



TEXAS FORESTRY  
ASSOCIATION

WWW.TEXASFORESTRY.ORG

# TEXAS FORESTRY ASSOCIATION MEDIA GUIDE

*Membership Directory*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# THE TFA ADVANTAGE

**\$18.3 B**

Texas' forestry industry contributes over \$18.3 billion to the state's economy each year.

**\$316.4 M**

Texas forest landowners received an estimated stumpage revenue of \$316.4 million.

**66,000**

The Texas forest sector employs over 66,000 people.

## OUR MEMBERS

- Our members are constantly in need of products and services related to the timber industry, including **equipment and financing, seedlings, service companies**, and more.
- Our members include **landowners, mills, foresters, and loggers**.

Contact your Naylor representative to get your message in front of Texas' forestry professionals!



**Membership Directory**



# MEMBERSHIP DIRECTORY

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x
Outside Back Cover	\$3,699.50
Inside Front or Inside Back Cover	\$3,469.50
Full Page	\$2,769.50
2/3 Page	\$2,289.50
1/2 Page	\$1,659.50
1/3 Page	\$1,309.50
1/4 Page	\$1,029.50
1/6 Page	\$779.50
1/8 Page	\$579.50

Black-and-White Rates	1x
Full Page	\$1,739.50
2/3 Page	\$1,539.50
1/2 Page	\$1,149.50
1/3 Page	\$929.50
1/4 Page	\$749.50
1/6 Page	\$619.50
1/8 Page	\$479.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



# MEMBERSHIP DIRECTORY

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Attorneys
- Bandsaw Blades
- Bandsaw Resaw Machines
- Bandsaw Turnaround & Log Carriage
- Bandsaws
- Caterers
- Chip Heads
- Chip Mills
- Chippers
- Chip Parts & Services
- Computers
- Computer Software
- Construction Equipment Sales
- Consultants
- Consulting Foresters
- CPAs
- Cypress Processors
- Diesel Engines
- Drum Chippers
- Equipment
- Equipment - Reforestation & Site Preparation
- Erosion Control
- Exporters
- Finance
- Forest Management Training & Job Placement
- Forestry Equipment
- Forestry & Land Management Consultants
- Forestry Products & Supplies
- Forklifts / Equipment
- Grade Printers / Printers
- Grapples
- Grinding / Grinders
- Hand-Held Computers
- Hardwood Logs Wanted
- Headrig Slabbers
- Herbicides
- Hydrostatic Drive Remanufacturing
- Insurance & Bonds
- Knives
- Land & Development
- Land Wanted
- Landowner Assistance
- Lighterwood Stump Harvesting
- Log Processing / Lumber Handling Systems
- Logging
- Logging & Land Clearing
- Logging Equipment
- Management Assistance Programs
- Metal Detectors
- Mulch (Cypress, Pine & Hardwood)
- Nurseries
- Paulownia
- Portable Chippers
- Pressure Washers / Cleaners
- Pulp & Paper Mills
- Pulpwood / Logging / Chipping
- Reforestation & Fertilization Contractors
- Safety Apparel
- Safety Products
- Saw Blades
- Sawmills
- Sawmill Equipment
- Saw Sharpening Equipment
- Seedlings
- Site Prep & Reforestation
- Skidder Chains
- Timber Brokers
- Timber Dealers & Suppliers
- Timber Investment, Acquisition & Management
- Timberland Management
- Tires
- Trailer Service
- Truck Sales & Service
- Trucks
- Water Management
- Welding & Logging Equipment
- Welding Contractors
- Whole Tree Chippers
- Woody Plants
- Workers' Compensation
- Other: \_\_\_\_\_

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$\_\_\_\_\_

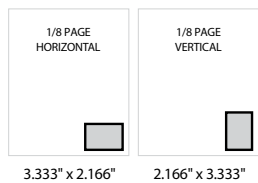
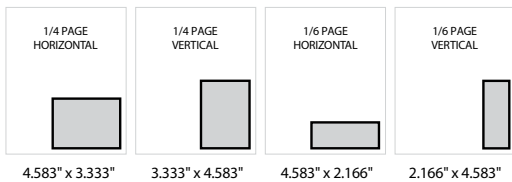
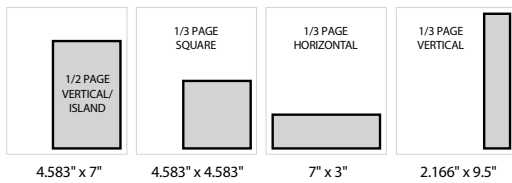
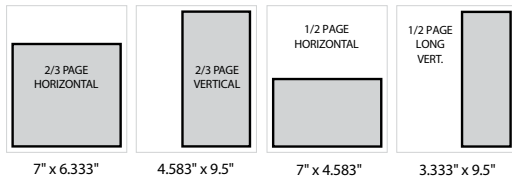
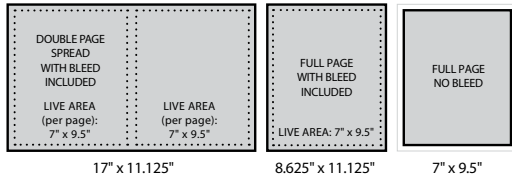
Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY

Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flyers: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/onlinepecs>

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