

# FOREST SCIENCE

A BIMONTHLY JOURNAL OF RESEARCH AND TECHNICAL PROGRESS

## Advertising Rates

**Forest Science**, published February, April, June, August, October, and December, is internationally renowned as the world's leading forestry research journal. For more than 45 years, it has been publishing articles in silviculture, soils, biometry, disease, recreation, and tree physiology, as well as all aspects of management and harvesting and policy analysis.

### Black & White Space Rates

	1x	3x	6x
Full page	\$420	\$380	\$340
2/3 page	300	280	250
1/2 page	250	230	200
1/3 page	180	160	140
1/6 page	100	90	80

### Cover Positions

Cover positions (2, 3, 4) are charged an additional \$200 premium per insertion.

### Special Positions

All special positions are subject to discretion of the Publisher and are available on a first-come, first-served basis.

### General Rate Policy

Rates are based on the number of insertions (1/6 page or larger) placed within a 12-month period. Although rates are subject to change with 60 days prior notice, all advertisers are protected from price increases for the duration of their existing contracts.

### Agency Commission

15% to recognized agencies on gross charges.  
No cash discounts.

### Circulation

*Forest Science* is a bimonthly scientific journal that reaches more than 1,200 top researchers and academicians in state and federal government, private industry, and the academic community.

Send all contracts, insertion orders, negatives and other mechanicals, and correspondence to:

Lauren S. Hirt  
Advertising Associate  
*Forest Science*  
5400 Grosvenor Lane  
Bethesda, MD 20814-2198  
Tel: (301) 897-8720, ext. 142  
Fax: (301) 897-3690  
E-mail: hirtl@safnet.org

### Ad Sizes



Live area:

**Full page**  
7 "w x 10 "h  
(42p x 60p)



**2/3 page vertical**  
4 1/2 "w x 9 1/2 "h  
(27p x 57p)



**1/2 page horizontal**  
7 "w x 4 5/8 "h  
(42p x 27p9)



**1/3 page horizontal**  
7 "w x 3 "h  
(42p x 18p)



**1/3 page square**  
4 1/2 "w x 4 5/8 "h  
(27p x 27p9)



**1/6 page vertical**  
2 "w x 4 5/8 "h  
(12p x 27p9)

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## Advertising Specifications

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**General** For best reproduction quality of materials submitted, please follow AAAA/BP's Recommended Specifications for Web Offset Publications.

**Binding** Perfect bound

**Black & White** Furnish camera-ready negatives (right-reading, emulsion side down, RRED), film positives, veloxes, or camera-ready mechanical art.

**Halftones** 133-line screen.

**Proofs** Requested for all ads. The Publisher will not be responsible for the quality of reproduction of materials supplied without proofs.

**Changes to previously furnished ads** Changes must be submitted by the deadline for space reservations. All restripping charges will be charged to the advertiser at cost; typesetting and productions costs will be charged at a \$75 per hour rate, with a minimum charge of \$75.

**Return of Materials** All materials will be held for 12 months from the last time they are used. They will be destroyed after that time unless their return is requested.

**Electronic** Currently we prefer to receive ads as film or camera ready art. Please contact the advertising associate for additional information as requirements for and our ability to accept electronic submissions are constantly changing.

### Issue and Closing Dates

*Forest Science* is issued bimonthly in February, April, June, August, October, and December.

Space deadline is the first of the month two months preceeding; materials deadline is the 15th. For example, for the August issue, space deadline is June 1; materials deadline is June 15.