

NATIONAL WOODLAND OWNERS ASSOCIATION

374 Maple Ave. East, Ste 310 ▪ Vienna, VA 22180 ▪ Ph: 703.255.2700 ▪ info@woodlandowners.org



2010

HOW DO YOU REACH 25,000 LANDOWNERS AND FORESTERS AT ONCE?

Advertise in NATIONAL WOODLANDS Magazine and FAMILY LANDS & Conservation News!

NATIONAL WOODLANDS is a quarterly magazine mailed to 2,500 landowner leaders, State Foresters, Natural Resource Conservation Service foresters, consulting foresters and U.S. Forest Service offices in all 50 states. **FAMILY LANDS & Conservation** has a subscription-based mailing to 25,000 affiliated woodland owner addresses nationwide once per year. Quoted rates/year include at least four appearances, including one in **FAMILY LANDS**.

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 Organization, Delaware Forestry Ass'n., New Jersey Forestry Ass'n., Maryland Woodland Owners Council, Pennsylvania Forestry Association

North Central:

Michigan Forests Ass'n., Wisconsin Woodland Woodland Owners Ass'n., Minnesota Forestry Ass'n., Iowa Woodland Owners Ass'n., Ohio Woodland Owner Ass'ns., Indiana Forestry & Woodland Owners Ass'n., Woodland Owner Association 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 Woodland 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 Ass'ns, 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 three insertions are 15% higher.

Advertising Rates & Information, 2010

Background

National Woodlands is a quarterly magazine directed at woodland owners, consulting foresters and other forestry professionals across the United States. *FAMILY LANDS & Conservation* is mailed to affiliated woodland owners nationwide once year.

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 mailed to subscribers in all 50 states, the District of Columbia, Canada and other foreign countries. Circulation is approximately 2,500 per issue. *FAMILY LANDS & Conservation* is mailed to approximately 25,000 addresses.

Advertising Policy

National Woodlands Magazine, and companion *FAMILY LANDS & Conservation Magazine* carry advertising that will be both useful and of interest to landowners and foresters.

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.

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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"The Independent Leader"

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

www.woodlandowners.org

Advertising Rates, 2010

<u>Ad Description</u>	<u>Ad Size (Inches)</u>	<u>1 Issue</u>	<u>6 Issues</u>
Full Page	7 x 10	\$1,455	\$8,190 (\$1,365/issue)
2/3 Page	4 1/2 x 10 or 7 x 6 1/2	\$1,035	\$5,760 (\$960/issue)
1/2 Page	7 x 5 or 3 1/8 x 10 or 4 1/2 x 7 1/2	\$825	\$4,680 (\$780/issue)
1/3 Page	7 x 3 1/4 or 2 1/6 x 10 or 4 1/2 x 5	\$600	\$3,240 (\$540/issue)
1/4 Page	3 3/8 x 5 or 4 1/2 x 3 3/4 or 2 1/6 x 7 1/2	\$495	\$2,700 (\$450/issue)
1/6 Page	2 1/6 x 5 or 3 3/8 x 3 1/4 or 4 1/2 x 2 1/2	\$330	\$1,890 (\$315/issue)
1/8 Page	3 3/8 x 2 1/2	\$270	\$1,530 (\$255/issue)
Cover – Back	7 x 10	\$1,740	\$9,900 (\$1,650/issue)
Cover – Inside	7 x 10	\$1,650	\$6,360 (\$1,590/issue)

*** 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:

<u>Issue</u>	<u>Closing Date</u>
Winter	Call our office.
Spring	Call our office.
Summer	Call our office.
Fall	Call our office.

FAMILY LANDS & Conservation:

Early Spring	Call our office
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For More Information Contact:

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