



Kentucky Forest Industries Association

Target key decision makers in Kentucky's multi-billion dollar forest industry

The KFIA Advantage

- The forest industry contributes **\$4.5 billion** annually to Kentucky's economy and employs **30,000 people**.
- KFIA members represent **more than 80%** of the Kentucky wood industry.
- Kentucky encompasses **11.7 million acres** of forest and consists of valuable hardwood trees including **red oak, white oak, yellow poplar, ash, cherry and walnut**.
- Forestry is the **third-largest** source of manufacturing employment in the state.

Who We Are

Since 1965, The Kentucky Forest Industries Association (KFIA) has represented timber growing, harvesting, manufacturing, marketing and allied support businesses to insure Kentucky's forests for the future.

With more than 1,000 members, our major goals include conservation, sustaining forest resources for the future, and working with agencies and programs to ensure the future availability and quality of forest resources while protecting all forest users.

About the publication

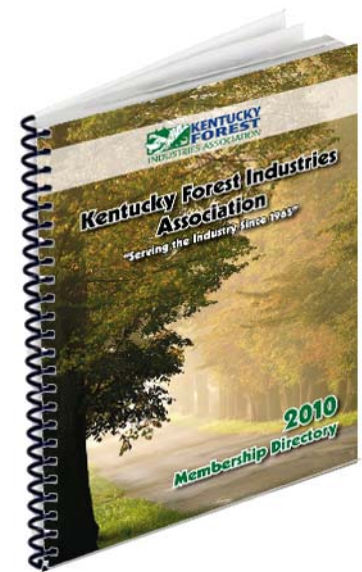
The annual KFIA *Membership Directory* is mailed directly to owners and managers of forestland, pulp and paper companies, sawmills, veneer and panel plants, logging contractors, wood manufacturers and retail lumber companies.

Participating in our 2011 *Membership Directory* is an easy way to protect market share and secure top-of-mind awareness. Contact your Naylor account executive today to secure your space!

For more information, please contact:



Connect with KFIA members throughout the year



2011 *Membership Directory*

Our "who's who" guide stays on the desks of key contacts at KFIA member companies all year long. Our networking tool puts recipients in touch with fellow members, as well as vendors that provide product and service solutions.

MAXIMIZE EXPOSURE:

Special placement within the publication ensures high visibility and relevancy for your ad. Contact your Naylor account executive for a list of available positions.

ENHANCE VISIBILITY:

All advertisers receive a free custom listing in our Index to Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

DRIVE TRAFFIC:

All advertisers receive an Advertiser.com listing. Our cross-reference highlights your company's Web address to increase online traffic.

To learn more about KFIA, visit:

www.kfia.org



Dear Advertiser:

We are pleased to invite you to advertise in the Kentucky Forest Industries Association's *2011 Membership Directory*. This annual directory serves as the official publication of the Kentucky Forest Industries Association and will serve as a valuable resource to Kentucky's wood industry, landowners, loggers and service industry constituents within the forest industry. The directory will be filled with a complete listing of businesses that supply products and services to and within the Kentucky forest industry.

Now is your opportunity to advertise your products and services in the *2011 Membership Directory*. This directory will be distributed to all members on a complimentary basis. It is through your generous advertising support that we can distribute this excellent resource to all KFIA members.

Advertising in our *2011 Membership Directory* presents a cost-effective opportunity to target the decision makers who contribute to one of the top ten manufacturing sectors and employ 29,460 Kentuckian workers.

We have again selected Naylor, LLC, as publisher of our directory, recognizing their more than 40 years of experience with trade association publications. We are confident that Naylor will provide our association with a directory of the highest quality for our members and for the forest industry. When a representative from Naylor contacts you, please consider allocating part of your advertising budget dollars to promote your products and services to the decision makers in our industry.

On behalf of the Kentucky Forest Industries Association, our Board of Directors and our membership, we thank you in advance for your advertising commitment.

Sincerely,

A handwritten signature in black ink that reads "Robert Bauer". The signature is written in a cursive, flowing style.

Robert Bauer
Executive Director

2011 Membership Directory

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

Double Page Spread	\$3,519.50
Outside Back Cover	\$3,189.50
Inside Front or Inside Back Cover	\$2,979.50
Full Page	\$2,459.50
2/3 Page	\$2,119.50
1/2 Page	\$1,569.50
1/3 Page	\$1,149.50
1/4 Page	\$969.50
1/6 Page	\$759.50
1/8 Page	\$589.50

Black-and-White Rates

1x

Full Page	\$1,569.50
2/3 Page	\$1,349.50
1/2 Page	\$1,009.50
1/3 Page	\$799.50
1/4 Page	\$619.50
1/6 Page	\$479.50
1/8 Page	\$399.50

Products & Services Marketplace



Showcase your products and services to the members of the Kentucky Forest Industries Association by including your company in this special section of the 2011 Membership Directory.