

Western Forester

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



2010 Advertising Rate Card

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 in 2010 will be published five times per year. Rates outlined below for 2010 are based on a five-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

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.

Deadlines & Themes

Refer to chart for reservation due dates and themes.

Issue/Theme	Due Date	Distribution Date
January/February 2010 Managing Forest Catastrophes	Nov. 23, 2009	First week of February
March/April/May Wildlife in Managed Forests	March 1, 2010	First week of May
June/July/August Promoting SAF Chapter Efforts	June 7	Late July
September/October Thinning	August 9	First week of October
November/December Clean Water	October 11	First week of December
January/February 2011 Forestry and Energy	November 29	First week of February

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. 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.

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 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.

Changes to previously furnished ads must be submitted by the deadline. Typesetting and production costs will be charged at \$40 per hour rate, with a minimum charge of \$40.

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Black & White Rates

FULL PAGE \$630 No bleed 7.25" x 9.5" Bleed 8.375" x 10.75" plus 1/4" trim	1/2 PAGE \$360 Horizontal 7.25" x 5"	1/2 PAGE \$360 Vertical 4.75" x 7.5"	1/3 PAGE \$240 Block 4.75" x 5"	1/4 PAGE \$195 Vertical 2.25" x 7" Horizontal 4.75" x 3.5"	1/8 PAGE \$105 Vertical 2.25" x 3" Horizontal 4.75" x 1.5"	1/15 PAGE \$60 Block 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	\$30.00	29.00	28.00
6-8 inches	27.50	26.50	24.50
9-15 inches	24.00	23.00	22.50
16-20 inches	23.00	22.00	21.00
21-30 inches	21.00	20.00	18.00

ELECTRONIC MARKETING OPPORTUNITIES FOR WESTERN FORESTER ADVERTISERS

Online Website Ads

Advertise on the joint Oregon/Washington State SAF website at www.forestry.org, which received over 128,000 page requests in 2009. These ads will be located on our home page and are available at a six month and one year rate. Visitors click on your ad and are directed to your website so you can promote your products and services.

Email Blast Advertising

OSAF and WSSAF occasionally send information to members via an electronic newsletter. Your company or organization can sponsor an email blast newsletter; your logo/artwork will be included and when members click on the link, they will be directed to your website.

For rates and specs about these opportunities, which are only available to *Western Forester* print advertisers, contact Lori Rasor at rasor@safnwo.org or 503-224-8046.

Send all contracts, insertion orders, billing inquires, ads and other correspondence to: Lori Rasor, Editor, *Western Forester*
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