



NATIONAL WOODLAND OWNERS ASSOCIATION

“The Independent Leader”

374 Maple Ave. East, Ste 310, Vienna, VA 22180 • 703-255-2700 • 703-281-9200

www.woodlandowners.org

ADVERTISING 2011 RATE SHEET

HOW WOULD YOU REACH 2000 LANDOWNER LEADERS, ALL 50 STATE FORESTERS, 718 U.S. FOREST SERVICE OFFICES, 42 NRCS FORESTERS AND 31 EXTENSION FORESTERS ALL AT ONCE?

Advertise in **NATIONAL WOODLANDS MAGAZINE**

NATIONAL WOODLANDS is mailed four times a year to 2,000 Landowner Leaders, 50 State Foresters, 42 Natural Resource Conservation Service Foresters, 31 Extension Foresters, 22 Forestry School Deans and 718 U.S. Forest Service offices in all 50 states.

Northeast:

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

North Central:

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, Illinois Forestry Ass'n.
Woodland Owners of West Virginia

West:

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 Woodland Owners Council, Hawaii Forest
Landowners Network, Alaska Forest Owners Council

South:

Alabama Treasure Forest Ass'n., Kentucky Wood-
land Owners Ass'n., NC Woodlands, Oklahoma
Woodland Owners Ass'n., Georgia Fed. of Forest
Owners, Ozark Woodland Owners Ass'n (Ark.),
Virginia Woodlands Ass'n., Texas Forest Owners
Council, Tennessee Woodland Owners Council

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 rates are per issue, **4X for color!** One to five insertions are 15% higher.

***Our rates are more reasonable than any comparable
forestry and landowner magazine, and we are subscription based!***

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Advertising Rates & Information, 2011

Background

National Woodlands is a quarterly magazine directed at woodland owners, consulting foresters and other forestry professionals across the United States. It is recognized for a broad base of coverage of current forest issues in Washington, DC and all 50 states.

The companion magazines feature articles and news about woodlot management; legislation affecting woodland owners and managers; tax guidelines and other information of interest and importance to those who grow, manage and harvest the nation's forest resource.

Circulation

National Woodlands is leader-oriented magazine that is mailed to subscribers in all 50 states and the District of Columbia, including the Directors of 36 Affiliated State Landowner Associations representing 25,500 woodland owners.

Advertising Policy

National Woodlands Magazine carries advertising that is useful to landowners and their interests in Wood Markets, Fire Control, Sustainable Forest Management, and Forestry Services.

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 issue to issue at no charge.

Mats are not accepted.

Mechanical Data

Printing is by offset lithography, sheet fed on high-grade 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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Advertising Rates: 2011

<u>Ad Description</u>	<u>Ad Size (Inches)</u>	<u>1 Issue</u>	<u>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 cost. These include: design, layout, illustration, typesetting, negative work, color separations, changes, revisions, etc. Please call to request a quote.

Closing Dates

Camera-ready copy is due by the 1st of the month preceding publication.

NATIONAL WOODLANDS: Call for possible flexibility in submitting advertising copy when a confirmed advertising order has been sent and confirmed.

<u>Issue</u>	<u>Closing Date</u>
Winter	January 1
Spring	April 1
Summer	June 1
Fall	October 1

FAMILY LANDS & Conservation:

In 2012 this new annual publication will be mailed to all 25,500 members of the 36 State Landowner Associations affiliated with National Woodland Owners. Advertising preference will be given to regular advertisers in National Woodlands Magazine.

For More Information Contact:

National Woodlands Magazine, 374 Maple Ave. East, Ste. 310, Vienna, VA 22180
Ph: (703)255-2700 Fax: (703)281-9200 email: argow@nwoa.net

