



We are the Industry.

A Good Thing Just Got a Whole Lot Better!

The Alabama Forestry Association is pleased to announce that we are stretching your advertising dollars to the limit by adding 3,000 Alabama Tree Farmers to the list of recipients of *Alabama Forests*, the AFA's flagship quarterly magazine. **Adding these landowners will more than triple the number of individuals who will now see your message!** That means, in addition to the cream of the forest products industry in Alabama, your message will now also be seen by 3,000 additional landowners, bringing total readers of *Alabama Forests* to more than 5,000 forestry families, landowners, companies, hunting clubs, and forest product manufacturers! In accomplishing this enhancement of readership, eight prime pages in each issue of *Alabama Forests* will be dedicated to Alabama tree farmers as a regular section!

For more than 60 years in Alabama, AFA has promoted the \$13 billion a year forest products industry and served as the *voice of forestry in Alabama* by representing AFA members in local, state, and national affairs.

Helping promote the forest industry through education and by keeping members up to date on the latest developments and technologies, AFA publishes its quarterly magazine, *Alabama Forests* and the annual *AFA Membership Directory*. These journals are used by AFA members as a buyer's guide to locate quality suppliers of products and services throughout the year.

Connect with Professionals in a Growing Industry

"Who will see my advertisement in *Alabama Forests* and/or the *AFA Membership Directory*?" 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.

Advertising in *Alabama Forests* & *AFA Directory*...

MAXIMIZES EXPOSURE: Being featured in our directory and magazine assures you of high visibility and relevancy to our members. We'll also strategically place your ad for maximum exposure and impact.

ENHANCES VISIBILITY: All advertisers receive a free custom listing in our Index of Advertisers, with your company listed under a category of YOUR choice along with the page number of your ad.

Contact:

Advertising Sales
Alabama Forestry Association
555 Alabama Street
Montgomery, AL 36104
ads@alaforestry.org
334-481-2120

2012 PUBLICATION INFORMATION

All ads are due by the 1st of the month preceding insertion: Spring, March 1; Directory, March 1; Summer, June 1; Fall, September 1; Winter, December 1.

Please send a hard copy proof. A laser proof is fine if color is not critical. Ad agency assumes all responsibility for variations in ad content if hard copy proofs are not supplied.

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 (300dpi) with completely embedded fonts—no subsets—with 0.125" bleeds, crop marks

Eps/tif files converted to cmyk, 300 dpi, placed at or close to 100%

■ From Indesign please save as pdf X-1A

■ Illustrator files save down to Illustrator CS2, all fonts converted to paths. Convert to cmyk.

AD SPECIFICATIONS

(Alabama Forests)

Full Page

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

Live area: Allow 0.25" in from trim

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

Nonbleed: 7.4" x 9.7"

Two-Page Spread

With bleed: Trim size = 16.75" x 10.875"

Live area: Allow 0.25" in from trim

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 all sides	8.375"	5.25"
Half, vertical (nonbleed)	3.6"	9.7"
Half, vertical (with bleed) Add 0.125" bleed on all sides	4.125"	10.875"
Quarter, vertical	3.6"	4.75"
Sixth horizontal	3.6"	3.1"
Sixth, vertical	2.35"	4.625"
Eighth, horizontal	3.6"	2.2"

Alabama Forests & the 2012 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		

Black and White Rates

Size	1x	3x	5x
Full Page	\$1,224	\$1,164	\$1,105
1/2 Page	\$765	\$722	\$688
1/3 Page	\$586	\$561	\$527
1/4 Page	\$433	\$408	\$399
1/6 Page	\$348	\$331	\$314
1/8 Page	\$272	\$255	\$246

AD SPECIFICATIONS (Membership Directory)

Full Page

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

Live area: Allow 0.25" in from trim

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

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 all sides	2.75"	8.5"
Third, vertical (nonbleed)	1.5"	7.5"
Third, vertical (with bleeds) Add 0.125" bleed on all 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"

NOTE: NEW AD SIZES

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).