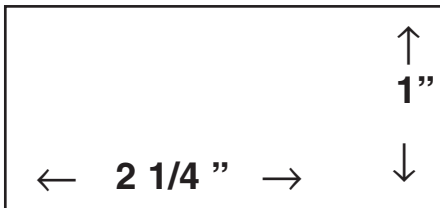


# THE WHOLESALER

## Information on Classified Advertising

Sample, 1 inch  
Classified Ad



2004 Classified Advertising Rates Per  
Column Inch are as Follows:

# of Insertions:	1	6	12
	\$135	\$130	\$125

(Blind Box \$30 extra)

...and excellent reasons to pick *The Wholesaler*:

- More prospects for you. Over 34,000 wholesalers receive *The Wholesaler* magazine. We have the largest circulation in the industry.
- 89% of all recipients are Presidents, VP's and HR Director's.
- The tabloid format of *The Wholesaler* produces more responses than you would receive in a standard size publication.
- *The Wholesaler* produces livelier-page graphics to quickly catch the attention of classified followers.
- *The Wholesaler* has over 60% share of market versus *Supply House Times*.

To place a classified advertisement, contact Jenny Stringer at 847/564-1127 or email your copy to [jenny@tmbpublishing.com](mailto:jenny@tmbpublishing.com) or fax your copy to 847/564-1264. We will set the type and fax a proof to you for confirmation.

*The Wholesaler*, 1838 Techny Court, Northbrook, IL 60062  
Phone: 847/564-1127 Fax: 847/564-1264