

Association of Consulting Foresters **Media Guide**

**Reach the Only National Association
for Consulting Foresters.**

Membership Directory & Resource Guide / The Consultant

FOR MORE INFORMATION, PLEASE CONTACT:

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Publication Director

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**Association
of Consulting
Foresters**

SINCE 1948



The ACF Advantage

- Our members are part of the consulting forestry industry, which spends nearly **\$664 million annually on products and services in the U.S.**
- We are the **only national association** for consulting foresters
- Each year, the consulting forestry industry brings in over **\$1 billion in revenue**
- ACF members are widely regarded as **premier forestry consultants**, called upon by landowners across the country to advance their goals for their wooded acres.

ACF Members

- Our members are professional foresters in private practice who operate in corporations, partnerships and sole proprietorships in **4 out of 5 states.**
- ACF members are the key decision-makers in the consulting forestry industry and hold the following positions
 - CEOs
 - Owners of forestry companies
 - Presidents
 - Vice Presidents
 - Upper-level managers

Contact your Naylor account executive today to reach the nation's most trusted forestry professionals!



Membership Directory & Resource Guide



The Consultant Magazine

NAYLOR 
ASSOCIATION SOLUTIONS

THE CONSULTANT MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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	2x
Outside Back Cover	\$3,199.50	\$2,949.50
Inside Front or Inside Back Cover	\$3,009.50	\$2,759.50
Full Page	\$2,519.50	\$2,269.50
2/3 Page	\$2,229.50	\$2,009.50
1/2-Page Island	\$1,929.50	\$1,739.50
1/2 Page	\$1,659.50	\$1,489.50
1/3 Page	\$1,299.50	\$1,169.50
1/4 Page	\$989.50	\$889.50
1/6 Page	\$779.50	\$699.50
1/8 Page	\$579.50	\$519.50

Black-and-White Rates	1x	2x
Full Page	\$1,649.50	\$1,479.50
2/3 Page	\$1,419.50	\$1,279.50
1/2 Page	\$1,049.50	\$939.50
1/3 Page	\$809.50	\$729.50
1/4 Page	\$609.50	\$549.50
1/6 Page	\$499.50	\$449.50
1/8 Page	\$369.50	\$329.50

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.

Digital Edition Branding Opportunities

Magazine Sponsorship Max | \$1,050

Directory Sponsorship Max | \$470

Magazine Skyscraper | \$1,050

Directory Skyscraper | \$470

Magazine Toolbar | \$790

Directory Toolbar | \$320

For the latest online specs, please visit www.naylor.com/onlinespecs

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.

THE CONSULTANT

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ACF's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *The Consultant* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Toolbar | \$790

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,050

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Sponsorship MAX* | \$1,050

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

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.

For the latest online specs, please visit www.naylor.com/onlinespecs

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ACF's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory & Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Large Toolbar | \$320

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$470

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Sponsorship MAX* | \$470

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

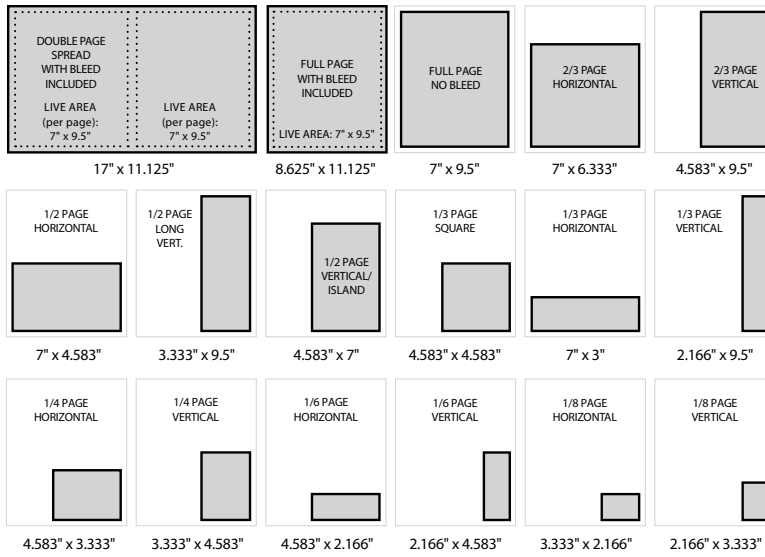
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

PRINT ADVERTISING SPECIFICATIONS

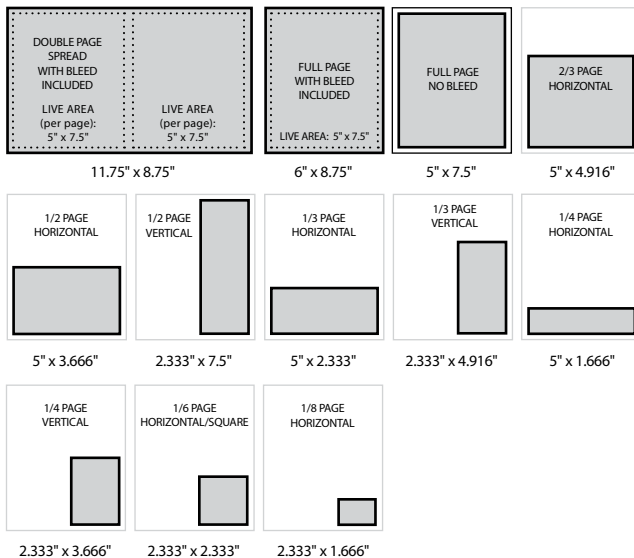
THE CONSULTANT

Magazine Trim Size: 8.375" x 10.875"



MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



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 greyscale 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 greyscale 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/adupload

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

The Consultant

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 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"

Membership Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyers 5.75" x 8.5"

Digital Edition

For the latest online specs, please visit www.naylor.com/online specs

THE CONSULTANT MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> GIS/GPS | <input type="checkbox"/> Safety Apparel |
| <input type="checkbox"/> Aerial Applications | <input type="checkbox"/> GIS Mapping Products | <input type="checkbox"/> Safety Products |
| <input type="checkbox"/> Aerial Imagery | <input type="checkbox"/> Hand-Held Computers | <input type="checkbox"/> Seedlings |
| <input type="checkbox"/> Aerial Photography | <input type="checkbox"/> Herbicides, Pesticides, Fungicides,
Insecticides | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Hunt Lease | <input type="checkbox"/> Silviculture |
| <input type="checkbox"/> Auctions | <input type="checkbox"/> Hydrostatic Drive Remanufacturing | <input type="checkbox"/> Site Prep & Reforestation |
| <input type="checkbox"/> Carbon Consulting | <input type="checkbox"/> Insurance | <input type="checkbox"/> Software |
| <input type="checkbox"/> Chainsaw Parts & Accessories | <input type="checkbox"/> Land & Development | <input type="checkbox"/> Surveying/Mapping Services |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Land & Timber Information
Management | <input type="checkbox"/> Timber Brokers |
| <input type="checkbox"/> Construction Equipment Sales | <input type="checkbox"/> Land Lease Software | <input type="checkbox"/> Timber Cruising & Appraisals |
| <input type="checkbox"/> Consulting Foresters | <input type="checkbox"/> Landowner Assistance | <input type="checkbox"/> Timber Investment, Acquisition &
Management |
| <input type="checkbox"/> CPA's | <input type="checkbox"/> Laser Measurement Equipment | <input type="checkbox"/> Timber Sales |
| <input type="checkbox"/> Ecosystems Market Consulting | <input type="checkbox"/> Laser Range Finders/Hypsometers | <input type="checkbox"/> Timber Taxes |
| <input type="checkbox"/> Education & Training | <input type="checkbox"/> Logging & Land Clearing | <input type="checkbox"/> Timberland Brokers |
| <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Management Assistance Programs | <input type="checkbox"/> Timberland Management |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Marking Paints/Inks | <input type="checkbox"/> Tree Care Supplies |
| <input type="checkbox"/> Forest Engineering | <input type="checkbox"/> Material Handling Equipment | <input type="checkbox"/> Tree Shelters & Protectors |
| <input type="checkbox"/> Forest Information Systems | <input type="checkbox"/> Metal Detectors | <input type="checkbox"/> Truck Sales & Service |
| <input type="checkbox"/> Forest Inventory | <input type="checkbox"/> Nurseries | <input type="checkbox"/> Vegetation Management |
| <input type="checkbox"/> Forest Technology | <input type="checkbox"/> Plantation Management | <input type="checkbox"/> Water Management |
| <input type="checkbox"/> Forestry & Land Management
Company | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Wildlife Consultants |
| <input type="checkbox"/> Forestry Certification | <input type="checkbox"/> Reforestation & Fertilization
Contractors | <input type="checkbox"/> Wood Procurement/Settlements
Software |
| <input type="checkbox"/> Forestry Equipment | <input type="checkbox"/> Reforestation Supplies | <input type="checkbox"/> Workers Compensation |
| <input type="checkbox"/> Forestry Management Software | | |
| <input type="checkbox"/> Forestry Products & Supplies | | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____