



NATIONAL WOODLANDS

374 Maple Ave. East, Ste. 310, Vienna, VA 22180 • 703-255-2700 • www.nwoa.net

2014 ADVERTISING RATE SHEET

There is no better national advertising buy at these rates to a paid mail circulation.

U.S. MAIL CIRCULATION OF 8,000 TO NWOA MEMBERS IN ALL STATES. THIS INCLUDES ALL 50 STATE FORESTERS, 718 U.S. FOREST SERVICE OFFICES, 42 NRCS, 31 EXTENSION, AND 400 CONSULTING FORESTERS, PLUS 24,000 MEMBERS OF 42 AFFILIATED STATE ASSOCIATIONS ROTATED IN FOUR REGIONAL EDITIONS

Northeast: 11

Small Woodland Owners of Maine, New Hampshire Timberland Owners Ass'n., Vermont Woodlands Ass'n. Massachusetts Forestry Alliance, Connecticut Forest & Park Ass'n., Rhode Island Forest Conservators, New York Forest Owners Ass'n., New Jersey Forestry Ass'n. Pennsylvania Forestry Ass'n., Delaware Forestry Ass'n., Maryland Forests Association

West: 11

Washington Farm Forestry Ass'n, Oregon Small Woodlands Ass'n., Forest Landowners of California, Idaho Forest Owners Ass'n., Montana Forest Owners Ass'n., Colorado Forestry Ass'n., Utah Forest Owners Council, Kansas Forestry Ass'n. Alaska Forest Stewards, Wyoming Forestry Council, South Dakota Family Forests Association

North Central: 9

Michigan Forests Ass'n., Wisconsin Woodland Owners Ass'n., Minnesota Forestry Ass'n., Iowa Woodland Owners Ass'n., Indiana Forestry & Woodland Owners Ass'n. Ohio Woodland Owners Council, Woodland Owners of West Virginia. Forest & Woodland Association of Missouri

South: 11

Alabama Treasure Forest Ass'n., Kentucky Woodland Owners Ass'n., NC Woodlands, Oklahoma Woodland Owners Ass'n., Georgia Fed. of Forest Owners, Virginia Woodlands Ass'n. Florida Forest Owners Council, Louisiana Woodland Owners, Tennessee Woodland Owners Association, Ozark Woodland Owners Ass'n. (Ark). Texas Forest Landowner Associations.

Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page
\$1,365	\$960	\$780	\$540	\$450	\$315	\$255

These are per issue, 4x rate, annual contract, mail distribution of 8,000-10,000/issue.

NATIONAL WOODLAND OWNERS ASSOCIATION

“Sharing Ideas and Leadership”

374 Maple Ave. East, Ste 310, Vienna, VA 22180 • P 703-255-2700 • F 703-281-9200
www.nwoa.net

Advertising Rates & Information, 2014

Background

National Woodlands is a quarterly magazine written for and by woodland owners, consulting foresters and other forestry professionals across the United States. With many regular features, it is recognized for its broad coverage of current forest issues in Washington, DC and all 50 states.

In addition to news, each issue explores a current issue in depth, including Global Warming and its Effect on Forests in the US; Biomass Production and Markets, Wildlife Management, Invasive Species, and more. Regular features include Timber Taxes, Forest Certification, Woodland Report (state and national news), Conservation News Digest, and Forestry Extension.

Quarterly Regional Editions

In addition to the special subject focus described above, the quarterly issues also feature reports from the four major woodland regions in the United States: Northeast, South, Lake States/North Central, and West. This allows for emphasis on markets, forest management, politics, and the activities of the 42 affiliated state landowner associations. See page 1 for a listing of these organizations which are collectively known as the **Alliance of Landowner Associations**

Advertising Policy

Advertisers are responsible for submission of copy and materials. Cancellations are not accepted after closing dates. The publisher reserves the right to repeat previous advertisements if new materials are not received on or before the closing date. The publisher also reserves the right to reject any advertising materials, which are considered objectionable in wording or appearance.

Publisher accepts ad copy set in type, negatives (minimum 133-line screen, maximum 150-line screen), positives, paste-ups and repros. Electronic files are preferred. High-resolution PDF format is best. Adv. copy may be changed by advertiser at no charge. Mats are not accepted.

Mechanical Data

Printing is by offset lithography, sheet fed on high-grade 70# coated stock from camera-ready copy scaled to size. Binding is by saddle stitch.

Page Size	7 3/4" x 11"
Gutter	1/4"
Side Margin	7/16"
Binding Margin	3/8"
Top/Bottom Margin	1/2"
Columns	1/4"
Bleed	Allow 1/8" at outside, top and bottom of page. Live matter should be 3/8" from edge of art or film, or 1/4" from trim.

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“The Independent Voice of Landowners”

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4X Advertising Rates: 2014

<u>Ad Description</u>	<u>Ad Size (Inches)</u>	<u>1 Issue</u>	<u>4X Cost Per Year:</u>
Full Page	7 x 10	\$1,365	\$5,460
2/3 Page	4 1/2 x 10 or 7 x 6 1/2	\$960	\$3,840
1/2 Page	7 x 5 or 3 1/8 x 10 or 4 1/2 x 7 1/2	\$780	\$3,120
1/3 Page	7 x 3 1/4 or 2 1/6 x 10 or 4 1/2 x 5	\$540	\$2,160
1/4 Page	3 3/8 x 5 or 4 1/2 x 3 3/4 or 2 1/6 x 7 1/2	\$450	\$1,800
1/6 Page	2 1/6 x 5 or 3 3/8 x 3 1/4 or 4 1/2 x 2 1/2	\$315	\$1,260
Cover – Back	7 x 10	\$1,740	\$6,960
Cover – Inside	7 x 10	\$1,650	\$6,600

*** Note: These are color rates.** There is no discount for black and white copy.

Production services are also available at reasonable cost. These include: design, layout, illustration, typesetting, negative work, color separations, changes, revisions, etc. Please call to request a quote.

CLOSING DATES:

NATIONAL WOODLANDS:

Call for possible flexibility in submitting advertising copy.
We do our best to accommodate changes.

<u>Issue</u>	<u>Closing Date</u>
Winter	January 15
Spring	April 15
Summer	June 15
Fall	October 15

For More Information Contact: Argow@nwoa.net

National Woodlands Magazine, 374 Maple Ave. East, Ste. 310, Vienna, VA 22180

Ph: (703)255-2700 Fax: (703)281-9200 email: argow@nwoa.net