



# Western Forester

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

## 2022 Advertising Rate Card

The *Western Forester* is an official publication of the Oregon, Washington State, and Alaska State Societies of American Foresters and is produced by the SAF Northwest Office on behalf of those three 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 four times per year. The *Western Forester* serves 1,800 SAF members in Oregon, Washington, and Alaska. It is also distributed to forestry leaders throughout the United States.

The *Western Forester* is also available for free download in a PDF file on the Northwest SAF website at <https://forestry.org/western-forester/>.

### Advertising

Advertising in the *Western Forester* reaches professional foresters and resource managers, including those in private industry, government and NGOs, consulting, academics, 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, inventory, forestry education and extension, and GIS.

### Deadlines & Themes

Refer to chart for reservation due dates and themes.

| Issue/Theme   | Deadline         | Distribution Date |
|---|------------------|-------------------|
| Jan/Feb/Mar 2022<br><i>What's New With Forest Operations</i>      | January 10, 2022 | February 16, 2022 |
| April/May/June<br><i>Exploring K-12 Forestry Education</i>        | April 1          | May 18            |
| July/Aug/Sept<br><i>The Latest Advances in Wood Manufacturing</i> | July 5           | August 18         |
| Oct/Nov/Dec<br><i>Wildfires in the PNW - Present and Future</i>   | October 3        | November 16       |

### Advertising Options

We have two advertising options available: print and website.

#### Print Advertising

##### 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.

##### 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 high resolution .pdf 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.

#### Website Advertising

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

#### 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.



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### Black & White Rates (1x)

|   |  |  |   |  |  |   |
|---|--|--|---|--|--|---|
| <b>FULL PAGE</b><br>\$850<br><br>No bleed<br>7.25" x 9.5"<br><br>Bleed<br>8.375" x 10.75"<br>plus 1/4" trim | <b>1/2 PAGE</b><br>\$490<br><br>Horizontal<br>7.25" x 5" | <b>1/2 PAGE</b><br>\$490<br><br>Vertical<br>4.75" x 7.5" | <b>1/3 PAGE</b><br>\$325<br><br>Block<br>4.75" x 5" | <b>1/4 PAGE</b><br>\$270<br><br>Vertical<br>2.25" x 7"<br><br>Horizontal<br>4.75" x 3.5" | <b>1/8 PAGE</b><br>\$125<br><br>Vertical<br>2.25" x 3"<br><br>Horizontal<br>4.75" x 1.5" | <b>1/15 PAGE</b><br>\$85<br><br>Block<br>2.25" x 2" |
|---|--|--|---|--|--|---|

Call for a quote if interested in other sizes.

### Website Advertising Rates

|               |         |
|---------------|---------|
| One year:     | \$1,000 |
| Six months:   | \$600   |
| Three months: | \$350   |

Western Forester print advertisers receive a 15 percent discount off website rates.

### 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.

**Send all contracts, insertion orders, billing inquiries, ads, and other correspondence to:**

Andrea Watts, Editor, *Western Forester*

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