

# Western Forester

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



## 2015 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](http://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 2015 <i>What's New in Wood Products Research?</i>	November 25, 2014	End of January
March/April/May 2015 <i>Changing Technology and Smart Phone and Tablet Applications</i>	February 23, 2015	End of April
June/July/August 2015 <i>Is Multiple-use Forestry Dead?</i>	June 1	End of July
September/October 2015 <i>Experimental Forests</i>	August 3	End of September
November/December 2015 <i>Managing Riparian Forests: Why and Why Not?</i>	October 5	End of November
January/February 2016 <i>Fuel Treatments</i>	November 16	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

**Column dimensions:**

**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.

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### Black & White Rates (1x)

<b>FULL PAGE</b> <b>\$690</b>  No bleed 7.25" x 9.5"  Bleed 8.375" x 10.75" plus 1/4" trim	<b>1/2 PAGE</b> <b>\$400</b>  <b>Horizontal</b> 7.25" x 5"	<b>1/2 PAGE</b> <b>\$400</b>  <b>Vertical</b> 4.75" x 7.5"	<b>1/3 PAGE</b> <b>\$265</b>  <b>Block</b> 4.75" x 5"	<b>1/4 PAGE</b> <b>\$220</b>  <b>Vertical</b> 2.25" x 7"  <b>Horizontal</b> 4.75" x 3.5"	<b>1/8 PAGE</b> <b>\$100</b>  <b>Vertical</b> 2.25" x 3"  <b>Horizontal</b> 4.75" x 1.5"	<b>1/15 PAGE</b> <b>\$66</b>  <b>Block</b> 2.25" x 2"
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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](http://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](mailto:rasor@safnwo.org)