

Western Forester

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



2008 Advertising Rate Card

Editorial Statement

The *Western Forester* is an official publication of the Society of American Foresters. It is issued by the Oregon and Washington State Societies of American Foresters and is produced by the SAF Northwest Office of those two 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 bimonthly, or every-other month. Rates outlined below for 2008 are based on a six-time per year publication cycle.

The *Western Forester* serves 2,000 SAF members in Oregon and Washington, 300 members of the Inland Empire Society and 200 members of the Alaska Society. It is also distributed to leaders in professional forestry throughout the United States. Distribution is approximately 2,600.

Advertising in the *Western Forester* reaches professional foresters, including private industry and governmental foresters, 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 joint Oregon and Washington State SAF website at www.forestry.org/wf. Website statistics indicate that the *Western Forester* is one of the more popular pages on the website, receiving over 1,000 hits per month in 2007.

Rate Policy

Rates are based on a column-inch charge per issue and on the number of insertions placed in a six-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.

Black-and-white advertising rates

Rates based on \$ per column inch/issue

Size	1-2x	3-5x	6x
1-5 inches	27.50	26.50	25.50
6-8 inches	25.00	24.00	22.50
9-15 inches	22.00	21.00	20.50
16-20 inches	21.00	20.00	19.00
21-30 inches	19.00	18.00	16.50

Color Rates

Black and one color (publisher's choice):
Add \$150 to black-and-white rates

Black and one color (specified PMS color):
Add \$200 to black-and-white rates

Bleeds

No charge for full-page bleeds

2008 Publication Schedule

Issue	Theme	Deadline	Date Mailed to Members
January/February 2008	Invasive Species	Nov. 26, 2007	January 22, 2008
March/April	LiDAR	Feb. 11, 2008	March 18
May/June	Tribal Forestry	April 14	May 20
July/August	The Face of Family Forestry	June 19	July 22
September/October	Legal Issues	August 11	September 16
November/December	Forestry Professionals Today and Tomorrow	October 13	November 18
January/February 2009	Climate Change	November 24	January 20, 2009

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. If artwork, film or prints are to be returned, please notify; otherwise they are retained by our printer for one year.

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.

Advertisers or agencies with invoices outstanding for more than 60 days will not be allowed to place additional advertisements in the magazine until all past accounts are paid in full.

Mechanical Requirements**Production and Design**

Mac/Quark Xpress 4.1

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

Binding: Saddle Stitch

Column dimensions:

1 column: 2 1/4" W

2 columns: 4 3/4" W

3 columns: 7 1/4" W

Materials

Provide ad in .eps, .tiff, .jpg or .pdf format via email or cd. Ads can be designed—see below for details.

Color: Specify PMS color, unless publisher's choice. Ad to be supplied as .eps with spot color in place. Ads with color are an additional charge.

Changes to previously furnished ads: Changes must be submitted by the deadline. Typesetting and production costs will be charged at an hourly rate, with a minimum charge of \$30.

Ad design available: For those not able to furnish camera-ready ad copy, an ad can be designed for you. Provide instructions concerning content, format and size. The charge for this service is \$30 per hour, with a minimum charge of \$30.

Shipping Instructions

Send all contracts, insertion orders, billing inquiries, email files and correspondence to:

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