



# 2024

# PARTNERSHIP OPPORTUNITIES

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



**Let's Go Build**

Growth • Future • Belonging  
Stability • Career

Our recruitment campaign will be launching in Winter 2023



Ways to support your local building supply store

- BUY PRODUCTS
- LEAVE A REVIEW
- TAG THEM
- SHARE A POST
- LIKE THEIR POSTS
- BUY A GIFT CARD
- GIVE THEM A SHOUT OUT



JAN 17-19

# BUILDING & HARDWARE SHOWCASE 2024

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

### WHY INVEST WITH THE WRLA?

In 2019, Consumers spent \$1.16 billion across the Lumber and Building Materials Industry in the prairie provinces alone (Manitoba, Saskatchewan, and Alberta.) That makes the Lumber and Building Materials Industry a vital part of the Canadian economy. Our members are instrumental in building communities. WRLA is instrumental in bringing our members together.

### STAND OUT AND BE NOTICED

Your network is your most valuable asset. Investing in a comprehensive and effective marketing strategy will be critically important to sustainable growth for your business.

Stay connected to your highest value prospects with advertising and media that reaches a business-savvy audience. When you're reading a WRLA publication or eblast, or watching our webinars and videos, you've got the LBM Industry at top of mind—which is the perfect place to highlight your products and services!

### WRLA LEADS THE WAY.

We continuously work to **attract** new talent into the Lumber and Building Materials Industry to keep our members' businesses growing and thriving. We **connect** manufacturers and distributors, retailers and contractors, and more. We **educate** our members with industry-leading courses help them keep a competitive edge, and we **advocate** for our members' interests with the government.

### TAKE ADVANTAGE OF TURNKEY MARKETING OPPORTUNITIES.

Choose from the WRLA's full-service suite of multimedia product offerings to put your name and product offering in front of the people who are actively looking for them.

Our partnerships are scalable, and we've got something 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.

When you partner with WRLA, you are gaining access to a nationwide network of retail customers that trusts our industry expertise and relies on us as a source of professional knowledge.

We'll work with you to help you position your business as an industry leader, build your brand, and achieve success in the local and national market. WRLA will design a strategic, tailored marketing approach to increase your visibility to retail customers, manufacturers, wholesalers, distributors, and the Lumber and Building Materials Industry at Large.

**The industry needs your product or service.**

**We are the industry's association.**

**Let's work together.**

# PRINT ADVERTISING OPPORTUNITIES



## YARDSTICK MAGAZINE

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.



### PRODUCTION SCHEDULE

2023/2024 Issues	Ad Close	Ad Material Due	Mail Out
Spring	Feb 9	Feb 23	Mar 22
Summer	May 3	May 17	June 14
Fall	July 26	Aug 9	Sept 13
Winter	Nov 9	Nov 22	Dec 20

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

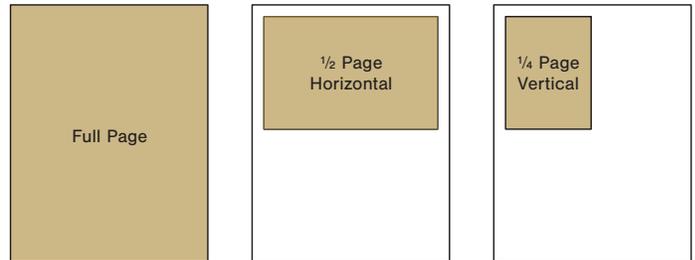
### YARDSTICK MAGAZINE ADVERTISING

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 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.



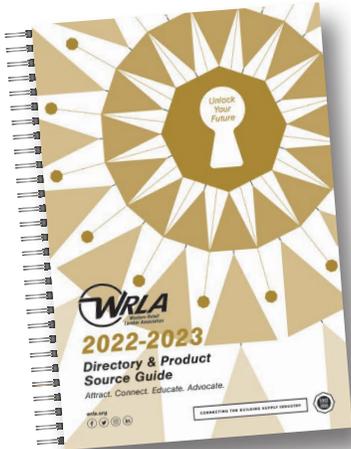
**Advertising Inquiries**

Email: [marketing@wrla.org](mailto:marketing@wrla.org)

## PRINT ADVERTISING OPPORTUNITIES

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# 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	Listing Details	Ad Material Due	Mail Out
July 19	July 26	Aug 2	Sept 13

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

### DIRECTORY & PRODUCT SOURCE GUIDE AD SIZES

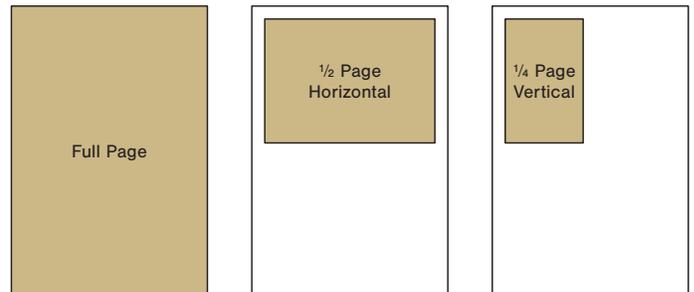
Ad Size	Trim Size (w x h)
Double Page Spread*	5.75" x 8.5" x 2
Full Page*	5.75" x 8.5"
1/2 Page Horizontal	5" x 3.666"
1/4 Page Vertical	2.333" x 3.666"

*\*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



#### 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.



**Advertising Inquiries**

Email: [marketing@wrla.org](mailto:marketing@wrla.org)

# DIGITAL ADVERTISING OPPORTUNITIES



## ENEWS

Our monthly e-newsletters reach an engaged audience that have opted-in to receive ongoing communication from us. Our open and read rate is far above the industry standard—our members are reading our communications! Exclusive ad placements are an ideal way to reach our members at key times in their day.

Monthly updates relate relevant feature articles on topics such as emerging trends, technology, products and processes, as well as the latest WRLA activities connecting our membership, industry certification, educational programs and current events that help owners, managers and employees make the best-informed decisions possible for their business.

### ENEWS ADVERTISING



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

\*eNews Banner: 300px x 100px



## WRLA NEWS

**Hardware & Building Showcase 2023: Exhibitor Dashboard is now live!**

Everything you need to know to be an exhibitor at our showcase, all in one place! Check out the dashboard for the most up-to-date info. Spaces are filling up fast - if you haven't yet booked your spot, get registered today!

**Dealers - save 15% until November 15!**

Earlybird Registration ends soon, Act now to save money and avoid the ticket line at the show!

[Exhibitor Dashboard](#)  
[Dealer Registration](#)

**ATTRACT  
CONNECT  
EDUCATE  
ADVOCATE**



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.

These ad spaces are highly desired and fill up fast.

### 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



Rectangle Banner: 700px x 120px



#### Building Materials Update

To our valued industry partners,  
Supply chain challenges continue to evolve and shift as we progress through 2021.

Key factors that continue to add pressure are global competition for raw materials, transportation and labour shortages. Raw materials such as resins, paper, semiconductors, steel, copper and aluminum supplies continue to be low.

Container costs and port congestion continue to be an issue. Regular container pricing has jumped to \$25,000 USD + and premium service container rates are \$30,000 USD + with no end in sight as to when these will start to fall. The demand for product continues to be high.

[READ MORE](#)

To ensure you receive all emails from Western Retail Lumber Association (WRLA), add us to your trusted or safe senders list.

Western Retail Lumber Association | www.wrla.org



Square Banner: 250px x 250px

Rectangle Banner: 700px x 120px

# DIGITAL ADVERTISING OPPORTUNITIES



## 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

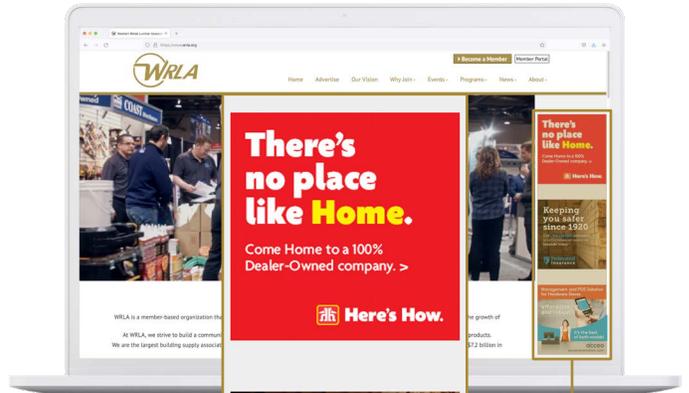


Pricing	Regular Price	Member Price
6 Months*	\$1,100	\$990
12 Months*	\$1,875	\$1,687

\*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



Advertising Inquiries

Email: [marketing@wrla.org](mailto:marketing@wrla.org)

# PRINT ADVERTISING OPPORTUNITIES



## NETWORKING OPPORTUNITIES

Build 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 are fun with a purpose. Held regionally across Western Canada, the tournaments offer an exclusive opportunity to engage with 100+ key industry players and build important relationships in a relaxed social atmosphere. The net proceeds from all golf registrations and sponsorships go toward WRLA Educational grant program. These grants allow members and their families to receive funding toward post-secondary education. Your support makes a direct impact on the future of Canada's Lumber and Building Materials Industry. Sponsorships not only help ensure the tournaments are properly funded, but they can provide great name recognition and awareness for the members.



### SPONSORSHIP OPPORTUNITIES:

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



**Advertising Inquiries**  
Email: [marketing@wrla.org](mailto:marketing@wrla.org)

## EVENT ADVERTISING OPPORTUNITIES



# 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
- Luncheon Sponsor
- Social and Award Evening Sponsorship Opportunities (Happy Hour, Band and Evening Gift Bag)
- And more! We'll work with you to create the perfect sponsorship opportunity for you!

## 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.

