# Western Forester



Serving members of the Oregon, Washington State, Inland Empire and Alaska Societies of American Foresters

# **2013 Advertising Rate Card**

The Western Forester is an official publication of the Society of American Foresters. It is issued by the Oregon, Washington State, Inland Empire, and Alaska Societies of American Foresters and is produced by the SAF Northwest Office of those four state societies at the World Forestry Center in Portland, Ore.

The Western Forester promotes a timely exchange of quality resource management information among foresters, resource managers and those in related disciplines. Each issue focuses on a specific theme in addition to including articles covering current and emerging forestry issues, information about new techniques, philosophies and equipment pertinent to forestry, calendar of events, Policy Scoreboard (a featured column to keep SAF members informed of state society policy activities) and other items of interest to resource managers.

#### Circulation

The Western Forester was established in 1955 and is published five times per year. The Western Forester serves 1,700 SAF members in Oregon and Washington, 250 members of the Inland Empire Society, and 150 members of the Alaska Society. It is also distributed to forestry leaders throughout the United States. Distribution is approximately 2,200.

## **Advertising**

Advertising in the *Western Forester* reaches professional foresters and resource managers, including those in private industry, government and NGOs, consultants, academicians, and students, many whom are responsible for purchasing equipment, supplies and services. SAF members are responsible for managing the resources of forestland, including timber appraisal and sale, logging, manufacturing, forest engineering and construction, forest protection, reforestation, fish and wildlife management, recreation, forestry education and extension, and GIS.

The Western Forester is also available for download in a .pdf file on the Northwest SAF website at www.forestry.org/northwest/ westernforester. Website statistics indicate that the Western Forester is one of the more popular pages on the website, receiving over 1,000 hits per month.

#### **Deadlines & Themes**

Refer to chart for reservation due dates and themes.

Issue/Theme	Deadline	Distribution Date		
January/February 2013 Nov. 19, 2012 End of January Reflections on Forest Management: Can Fish and Fiber Coexist?				
March/April/May 2013 Wildlife in Managed Forests	February 18	End of April		
June/July/August 2013 June 3 End of July Forest Biomass: To Energy and Beyond				
September/October 2013  Baby Boomers	August 5	End of September		
November/December 2013 FIA in the PNW	October 7	End of November		
January/February 2014 Reforestation and Nursery Mai	November 25 nagement	End of January		

# **Rate Policy**

Rates are based on a column-inch charge per issue and on the number of insertions placed in a five-issue cycle. Advertisers that advertise in all five issues receive an approximate 10 percent discount on each issue. Advertisers that advertise in three or four of the five-issue cycle receive an approximate five percent discount on each issue. See page 2 for available sizes and rates.

#### **Black & White Rates**

Refer to sizes and rates on page 2.

# **Spot Color Rates**

Add \$150 to black & white rates for one color (PMS 348). Add \$200 to black & white rates for one specified PMS color.

#### **Bleeds**

No charge for full page black & white bleeds.

## **Publishing Policies**

Advertisements are placed throughout the publication with regard given to requested position. All advertising copy is subject to approval by the editor. The editor reserves the right to reject or cancel an ad at any time.

Advertisers shall supply insertion instructions for every advertisement including issue to be inserted, size of advertisement and any special instructions. Notice of any change in contract should be given 30 days prior to deadline of the next scheduled issue. Neither the advertiser nor the agency may cancel an ad after the deadline date.

## **Billing and Payment Terms**

The advertiser or agency will be invoiced after publication. Agency discounts are not recognized. Unless otherwise requested, one copy of the magazine will be provided with the invoice.

#### **Mechanical Requirements**

Trim size: 8 3/8"W x 10 3/4"H

Bindery: Saddle Stitch

1 column: 2 1/4"W

Paper: 50# white book

2 columns: 4 3/4"W

Ink: black + PMS 348 on 8 pages

3 columns: 7 1/4"W

**Printing:** Web press

## **Camera-Ready Ads**

Please submit your ad in one of the following formats: 200 dpi .eps or .tiff; high resolution .pdf; or Quark Xpress 6.5 for Mac document with all fonts and graphics included. Grayscale files for black & white ads.

#### Ad Design

Ad design is available for those not able to furnish a camera-ready ad. Provide instructions concerning content, format and size. The charge for this service is \$40 per hour, with a minimum charge of \$40.

# Western Forester

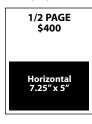


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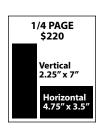
# Black & White Rates (1x)

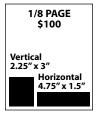


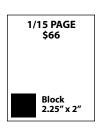












A column rate is charged for ads that don't fit the above sizes.

#### **Column Rates**

Ad Size	1-2x	3-4x	5x
1-5 inches	\$33.00	32.00	29.00
6-8 inches	31.00	29.00	27.00
9-15 inches	26.50	25.50	25.00
16-20 inches	25.50	24.50	23.00
21-30 inches	23.00	22.00	20.00

#### **Website Ads**

Advertise on the Northwest SAF website at www.forestry.org, which receives over 75,000 page requests a year. These ads will be located on either our home or state pages and are available at a one-year, six-month, or three-month rate. Visitors click on your ad and are directed to your website so you can promote your products and services.

# **Website Advertising Rates**

One year: \$1,000 Six months: \$600 Three months: \$350

Western Forester print advertisers receive a 15 percent discount off these rates.

#### Website Advertising Specs

File type: .jpg Width: 225 pixels Height: 175 pixels

Screen resolution: 72 pixels/inch

**Send all contracts, insertion orders, billing inquiries, ads and other correspondence to:** Lori Rasor, Editor, *Western Forester* 4033 SW Canyon Rd., Portland, OR 97221 • Phone: 503-224-8046 • fax: 503-226-2515 • rasor@safnwo.org