

Northwest Woodlands

2012-2013 Advertising Rate Card

Northwest Woodlands is the publication of the Oregon Small Woodlands and Washington Farm Forestry Associations. It is published by the World Forestry Center in Portland, Ore., for those two associations plus members of the Idaho Forest Owners Association and Montana Forest Owners Association.

Northwest Woodlands promotes a timely exchange of quality resource management information to family forest owners. Each 32-page issue focuses on a specific theme.

Circulation is approximately 4,000.

Deadlines & Themes

Issue/Theme	Due Date	Distribution Date
Winter 2012 <i>Threats to Your Property</i>	November 7, 2011	January 25, 2012
Spring 2012 <i>Markets</i>	February 13	April 25
Summer 2012 <i>Management Plans</i>	May 14	July 25
Fall 2012 <i>Biofuels and Nutrient Benefits of Slash Retention</i>	August 13	October 25
Winter 2013 <i>Owning Forestland: What's Next?</i>	November 5, 2012	January 25, 2013
Spring 2013 <i>Monitoring Forestland Activities</i>	February 11	April 25
Summer 2013 <i>Eastside Forestry: What's the Skinny?</i>	May 13	July 25
Fall 2013 <i>Forestland Recreation</i>	August 12	October 25

Rate Policy

Rates are based on a column-inch charge per issue. Advertisers that advertise in four consecutive issues will receive a 10 percent discount on each issue, deducted on the fourth issue.

Black & White Rates

Refer to sizes below for ad dimensions and rates. A column rate of \$35 is charged for ads that don't fit these sizes. No charge for full page bleeds.

Color Rates

Add \$300 to black & white rates.

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.

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.

The publisher reserves the right to demand prepayment in full from a new advertiser or agency prior to the first insertion. Prepayment may also be required from current or past advertisers or agencies that have a record of delinquent payment with the publisher.

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: Four color process, cmyk 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 and cmyk for color 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.

Website Advertising

Website advertising is now available on the OSWA, WFFA and IFOA websites. For rates and specs, contact Lori Rasor at 503-488-2104 or rasor@safnwo.org.

FULL PAGE
\$700

No bleed
7.25" x 9.5"

Bleed
8.375" x 10.75"
plus 1/4" trim

1/2 PAGE
\$400

Horizontal
7.25" x 5"

1/2 PAGE
\$400

Vertical
4.75" x 7.5"

1/3 PAGE
\$265

Block
4.75" x 5"

1/4 PAGE
\$215

Vertical
2.25" x 7"

Horizontal
4.75" x 3.5"

1/8 PAGE
\$115

Vertical
2.25" x 3"

Horizontal
4.75" x 1.5"

1/15 PAGE
\$65

Block
2.25" x 2"

Send all contracts, insertion orders, billing inquiries, ads and other correspondence to: Lori Rasor, Editor, Northwest Woodlands
4033 SW Canyon Rd., Portland, OR 97221 • Phone: 503-488-2104; fax: 503-226-2515; rasor@safnwo.org