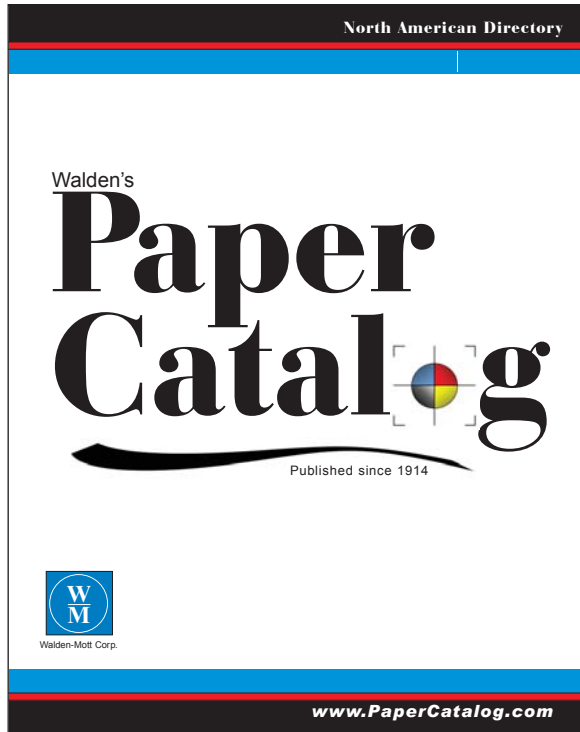


“The Industry’s Resource for Printing Papers Since 1914”

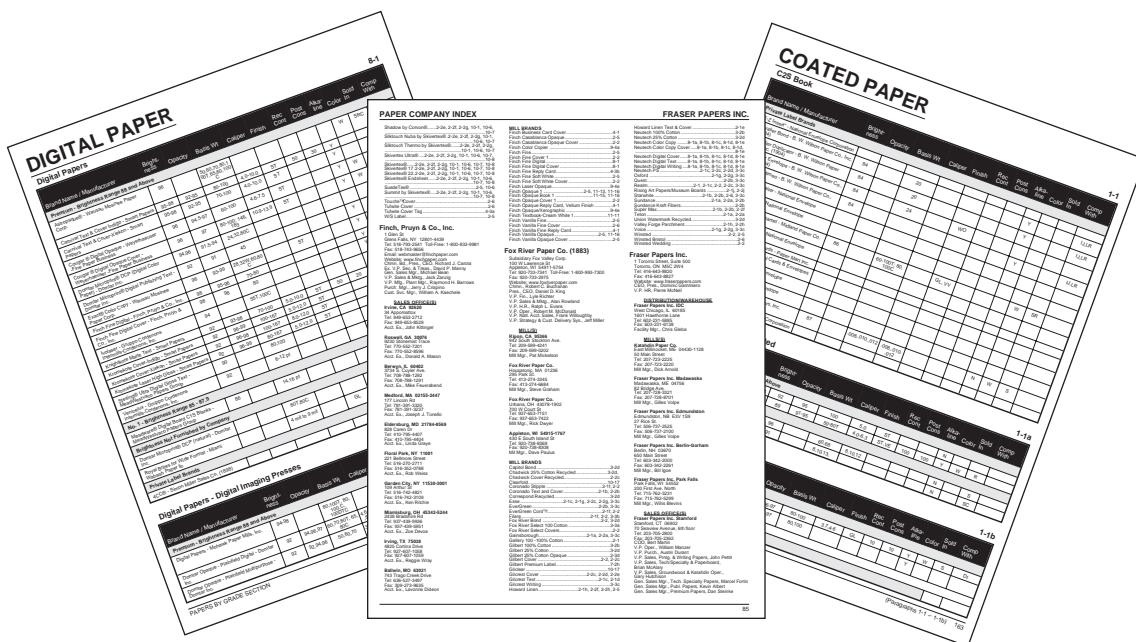


Advertising Enhances Your:

- Sales and Marketing
- Brand Name Recognition
- Corporate Identity
- Distribution Network
- Customer Focus

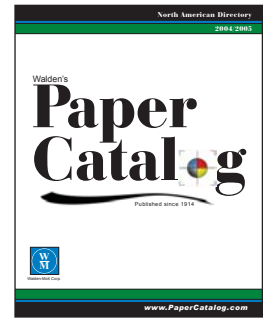
Paper Catalog is Used By:

- Printers & Graphic Artists
- Publishers
- Paper Buyers
- Paper Merchants
- Paper Converters
- Paper Manufacturers



Walden's Paper Catalog

*"The Encyclopedia of Printing Papers"
since 1914*



Published Annually

Walden's Paper Catalog -

The industry's most complete resource for information on commercial printing and writing papers.

Used by printers, publishers, graphic artists, government agencies, brokers and distributors to compare, locate and specify fine papers.

Brands are listed alphabetically and by classification of paper. Paper distributors are listed geographically to help printers source from a local supplier.

Brand Name Index - This section lists, in alphabetical order, both mill and private brands.

Papers by Grade - This section contains listings of mill brand papers arranged according to grade. Comparable mill brands are grouped together.

Paper Company Index - This section contains a list of manufacturers, converters and merchants who manufacture or distribute printing grades of paper in the United States and Canada. It furnishes paper buyers with names, addresses and telephone numbers of firms listed in the Brand Name Index section.

Distributor Index - This section is devoted to page listings of merchants. Arranged geographically to help paper buyers locate a local source.

Please contact: **Alfred Walden**
afwalden@waldenmott.com

Charlie Walden
charlie@waldenmott.com

Paper Catalog Advertising Rates 2009/2010

Inside Front Cover	\$1,950
Inside Back Cover	\$1,950
Back Cover	\$2,650

Paper Companies, Brand Index and Papers by Grade Sections: (black & white)

Full Page Advertisement	\$1,650
Bound Inserts - (furnished by Advertiser) ..	\$1,750
Banner Advertisement - (7 1/2" x 2 1/2")	\$600

Distributor Section

Full page Advertisement (7 1/2" x 10")	\$450
1/2 Page Horizontal (7 1/2" x 5")	\$275
1/3 Page Vertical (2 1/4" x 10")	\$225
2 Column x 2" (4 3/4" x 2")	\$195
Foot Note - 3 col. x 1 1/4" (7 1/2" x 1 1/4")	\$195

Mechanical Requirements

Production Process:

Web Offset; Perfect Binding

Dimensions:

Trim size: 8 3/8" x 10 5/8"

Bleed size: 8 5/8" x 10 7/8"

(live area 1/2" from left side, 1/4" from top, 1/4" from bottom and 1/4" from right)

Electronic Files:

PDF, EPS, TIF, and Quark(ver. 5 & 6) files are accepted

Please provide a printed copy or match print with all electronic files.

Issue and Closing Date

Published annually: September 2009

Closing date: September 10, 2009



Walden-Mott Corporation
225 North Franklin Turnpike
Ramsey, New Jersey 07446

Phone: 201-818-8630 Fax: 201-818-8720

www.papercatalog.com

www.waldenmott.com

DIGITAL PAPER

Digital Papers

8-1

Brand Name / Manufacturer	Bright-ness	Opacity	Basis Wt	Caliper	Finish	Rec Cont	Post Cons	Alka-line	Color	Sold In	Comp With
Premium - Brightness Range 88 and Above											
Astropaque® - Wausau Mosinee Paper Corp.	96		50,60,70,80,100T,65,70,100C						W	SRC	DI,IJ,LR,XI
Carnival Text & Cover Indigo - Smart Papers	95-98	92-95	80-100	4.0-10.0	ST	50	30	Y			
Carnival Text & Cover-Xiekon - Smart Papers	95-98	92-95	70-100	4.0-10.0	ST			Y			
Cougar® Digital Opaque - Weyerhaeuser -Fine Paper Business	96	94.5-97	70-100	4.6-7.5	ST			Y	W		
Cougar® Digital Opaque Cover - Weyerhaeuser -Fine Paper Business	96	97	80-100; 146, 183	10.9-13.9	ST			Y	W		
Domtar Microprint® DCP (Digital Color Paper) - Domtar Inc.	94,96	95-94	24,32,80C								
Domtar Microprint® Digital Publishing Text - Domtar Inc.	92	91	45					Y			
Exact® Color Copy - Wausau Mosinee Paper Corp.	96	93-99	28,32W,60,80C		ST			Y	W	SRC	DI,IJ,LR,XI
Finch Fine Digital - Finch, Pruyitt & Co., Inc.	98	95-96	70-80								
Finch Fine Digital Cover - Finch, Pruyitt & Co., Inc.	98	98	80								
Ivolaser - Gruppo Cordenons Intermills-Cordenons, Inc.	94		55T,100C								
Knightkote Microprint® Smart Papers	92	93-98	70-100	5.0-10.0							
Kromekote Cover Indigo - Smart Papers	92	96-99	100-167	5.0-12.0							
Kromekote Cover-Xiekon - Smart Papers	92	96-98	100-167	8.0-12.0							
Kromekote Laser High Gloss - Smart Papers	92	96-99	80-167	5.0-12.0							
Sterling® Ultra Digital Gloss Text - MeadWestvaco Papers Group	90		80,100								
Venicelux - Gruppo Cordenons Intermills-Cordenons, Inc.	92		6-12 pt								
No. 1 - Brightness Range 85 - 87.9											
Meadware® Digital Board C1S Blanks - MeadWestvaco Papers Group	86		14,16 pt						W	S	DI
Brightness Not Furnished by Company											
Domtar Microprint® DCP (natural) - Domtar Inc.			80T,80C								
Royal Brites for Wide Format - Miami Wabash Paper llc			4 mil to 9 mil		GL						
Private Label Brands											
4CC® - Simon Miller Sales Co. (1898)											

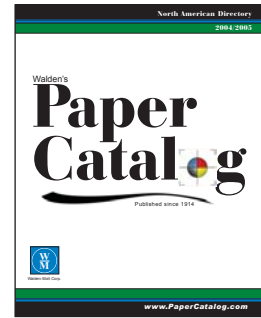
SAMPLE PAGE

**Banner Advertisement
in the right Location
will Drive Sales
and promote
Brand Recognition**



Walden's Paper Catalog

*"The Encyclopedia of Printing Papers"
since 1914*



Published Annually

Paper Catalog Advertising Rates 2009/2010

Inside Front Cover	\$1,950
Inside Back Cover	\$1,950
Back Cover	\$2,650
Paper Companies, Brand Index and Papers by Grade Sections: (black & white)	
Full Page Advertisement	\$1,650
<u>Bound Inserts</u> - (furnished by Advertiser) ..	\$1,750
Banner Advertisement - (7 1/2" x 2 1/2")	\$600
Distributor Section	
Full page Advertisement (7 1/2" x 10")	\$450
1/2 Page Horizontal (7 1/2" x 5")	\$275
1/3 Page Vertical (2 1/4" x 10")	\$225
2 Column x 2" (4 3/4" x 2")	\$195
Foot Note - 3 col. x 1 1/4" (7 1/2" x 1 1/4")	\$195

Advertising Order Form:

Ad Size _____
 Ad Placement _____
 Frequency _____
 Cost of Ad _____

Banner Advertisements: (only \$600)
 Promote a specific grade (limit one per page)
 First to request receives placement and first right of refusal for that position in the future.

Reserve Category: _____

Total Cost _____

Advertiser Contact Information

Company Name _____
 Contact _____
 Address _____
 City, State Zip _____
 Phone _____
 Fax _____
 Email _____

Agency Contact Information

Agency Name _____
 Contact _____
 Agency Address _____
 City, State Zip _____
 Phone _____
 Fax _____
 Email _____

Terms and conditions: Payment is due within 30 days of statement date. Accounts 30 days or more overdue are charged a 2 percent monthly late fee. Walden-Mott cannot accept advertising from an advertiser whose account is 60 days or more past due. Cancellations of scheduled advertising must be in writing and received by Walden-Mott 10 days prior to the closing date. Insertions canceled fewer than 10 working days prior to the closing date require full payment at the contracted rate. Walden-Mott reserves the right to hold the advertiser and/or its agency jointly and individually liable in the event of nonpayment for all monies due Walden-Mott. Walden-Mott is not responsible for copy inaccuracies or unsatisfactory final production quality resulting from provided materials. In agreement with these terms, I hereby authorize placement of the advertising space as specified on the contract.

Advertiser/Agency Signature _____ Date _____

Authorized Paper Catalog Signature _____ Date _____