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.

Deadlines & Themes

Refer to chart for reservation due dates and themes.

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

Bindery: Saddle Stitch

Paper: 50# white book

Ink: black + PMS 348 on 8 pages

Column dimensions:

1 column: 2 1/4"W

2 columns: 4 3/4"W

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



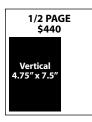
Serving members of the Oregon, Washington State, Inland Empire and Alaska Societies of American Foresters

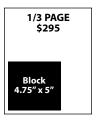
2016 Advertising Rate Card

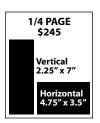
Black & White Rates (1x)

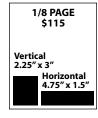


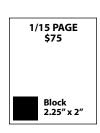












Call for a quote if interested in other sizes.

Website Ads

Advertise on the Northwest SAF website at 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 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