
Pricing	Regular Price	Member Price
Double Page Spread	\$4,575	\$4,117
Outside Back Cover	\$3,475	\$3,127
Inside Front Cover/Inside Back Cover	\$3,275	\$2,947
Full Page	\$2,650	\$2,385
1/2 Page	\$1,675	\$1,507
1/4 Page	\$955	\$859

**Yardstick zeros in on the information that matters most to the industry's top decision makers, opinion leaders and manufacturers. Readers discover the newest, most diverse range of products and learn about trends shaping the future of the lumber and building materials industry.**

## YARDSTICK AD SIZES

Ad Size	Trim Size (w × h)
Double Page Spread*	16.75" × 10.875"
Full Page*	8.375" × 10.875"
1/2 Page Horizontal	7.389" × 4.829"
1/4 Page Vertical	3.565" × 4.829"

\*All full page ads require a 1/4" bleed on all sides.

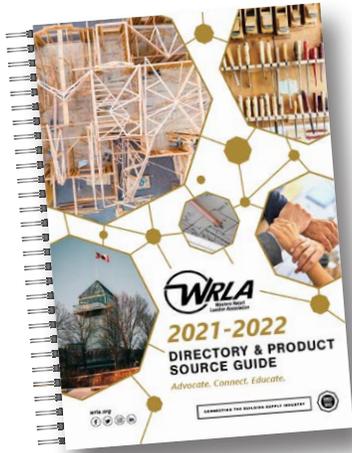


### PRINT AD ARTWORK SUBMISSION GUIDELINES

Print ads must be 300 DPI and CMYK in PDF format. No spot colours or RGB. All spreads and full-page ads require a 1/4" bleed on all sides.



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 Phone: 1-800-661-0253 Ext. 5  
 Cell: 204-297-2167  
 cjansen@wrla.org



# WRLA DIRECTORY & PRODUCT SOURCE GUIDE

Published annually, the WRLA Directory & Product Source Guide is coveted by newcomers and long-time members alike, and not just because they like seeing their name in print.

Don't pass up the chance to secure space in the Directory & Product Source Guide, an indispensable asset providing the most up-to-date listings of WRLA members and contact information for our vast retailer, associate and affiliate member network.

## PRODUCTION SCHEDULE

Ad Close	Ad Material Due	Mail Out
July 8	Aug 5	Sept 9

*\*Dates may change based on editorial need.*

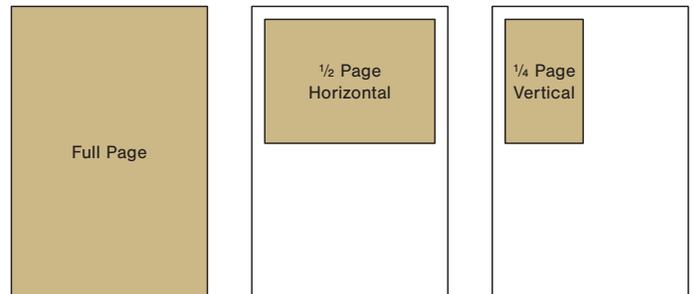
## DIRECTORY & PRODUCT SOURCE GUIDE AD SIZES

Ad Size	Trim Size (w x h)
Double Page Spread*	5.75" x 8.5" x 2
Full Page*	5.75" x 8.5"
1/2 Page Horizontal	5" x 3.666"
1/4 Page Vertical	2.333" x 3.666"

*\*Requires a 1/4" bleed on all sides.*

## DIRECTORY & PRODUCT SOURCE GUIDE ADVERTISING

Pricing	Regular Price	Member Price
Double Page Spread	\$4,575	\$4,117
Outside Back Cover	\$3,475	\$3,127
Inside Front Cover/Inside Back Cover	\$3,275	\$2,947
Full Page Tab	\$3,000	\$2,735
Full Page	\$2,650	\$2,385
1/2 Page	\$1,675	\$1,507
1/4 Page	\$955	\$859



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# DIGITAL IMPACT

Inquire today about the comprehensive selection of digital marketing solutions to compliment your membership investment no matter your goals: branding, lead generation, thought leadership and client engagement.

**Email represents a highly effective way to connect directly to WRLA's membership at work, at home and on their mobile devices.**

# ENEWS

Our monthly e-newsletters reach an engaged audience that have opted-in to receive ongoing communication from us. Our



eNews Banner: 300px x 100px

content-rich formats receive a strong response from readers, feature exclusive ad placement and are an ideal way to enhance your marketing to consumers, at key times in their day.

These monthly updates relate relevant feature articles on topics such as emerging trends, technology, products and processes, the latest WRLA activities in next-generation workforce engagement, industry certification, educational programs and current events that help owners, managers and employees adapt to our unique and complex business climate.

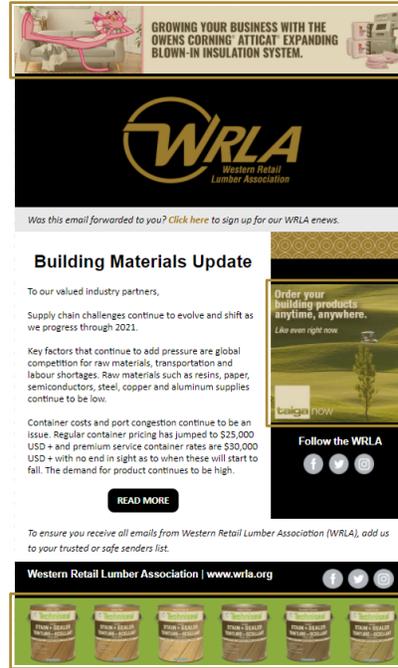
## ENEWS ADVERTISING

Pricing	Regular Price	Member Price
12 Months (1 per month)*	\$1,687	\$1,465

\*eNews Banner: 300px x 100px

# EBLASTS

WRLA hot topic emails are the must-read weekly source for lumber and building materials industry intelligence condensed into brief, but highly effective updates. This streamlined source of information features the latest industry news, updates on critical supply chain and product issues, advocacy updates and relevant information providing a high-impact option for tactical advertising as a key component in your digital campaign.



Rectangle Banner: 700px x 120px

Square Banner: 250px x 250px

Rectangle Banner: 700px x 120px

## EBLAST ADVERTISING

Pricing	Regular Price	Member Price
10 Rectangle Banners*	\$3,889	\$3,500
25 Rectangle Banners*	\$6,944	\$6,250
10 Square Banners*	\$3,889	\$3,500
25 Square Banners*	\$6,944	\$6,250

\*Rectangle Banner: 700px x 120px  
\*Square Banner: 250px x 250px



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# WEBSITE

The WRLA website—[wrla.org](http://wrla.org)—includes essential and detailed information for educational sessions, important industry news, call-to-action updates, links to all WRLA departments, details on WRLA events including our flagship Building & Hardware Showcase and our popular Advocacy Bulletins. The site is a valuable year-round resource for industry professionals and provides economical long-term opportunities for banner advertising.

## WEBSITE ADVERTISING

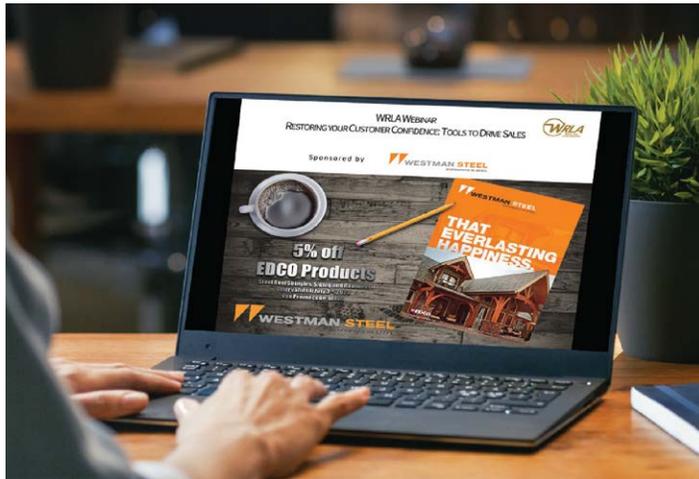


Pricing	Regular Price	Member Price
6 Months*	\$1,100	\$990
12 Months*	\$1,875	\$1,687

\*Square Banner: 250px x 250px, file size no larger than 300kb



# WEBINARS



Our regular webinars have become very popular amongst members as an opportunity to learn and expand their knowledge base and to strengthen and enhance their business. The webinars cover a wide range of business topics including marketing, leadership, data security, HR and industry trends. For our sponsors, it's a prime opportunity to be visible to a captive audience of existing and potential customers, and open the door to new opportunities. Sponsorships are a valuable way to improve your visibility and enhance your company's profile.

## WEBINAR ADVERTISING



Pricing	Regular Price	Member Price
Sponsor One	\$1,100	\$1,000
Sponsor Three	\$2,875	\$2,500

**Sponsorship Includes:**

- Corporate logo on chosen webinar's presentation slides (along with WRLA logo)
- Corporate logo and link on the WRLA website (webinar page)
- Logo recognition on all social media posts related to your chosen WRLA webinar
- Corporate logo and link on all webinar news items in WRLA eNews



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# NETWORKING CONNECTIONS

**B**uild up your business at a WRLA event and be seen by industry leaders. Our events are an opportunity for our industry members to connect and network. We have a number of opportunities to promote your brand.



# GOLF TOURNAMENTS

WRLA annual golf tournaments, held regionally across Western Canada, offer an exclusive opportunity to engage with 100+ key industry players and build important relationships in a relaxed social atmosphere.

Our golf tournaments begin with a warm-up before teams of four play the 18-holes on lush fairways with strategically placed bunkers and immaculate greens and culminate with dinner and prize-giving.

Your support makes a direct impact on the future of Canada's lumber and building materials industry. Proceeds from WRLA golf tournaments support our members by giving back to their employees and employees' children with each WRLA Education Grant.

## SPONSORSHIP OPPORTUNITIES:

- Event Sponsor
- Golf Cart Sponsor
- Golf Hole Sponsor (18 available)
- Lunch Sponsor
- Cocktail Party Sponsor



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# WRLA BUILDING & HARDWARE SHOWCASE

The WRLA Building & Hardware Showcase is the largest gathering of the lumber and building materials industry in Canada, bringing together the industry's top decision makers and opinion leaders, providing unrivalled networking opportunities where exhibitors and suppliers can get their products in front of the most diverse range of buyers in the industry to develop new markets, generate sales leads and gain national exposure.

Partnership opportunities involve participating in the creating of a complete, active and engaging visitor experience designed to maximize your exposure to key markets. Whether visitors interact with your product, take away samples or meet with you face-to-face, your sponsorship opportunity will be custom-crafted to meet your specific objectives.

## SPONSORSHIP OPPORTUNITIES:

- Event Registration Sponsor
- Tote Bag Sponsor
- Show App Sponsor
- New Product Area Sponsor
- Education Sponsor
- Zen Lounge Sponsor
- Luncheon Sponsor
- Social and Award Evening Sponsorship Opportunities (Happy Hour, Band and Evening Gift Bag)



## TAKE THE NEXT STEP

Get complete information about how partnering with the WRLA builds your strongest connection to the largest audience in the lumber and building materials industry in Canada.



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