

# Western Forester

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



## 2016 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.

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 and includes articles on current and emerging forestry issues, new techniques, philosophies, and equipment pertinent to forestry, ongoing research and findings, 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 2,000 SAF members in Oregon, Washington, Northern Idaho, and Alaska. It is also distributed to forestry leaders throughout the United States.

### Advertising

Advertising in the *Western Forester* reaches professional foresters and resource managers, including those in private industry, government and NGOs, consulting, academics, and students, many of 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).

### Deadlines & Themes

Refer to chart for reservation due dates and themes.

Issue/Theme	Deadline	Distribution Date
Jan/Feb 2016 <i>Fuel Treatments</i>	November 16, 2015	January 12, 2016
March/April/May <i>Political Implications for the election year</i>	February 22	April 19
June/July/August <i>Forest Management in the Face of Drought</i>	May 23	July 14
September/October <i>Urban Forestry</i>	August 1	September 15
November/December <i>Safety and Security on Forestlands</i>	September 26	November 8
Jan/Feb 2017 <i>Small Business Sustainability</i>	November 21	January 12, 2017

### 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 five consecutive issues receive an approximate 10 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 \$100 to black & white rates for one color (PMS 348).

Add \$175 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> \$760  No bleed 7.25" x 9.5"  Bleed 8.375" x 10.75" plus 1/4" trim	<b>1/2 PAGE</b> \$440  Horizontal 7.25" x 5"	<b>1/2 PAGE</b> \$440  Vertical 4.75" x 7.5"	<b>1/3 PAGE</b> \$295  Block 4.75" x 5"	<b>1/4 PAGE</b> \$245  Vertical 2.25" x 7"  Horizontal 4.75" x 3.5"	<b>1/8 PAGE</b> \$115  Vertical 2.25" x 3"  Horizontal 4.75" x 1.5"	<b>1/15 PAGE</b> \$75  Block 2.25" x 2"
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Call for a quote if interested in other sizes.

### Website Ads

Advertise on the Northwest SAF website at [www.forestry.org](http://www.forestry.org), which receives over 75,000 page views a year. These ads will be located on our home page 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 Specs

File type: .jpg  
Width: 225 pixels  
Height: 175 pixels  
Screen resolution: 72 pixels/inch

### 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.

**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)