

# The Forestry *Source* & Online Career Center

## Advertising Rates

*The Forestry Source* is the nation's leading forestry newspaper. It is must-read for natural resources professionals who want to be the first to hear forestry news. The Society of American Foresters Online Career Center is America's leading website for employment opportunities in forestry and land management. Together, *The Forestry Source* and the Online Career Center provide the impact and visibility demanded by human resource professionals.

### Placing a Classified Ad

To place a classified ad, please send your ad via email to Claire D. Kovacs at [claired@safnet.org](mailto:claired@safnet.org). Your ad will be processed and posted online within 24 hours of receipt. Your ad will be posted online at our Career Center as well as run in print in the next available issue of *The Forestry Source*. You will receive a confirmation email stating the total cost of the ad, as well as a hyperlink to your ad posted at the Online Career Center. You may choose to run your ad online only, if that better suits your needs.

### Advertising Rates

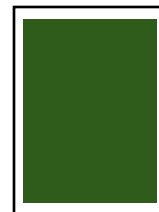
Line ad rates are \$1.85 per word with a \$105 minimum. This rate includes both the print and the online version of your ad. Boxed classified ads are also available; please see information on the right for sizes and rates.

### Billing Procedures

Prepayment for your ad is not necessary. We will send an invoice to you with proof of publication. If your agency, school, or company uses purchase orders, you may provide the purchase order number at any time prior to billing. It is not necessary to provide purchase order information at the time you place an ad.

### Boxed Classified Ads

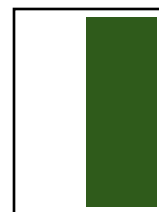
Boxed classified ads can include logos if desired. Ad sizes and rates are listed below. You can submit your boxed ad as a PDF (please see reverse side for details) or we can create your ad for an additional production fee (\$75 per hour)



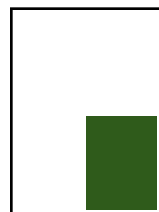
**Full page tabloid**  
10 1/16" w x 13 1/4" h  
(60p4.5 x 79p6)  
\$2,059



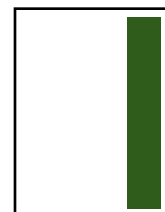
**1/2 page horizontal**  
10 1/16" w x 6 1/2" h  
(60p4.5 x 39p)  
\$1,221



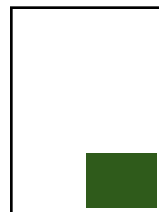
**1/2 page vertical**  
4 7/8" w x 13 1/4" h  
(29p3 x 79p6)  
\$1,221



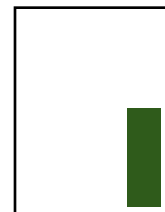
**1/4 page**  
4 7/8" w x 6 1/2" h  
(29p3 x 39p)  
\$611



**1/4 page column**  
2 1/3" w x 13 1/4" h  
(13p11.25 x 79p6)  
\$611



**1/8 page horizontal**  
4 7/8" w x 3 1/8" h  
(29p3 x 18p9)  
\$522



**1/8 page column**  
2 1/3" w x 6 1/2" h  
(13p11.25 x 39p)  
\$522



Send all contracts, insertion orders, materials, and correspondence to:

Claire D. Kovacs  
Advertising Manager  
Society of American Foresters  
Tel: (866) 897-8720 ext. 142  
Email: [claired@safnet.org](mailto:claired@safnet.org)

# The Forestry *Source* & Online Career Center

## Advertising Specifications

### ***The Forestry Source Specifications***

**Newspaper format:** tabloid

**Paper Stock:** 40 lb white

### **Agency Commission**

There is a 15% agency commission given to recognized advertising agencies on gross charges.

### **Circulation/Website Activity**

*The Forestry Source* is published by the Society of American Foresters and distributed monthly to a membership of more than 14,000 forestry and land management professionals and consulting foresters. Additional subscribers include leaders in policy, education, and natural resources from the public and private sectors. The SAF website enjoys a highly focused and targeted audience. The website - **www.safnet.org** - receives more than 50,000 viewer sessions per month.

### **Deadlines**

*The Forestry Source* is issued monthly. Please refer to the following webpage for classified advertising deadlines:

[www.safnet.org/careercenter](http://www.safnet.org/careercenter) and click on 'Place a Classified Ad.'

There is no deadline for online ads - they can be posted at any time.

### **Material Submission**

Line Ads: Email text to [claired@safnet.org](mailto:claired@safnet.org)

Boxed Ads: Email text to [claired@safnet.org](mailto:claired@safnet.org). Email logo (if desired) as jpeg or high-resolution, print quality PDF.

When creating PDF's, graphics should be CMYK color mode only.

Society of American Foresters  
5400 Grosvenor Lane  
Bethesda, MD 20814-2198  
Tel: (301) 897-8720  
Toll Free: (866) 897-8720  
Fax: (301) 897-3690  
[www.safnet.org](http://www.safnet.org)