



# Alabama FORESTS

Invest in the following packages and receive some valuable extras for free!



**Contact:**  
 Jacquie Powell  
 at 334-481-2120  
 or [ads@alaforestry.org](mailto:ads@alaforestry.org)

Advertiser indemnifies the Association (AFA) against losses or liabilities arising from this advertising. AFA assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay AFA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

**PACKAGE 1:**

**Ad Size:** Full page, full color  
**Placement (5x):** All four issues of *Alabama Forests* plus the *Annual AFA Membership Directory*

**You will also receive:**

- 156 pixel x 149 pixel advertising space in our bi-weekly e-newsletter, *AFA Newsroom*
- E-partner recognition on [alaforestry.org](http://alaforestry.org)

**PLUS**

- 333 pixel x 250 pixel advertising space on [alaforestry.org](http://alaforestry.org)

**PACKAGE 2:**

**Ad Size:** ½ page, full color  
**Placement (5x):** All four issues of *Alabama Forests* plus the *Annual AFA Membership Directory*

**You will also receive:**

- 156 pixel x 149 pixel advertising space in our bi-weekly e-newsletter, *AFA Newsroom*
- E-partner recognition on [alaforestry.org](http://alaforestry.org)

**Alabama Forests & the 2016 Membership Directory Net Advertising Rates**

**Full Color Rates**

Size	1x	3x	5x
Double Page Spread	\$2,889	\$2,694	\$2,558
Outside Back Cover	\$2,499	\$2,405	\$2,303
Inside Front or Inside Back Cover	\$2,320	\$2,226	\$2,124
Full Page	\$1,921	\$1,827	\$1,725
1/2 Page	\$1,113	\$1,054	\$1,003
1/3 Page	\$816	\$773	\$731
1/4 Page	\$612	\$578	\$552
1/6 Page	\$467	\$442	\$416
1/8 Page	\$357	\$340	\$323
Belly Band	\$3,085		

**AD SPECIFICATIONS**

**Alabama Forests**

**Full Page**

With bleed: Trim size = 8.375" x 10.875"  
 Include 0.125" minimum bleeds on **all** sides

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Live area: Allow 0.25" in from trim

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Bleeds: Add 0.125" on **all** sides

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Nonbleed: 7.4" x 9.7"

**Two-Page Spread**

With bleed: Trim size = 16.75" x 10.875"

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Live area: Allow 0.25" in from trim

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Bleeds: Add 0.125" on **all** sides

**Partial Pages**

	Width	Height
Half, horizontal (nonbleed)	7.4"	4.75"
Half, horizontal (with bleed) Add 0.125" bleed on <b>all</b> sides	8.375"	5.25"
Half, vertical (nonbleed)	3.6"	9.7"
Half, vertical (with bleed) Add 0.125" bleed on <b>all</b> sides	4.125"	10.875"
Quarter, vertical (nonbleed)	3.6"	4.75"
Third, horizontal (nonbleed)	7.4"	3.1"
Third, vertical (nonbleed)	2.35"	9.7"
Sixth horizontal (nonbleed)	3.6"	3.1"
Eighth, horizontal (nonbleed)	3.6"	2.2"

**Membership Directory**

**Full Page**

With bleed: Trim size = 5.75" x 8.5"  
 Include 0.125" minimum bleeds on **all** sides

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Live area: Allow 0.25" in from trim

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Bleeds: Add 0.125" on **all** sides

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Non bleed: 4.875" x 7.5"

**Partial Pages**

	Width	Height
Half, horizontal (nonbleed)	4.875"	3.6"
Half, horizontal (with bleed)	5.75"	4.125"
Half, vertical (nonbleed)	2.375"	7.5"
Half, vertical (with bleed) Add 0.125" bleed on <b>all</b> sides	2.75"	8.5"
Third, vertical (nonbleed)	1.5"	7.5"
Third, vertical (with bleeds) Add 0.125" bleed on <b>all</b> sides	1.875"	8.5"
Third, horizontal	4.875"	2.375"
Quarter, vertical	2.375"	3.6"
Sixth, horizontal	2.375"	2.375"
Eighth, horizontal	2.375"	1.7"

**DEADLINES**

Spring, March 3; Directory, March 3;  
 Summer, June 2; Fall, September 1;  
 Winter, December 1.

**MAILING SCHEDULE**

Spring: April 22  
 Directory: April 15  
 Summer: July 22  
 Fall: October 15  
 Winter: January 30

**MECHANICAL SPECIFICATIONS**

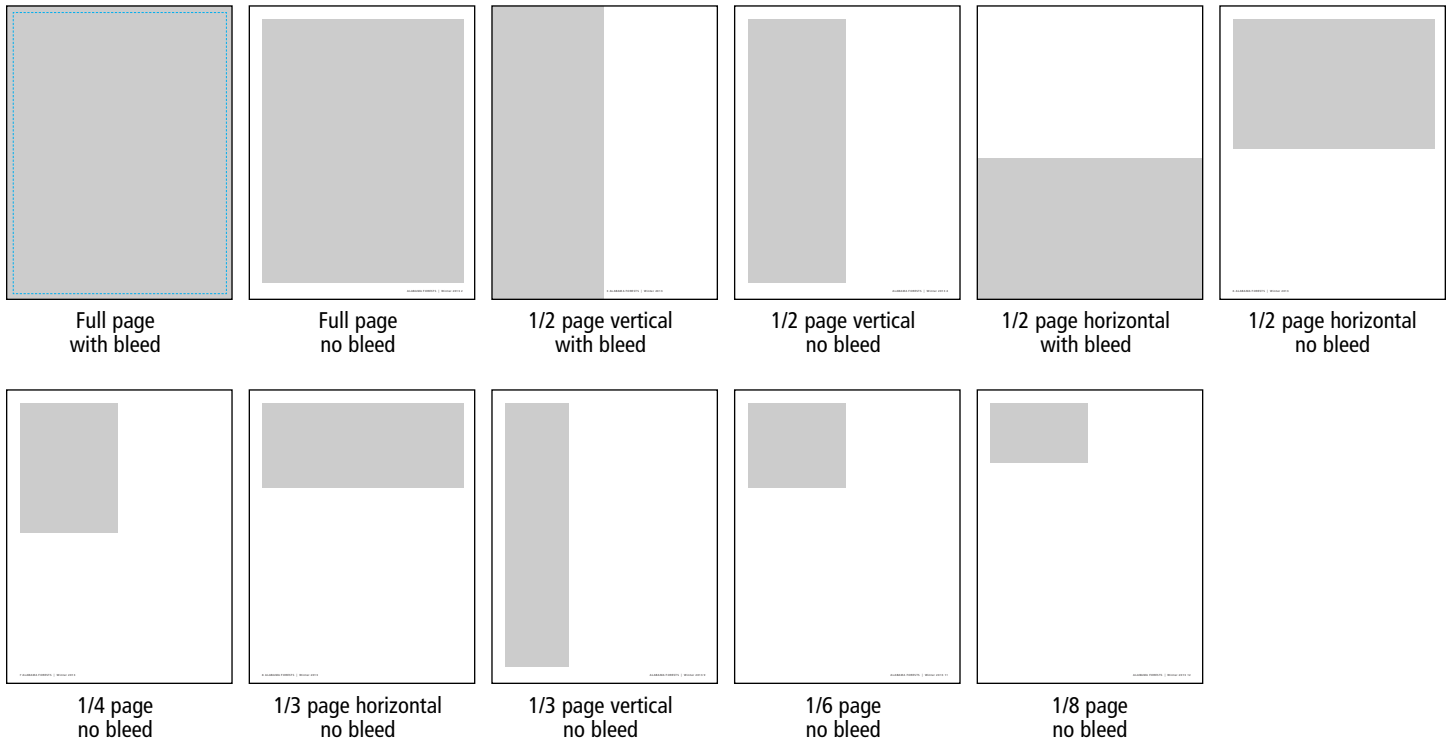
Trim Size: *Alabama Forests* 8.375" x 10.875"  
 Binding: saddle stitched

Trim Size: *Membership Directory* 5.75" x 8.5"  
 Binding: spiral bound

**File Preparation**

- Export file as hi res pdf X-1A (300dpi) with completely embedded fonts—no subsets—with 0.125" bleeds, and crop marks. All placed photos cmyk, 300 dpi, placed at or close to 100%. All colors cmyk.
- Illustrator: save to Illustrator CS5, all fonts converted to paths. All colors cmyk.
- Photoshop: rasterize fonts and flatten layers. Convert to cmyk.

**NOTE: Magazine and Directory ad sizes are not interchangeable. Please submit ads sized for each publication.**





# Alabama FORESTS

The Alabama Forestry Association, publisher of *Alabama Forests* is hereby authorized to insert advertising for:

*(Fill in information that applies)*

Name of Advertiser \_\_\_\_\_

Represented by \_\_\_\_\_

Mailing Address \_\_\_\_\_  
 \_\_\_\_\_

Ad Production Contact \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Contact \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Address ( Same as Mailing)  
 \_\_\_\_\_

Please place this advertisement in the following issues:

Spring     Directory     Summer     Fall     Winter\*  
 (Deadline) Mar. 3, 20\_\_    Mar. 3, 20\_\_    June 2, 20\_\_    Sept. 1, 20\_\_    Dec. 1, 20\_\_

\* *The Winter issue will be published and billed at the beginning of following year.*

**Size of Advertisement**

- Back Cover (Full-Page)
- Inside Front Cover (Full-Page)
- Full-Page
- Half-Page
- One-Third Page
- One-Fourth Page
- One-Sixth Page
- One-Eighth Page

**Total Charges**

\$ \_\_\_\_\_ Cost of ad per insertion  
 × \_\_\_\_\_ Number of insertions per year  
 \$ \_\_\_\_\_ **Total**

**How to Place Your Order**

● Fill out the insertion order on this page. Complete only the blanks that apply to you and **fax** the order to **334-262-1258** or scan and email it to **ads@alaforestry.org**.

or

● Visit **alaforestry.org**. Under the NEWS & INFO tab, click on ADVERTISING WITH AFA and then on INSERTION order. The form can filled out electronically and emailed to **ads@alaforestry.org**.

**Send Us Your Ad File:**

● Before the deadline of the issue in which you wish to advertise, email your electronic ad file to us at **ads@alaforestry.org**.

Remember that accepted file format is **high-resolution (300 dpi) PDF x-1A file**, at the correct size purchased, with crop marks, 1/8" bleeds on all sides, all colors converted to cmyk. Please label the file with your company name.

If you have any questions about your order, please call Jacquie Powell at 334-481-2120 or contact her via email at **ads@alaforestry.org**.

Please sign, then fax the completed form to (334) 262-1258 or email it to **ads@alaforestry.org**.

*Typing your name in the signature line is acceptable as we will follow up with you to confirm that the signature is yours.*

Date \_\_\_\_\_

Signature \_\_\_\_\_

Note: This is an ad insertion order. I understand that advertisement fees will be due upon receipt of invoice from the Alabama Forestry Association accompanied by tear sheet of the ad.



# AFA NEWSROOM

## NEWS FOR ALABAMA'S FORESTRY COMMUNITY

**A**FA Newsroom is the Alabama Forestry Association's online newsletter for AFA members and affiliated organizations. It is published twice monthly and is packed with all the latest information on the forest products industry, including meetings and scheduled events both during the time of each issue and on into the year. It combines the timeliness of a weekly newspaper with the immediacy of the Internet.

### Connect with Professionals in a Growing Industry

"Who will see my advertisement in *AFA Newsroom*?" you ask. AFA members are owners/operators of sawmills, pulp and paper mills, consulting foresters, wood manufacturers, hunting clubs, and landowners, the latter now buttressed with 3000 new recipients from the Tree Farm Program.

AFA members represent four of the top five domestic pulp and paper mills, ranking in the top 10 in pulp and paper production worldwide. At the same time, Alabama's 22+ million acres of forests are growing, with more than 1 million acres of forestland today than we had just 10 years ago.

### Provides Maximum Exposure

Being featured in our *Newsroom* assures you high visibility and relevancy to our members. In addition to your ad in the *Alabama Forest Magazine* and the online magazine, your new newsroom connection will include a link to your website so consumers can access your products and services immediately.



### AFA Newsroom Advertising Rates

Size	Standard rotating block (156 x 149 Pixels)
File Size	20-50KB
Frequency	2 issues monthly
Cost	\$500 annually

### File Preparation

- Export file as jpg, colors rgb, maximum file size 200 KB

### Deadlines

Please send ads to [ads@alaforestry.org](mailto:ads@alaforestry.org) by 20th of the month preceding first publication date.

### Contact:

Advertising Sales  
Alabama Forestry Association  
555 Alabama Street  
Montgomery, AL 36104  
[ads@alaforestry.org](mailto:ads@alaforestry.org)  
334-481-2120

\*It is required that all *Newsroom* advertisers must first place advertisement in all 4 issues of *Alabama Forests* annually.

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