



**AFA** American  
Fence  
Association

# MEDIA GUIDE

**Reach top decision-makers in the fence industry through AFA communications!**

- *Fencepost* magazine
- *Membership Directory & Buyers' Guide*
- *Across the Fence* eNewsletter
- **AFA Official Website Sales**

FOR MORE INFORMATION, PLEASE CONTACT:

**Paul Walley**  
Publication Director  
pwalley@naylor.com  
352-333-3487

[AmericanFenceAssociation.com](http://AmericanFenceAssociation.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



# AMERICAN FENCE ASSOCIATION

## The AFA Advantage

- AFA is **the largest professional association** representing the fence, deck and railing industry.
- We represent the entire fence industry including manufacturers, contractors and distributors.
- AFA members include professionals in every state of the U.S, Mexico and Canada, as well as several countries outside North America.



Fencepost digital edition

Fencepost print edition

## AFA Communications

- Fencepost magazine is distributed six times per year in print and online to more than **10,600 industry professionals** with the online edition averaging nearly **28,000 views per issue!**
- **More than 80%** of AFA communications' viewers are company owners, CEOs and upper-level management personnel.



Membership Directory & Buyers' Guide digital edition

Membership Directory & Buyers' Guide print edition

## Bonus Distribution!

- Fencepost magazine is also distributed at **FENCETECH 2018**, the **world's largest** fence, gate, deck and railing exhibition and conference, which attracts **more than 4,000** industry professionals each year.



Across the Fence eNewsletter



AFA Website  
AmericanFenceAssociation.com

Contact your Naylor account executive today!



# Membership Directory & Buyers' Guide

## Fencepost magazine

Revisions and Proofs: \$50  
Position Guarantee: 15% Premium

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine or directory.  
An Index of Advertisers will list your company alphabetically with your ad's page number.  
AFA members receive a 5% discount on rates.

Full-Color Rates	1-2x	3-4x	5-7x
Double Page Spread	\$ 4,299.50	\$ 4,079.50	\$ 3,869.50
Outside Back Cover	\$ 3,399.50	\$3,259.50	\$ 3,119.50
Inside Front or Inside Back Cover	\$ 3,299.50	\$ 3,159.50	\$ 3,019.50
Full Page	\$ 2,799.50	\$ 2,659.50	\$ 2,519.50
2/3 Page	\$2,419.50	\$ 2,299.50	\$ 2,179.50
1/2 Page Island	\$ 2,069.50	\$ 1,969.50	\$ 1,859.50
1/2 Page	\$ 1,779.50	\$ 1,689.50	\$ 1,599.50
1/3 Page	\$ 1,339.50	\$ 1,269.50	\$ 1,209.50
1/4 Page	\$ 1,029.50	\$ 979.50	\$ 929.50
1/8 Page	\$ 529.50	\$ 499.50	\$ 479.50

Tab Rate (directory only): \$3,099.50

Black-and-White Rates	1-2x	3-4x	5-7x
Double Page Spread	\$ 3,499.50	\$ 3,319.50	\$ 3,149.50
Full Page	\$ 1,999.50	\$ 1,899.50	\$ 1,799.50
2/3 Page	\$ 1,729.50	\$ 1,639.50	\$ 1,559.50
1/2-Page Island	\$ 1,479.50	\$ 1,409.50	\$ 1,329.50
1/2 Page	\$ 1,269.50	\$ 1,209.50	\$ 1,139.50
1/3 Page	\$ 959.50	\$ 909.50	\$ 859.50
1/4 Page	\$ 739.50	\$ 699.50	\$ 669.50
1/8 Page	\$ 399.50	\$379.50	\$ 359.50

### Digital Edition Branding Opportunities

Skyscraper | \$1,000

Leaderboard | \$900

Sponsorship | \$750

Toolbar | \$500

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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 advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of July 2017)

# Membership Directory & Buyers' Guide Fencepost magazine

## Digital Edition

In addition to print, *Fencepost* magazine and the *Membership Directory & Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. **Each issue is emailed to readers as well as posted on AFA's website. An archive of issues is available, securing your ad a lasting online presence.**

### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine and directory**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read online or download and print for later**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic with up to 28,000 views per issue**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions



### Digital Sponsorship Max | \$850

### Digital Sponsorship | \$750

Your message will be prominently displayed directly across from the cover of the magazine or directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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 Toolbar | \$500

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Leaderboard | \$900

The leaderbaord ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Skyscraper | \$1,000

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



# Across the Fence eNewsletter

## About the eNewsletter – [www.naylor.com/fen-nwl](http://www.naylor.com/fen-nwl)

Now more than ever, professionals consume information on the go. Our *Across the Fence* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 10,600+ decision-makers on a regular basis including past attendees of FENCETECH and acquired lists of contractors and installers
- In addition to AFA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AFA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### Rectangles - Row 1 (300 x 250 pixels)

12 Months | \$3,950

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Sponsored Content - Row 1

12 Months | \$3,750

- Thumbnail image
- 3-6 word headline
- 30-50 word summary
- Weblink

### Rectangles - Row 2 (300 x 250 pixels)

12 Months | \$3,450

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Sponsored Content - Row 2

12 Months | \$3,250

- Thumbnail image
- 3-6 word headline
- 30-50 word summary

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# AFA Website Sales - AmericanFenceAssociation.com

## Advertising on AFA's Website – www.americanfenceassociation.com

Advertising on the AFA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to americanfenceassociation.com to learn about upcoming association events, discover ways to maximize their AFA membership, view the latest digital issues of *Fencepost* magazine and *Across the Fence* eNewsletter. Advertising on americanfenceassociation.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals.

### Features of AFA website advertising:

- Cross-promoted in other AFA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, americanfenceassociation.com receives:

- More than 7,100 unique visitors per month
- 12,068 visits per month
- More than 170,000 page views per month

\*Traffic numbers from Dec. 2016 - June 2017



### Home page view



### Rates

#### Top Rectangle (300 x 250 pixels)

12 Months | \$2,450

- Run-of-site position – 5 rotations available
- Located toward the top of the website on the right side

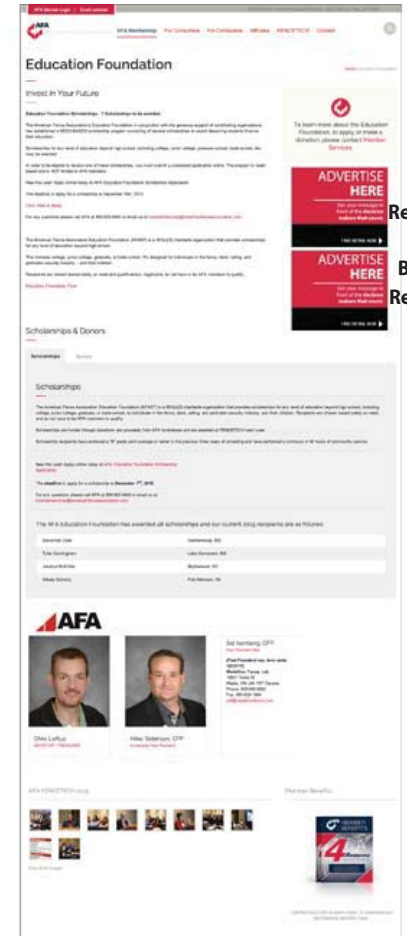
#### Lower Rectangle (300 x 250 pixels)

12 Months | \$1,950

- Run-of-site position – 5 rotations available
- Located toward the bottom of the website on the right side

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### Sub-page view



Top Rectangle  
Bottom Rectangle

# Sponsored Content eBlast Opportunity

## About Sponsored Content eBlasts

Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to only **ONE company per month**. Each eBlast is sent to more than 10,000 fence, deck and railing professionals.

### Enjoy the benefits of a targeted eBlast

- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Each email is exclusive



Per Email | \$4,000

### This opportunity includes:

- One company logo (150 pixels wide max)
- 600 x 350 banner
- Company tagline (5-10 words)
- 70-100 words of text
- One URL/call-to-action link

### Advertorial guidelines:

- Content should include educational, practical, useful information in which the member would find value, and should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.
- AFA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provided maximum value for its members.
- White paper captions and links are allowed/encouraged.

**Online Specifications** - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

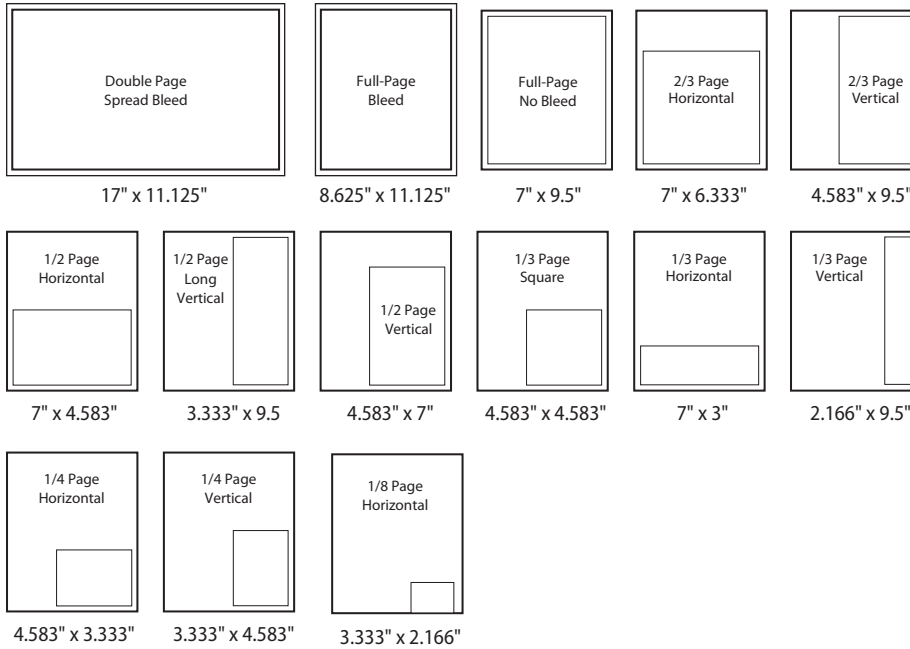
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# Membership Directory & Buyers' Guide Fencepost magazine

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



## Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"      Postcards 6" x 4.25"  
 1 Pg / 2 Surface 8.375" x 10.875"      Heavy Card Stock Insert 8.25" x 10.75"  
 2 Pg / 4 Surface 8.375" x 10.875"      Postal flyersheets 8.5" x 11"

**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.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

**Digital Edition - For more information, visit:** [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

## 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)

## 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.



# Membership Directory & Buyers' Guide

## Fencepost magazine

### 2018 Content Calendar\*

Issue	Themes/Features	Deadline	Ship Date
Jan/Feb '18 <i>Bonus Distribution: FENCETECH 2018</i>	<b>Theme:</b> Wellness (including workplace eye wellness & ladder safety) <b>Features:</b> Incoming AFA President; Temporary Fencing; Regional Update - Northeast	<b>Space reservation:</b> 12/06/2017 <b>Ad materials:</b> 12/08/2017	January 2018
March/April '18 <i>Bonus Distribution: NDPA Conference</i>	<b>Theme:</b> FENCETECH 2018 wrap-up (including scholarship winners) <b>Features:</b> Pool Safety; Access Control; Regional Update - Southwest	<b>Space reservation:</b> 02/08/2018 <b>Ad materials:</b> 02/12/2018	March 2018
May/June '18	<b>Theme:</b> Farm & Ranch <b>Features:</b> Outdoor Living; Common Ground Alliance, Ornamental Metal Fencing; Regional Update - Midwest	<b>Space reservation:</b> 04/11/2018 <b>Ad materials:</b> 04/13/2018	May 2018
July/Aug '18	<b>Theme:</b> Gate Construction <b>Features:</b> Vinyl & Composite; AFA University; Disaster Preparedness; Regional Update - Pacific Northwest	<b>Space reservation:</b> 06/06/2018 <b>Ad materials:</b> 06/08/2018	July 2018
Sept/Oct '18	<b>Theme:</b> Landscapes <b>Features:</b> Wood; Perimeter Security; Regional Update - Southeast	<b>Space reservation:</b> 08/09/2018 <b>Ad materials:</b> 08/13/2018	September 2018
Nov/Dec '18	<b>Theme:</b> FENCETECH 2019 Preview <b>Features:</b> Chain Link; Economic Outlook; Garage Doors*	<b>Space reservation:</b> 10/09/2018 <b>Ad materials:</b> 10/11/2018	November 2018
Annual Directory <i>Bonus Distribution: North Central Regional Conference</i>	<b>2019 Membership Directory &amp; Resource Guide</b>	<b>Space reservation:</b> 04/30/2018 <b>Ad materials:</b> 05/02/2018	June 2018

\*This content calendar is tentative and subject to change without notice.