

REGIONAL of Applied Forestry JOURNALS

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

Advertising Manager
Society of American Foresters
5400 Grosvenor Lane
Bethesda, MD
20814-2198
Tel: (301) 897-8720
ext. 129
Fax: (301) 897-3690

Black & White Space Rates

	1x	4x
Full page	\$400	360
2/3 page	290	260
1/2 page	230	210
1/3 page	155	140
1/4 page	125	115
1/6 page	85	75
Business card	60	55

Color Rates (per page or fraction)

Two-color (<i>publisher's choice</i>)	\$275 added to black & white rate
Four-color process	\$675 added to black & white rate

Special Positions

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

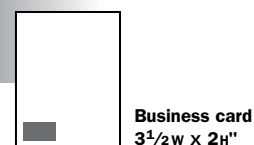
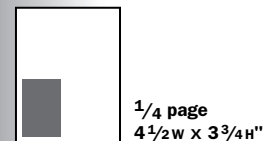
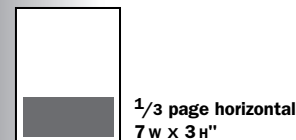
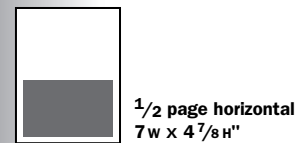
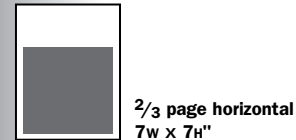
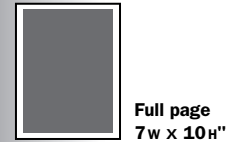
15% to recognized agencies on gross charges. No agency commission for ads less than 1/6 page. No cash discounts.

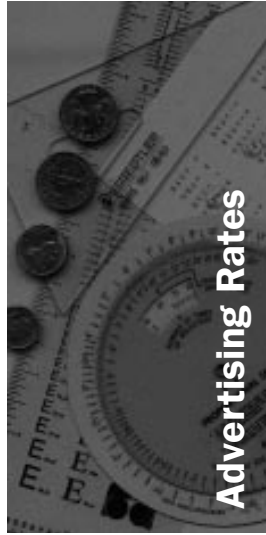
Circulation

The *Western, Southern, and Northern Journals of Applied Forestry* are published by the Society of American Foresters—the official 19,000-member national association of professional foresters. Total circulation for each publication includes individuals and institutions:

<i>Western JAF</i> (est. 1986)	1,000
<i>Southern JAF</i> (est. 1977)	1,400
<i>Northern JAF</i> (est. 1984)	1,200

Ad Sizes





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Specifications

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

Binding Saddle-stitched

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

Two-color Negatives or overlays only.

Four-color Negatives only.

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. (For four-color ads, progressive press proofs, cromalins, or color keys are needed.)

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 production costs will be charged at a \$50 per hour rate, with a minimum charge of \$50.

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.

Issue and Closing Dates

Publishing dates: *The Western, Southern, and Northern Journals of Applied Forestry* are issued quarterly.

Space deadline for all regional journals is the first of the month two months preceding; copy deadline is the 15th. For example, for the December issue, space deadline is October 1; copy deadline is October 15.

- The *Western Journal of Applied Forestry* is published in **January, April, July, and October.**
- The *Southern Journal of Applied Forestry* is published in **February, May, August, and November.**
- The *Northern Journal of Applied Forestry* is published in **March, June, September, and December.**

Publisher's Editorial Statement

The Western, Southern, and Northern Journals of Applied Forestry are published quarterly by the Society of American Foresters. Their purpose is to communicate information that can be used to improve the practice of forestry by land managers and forestry-allied professionals in these geographical areas. Subject matter is refereed and consists primarily of applied research and reports of successful new forestry practices and techniques.

The region served by the

Western Journal of Applied

Forestry includes all areas in the United States and Canada falling within the Mountain and Pacific Standard Time Zones, Hawaii, and most of Alaska.

The region served by the

Southern Journal of Applied

Forestry extends south from Maryland and westward into Texas and Oklahoma and other areas with similar conditions.

The region served by the

Northern Journal of Applied

Forestry includes eastern Kansas and the areas northward and eastward: all or parts of 24 states (excluding Kentucky and Virginia) and 6 Canadian provinces and other areas with similar conditions.