

Florida Forestry Association

MEDIA GUIDE



**EXPAND YOUR REACH IN FLORIDA'S
FORESTRY INDUSTRY**

Florida Forests Magazine / FloridaForest.org / Membership Directory

FOR MORE INFORMATION, PLEASE CONTACT:

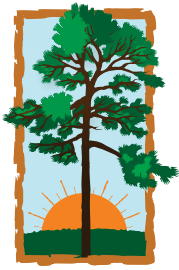
Beth Palmer

Publication Director
bpalmer@naylor.com
(352) 333-3404



**FLORIDA
FORESTRY
ASSOCIATION**

NAYLOR 
ASSOCIATION SOLUTIONS



**FLORIDA
FORESTRY
ASSOCIATION**



THE FFA ADVANTAGE

- Our members are part of Florida's forestry industry, which employs **78,000** people and brings in nearly **\$16.1 billion** to the state's economy.
- Florida's forestland covers **17 million acres**, almost half of all terrestrial area in the state.
- FFA members are always in need of various products and services, including:
 - computers
 - consulting services
 - fertilizers,
 - forestry tools
 - forest seedlings
 - heavy equipment,
 - marking paint
 - mulch manufacturers
 - timber dealers
 - wildlife feeders and much more!

WHO WE ARE

As we are the **largest forestry association in the state** and bring together those who grow and those who use Florida's forests. Our members are comprised of the key decision-makers in the industry, including:

- Forest Procurement Managers
- Professional Foresters
- Timber Harvesters
- Consulting Foresters
- Landowners

Contact your Naylor account executive today and connect with the largest forestry association in Florida!

Source: Florida Dept. Of Agriculture & Consumer Services

FLORIDA FORESTS BI-ANNUAL MAGAZINE

naylornetwork.com/for-nxt



WEBSITE ADVERTISING

FloridaForests.org



MEMBERSHIP DIRECTORY



NAYLOR 
ASSOCIATION SOLUTIONS

Florida Forests magazine Membership Directory and 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	2-3x Rate
Outside Back Cover	\$ 3,089.50	\$ 2,969.50
Inside Front or Inside Back Cover	\$ 2,879.50	\$ 2,759.50
Full Page	\$ 2,399.50	\$ 2,279.50
2/3 Page	\$ 1,889.50	\$ 1,799.50
1/2-Page Island (magazine only)	\$ 1,509.50	\$ 1,429.50
1/2 Page	\$ 1,379.50	\$ 1,309.50
1/3 Page	\$ 1,029.50	\$ 979.50
1/4 Page	\$ 759.50	\$ 719.50
1/6 Page	\$ 599.50	\$ 569.50
1/8 Page	\$ 439.50	\$ 419.50

Black-and-White Rates	1x	2-3x Rate
Full Page	\$ 1,499.50	\$ 1,419.50
2/3 Page	\$ 1,299.50	\$ 1,229.50
1/2 Page	\$ 939.50	\$ 889.50
1/3 Page	\$ 729.50	\$ 689.50
1/4 Page	\$ 549.50	\$ 519.50
1/6 Page	\$ 439.50	\$ 419.50
1/8 Page	\$ 339.50	\$ 319.50

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.

* Members receive 10% discount

** Rates are per insertion, per publication.

Digital Edition Branding Opportunities

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Special Advertising Sections:

Products and Services Marketplace



Highlight your product or service to the multi-billion dollar Florida forestry industry by placing an ad in our Products & Services Marketplace.

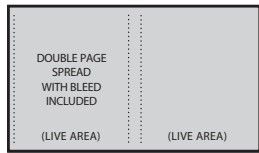
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 September 2017)

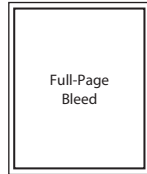
Florida Forests magazine Membership Directory and Resource Guide

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



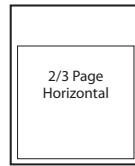
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



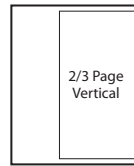
8.625" x 11.125"



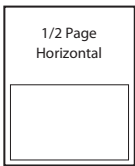
7" x 9.5"



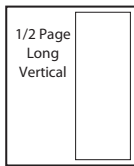
7" x 6.333"



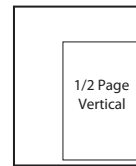
4.583" x 9.5"



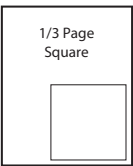
7" x 4.583"



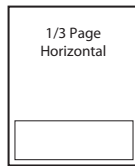
3.333" x 9.5



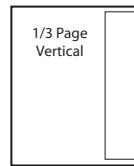
4.583" x 7"



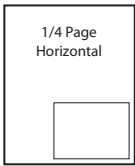
4.583" x 4.583"



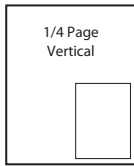
7" x 3"



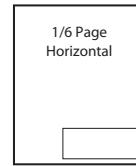
2.166" x 9.5"



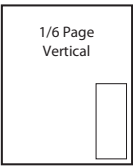
4.583" x 3.333"



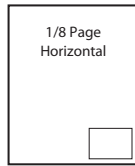
3.333" x 4.583"



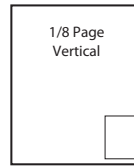
4.583" x 2.166"



2.166" x 4.583"



3.333" x 2.166"



2.166" x 3.333"

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

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.

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.

Magazine:

DPS Live Area: 15.417" x 9.5"

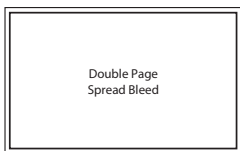
Full-Page Live Area: 7" x 9.5"

Roster:

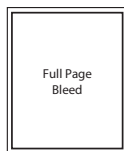
DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Roster Trim Size: 5.75" x 8.5"



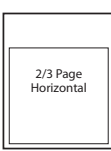
11.75" x 8.75"



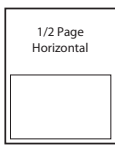
6" x 8.75"



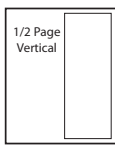
5" x 7.5"



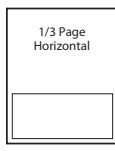
5" x 4.916"



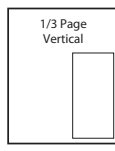
5" x 3.666"



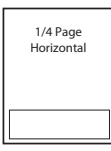
2.333" x 7.5"



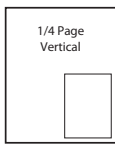
5" x 2.333"



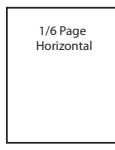
2.333" x 4.916"



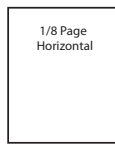
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

1 Pg / 2 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Digital Edition - For more information, visit: www.naylor.com/onlinepecs

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).

Florida Forests magazine Membership Directory and 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"/> Aerial Photography | <input type="checkbox"/> Heli-Logging Contractors | <input type="checkbox"/> Skidder Chains |
| <input type="checkbox"/> Bar Code Systems | <input type="checkbox"/> Herbicides | <input type="checkbox"/> Timber Buyers |
| <input type="checkbox"/> Chainsaws | <input type="checkbox"/> Hunting Clubs | <input type="checkbox"/> Timber Harvesters |
| <input type="checkbox"/> Chemicals | <input type="checkbox"/> Insurance | <input type="checkbox"/> Timber Pricing Services |
| <input type="checkbox"/> Chippers | <input type="checkbox"/> Land and Timber Management | <input type="checkbox"/> Timber Sales |
| <input type="checkbox"/> Commercial Lending & Leasing | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Timberland Management Companies |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Log Brokers | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Consulting Foresters | <input type="checkbox"/> Log Homes | <input type="checkbox"/> Trailers |
| <input type="checkbox"/> Cutting Equipment | <input type="checkbox"/> Logging Companies | <input type="checkbox"/> Tree & Shrub Seeds |
| <input type="checkbox"/> Energy Systems | <input type="checkbox"/> Logging Equipment | <input type="checkbox"/> Tree Marking Ink |
| <input type="checkbox"/> Environmental Programs | <input type="checkbox"/> Lumber & Log Exporter | <input type="checkbox"/> Trucking Companies |
| <input type="checkbox"/> Equipment Engineering & Service | <input type="checkbox"/> Marking Paints | <input type="checkbox"/> Tub Grinders |
| <input type="checkbox"/> Equipment Rental & Sales | <input type="checkbox"/> Material Handling Equipment | <input type="checkbox"/> Used Parts |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Metal Detectors | <input type="checkbox"/> Walking Floors |
| <input type="checkbox"/> Forest Resources | <input type="checkbox"/> Mineral Management | <input type="checkbox"/> Wildlife Consultants |
| <input type="checkbox"/> Forest Technology | <input type="checkbox"/> Optimization | <input type="checkbox"/> Wood Dealers |
| <input type="checkbox"/> Friends of Forestry | <input type="checkbox"/> Pallets | <input type="checkbox"/> Wood Procurement |
| <input type="checkbox"/> Furniture Manufacturers | <input type="checkbox"/> Paper & Forest Products | <input type="checkbox"/> Wood Products |
| <input type="checkbox"/> Grade Lumber | <input type="checkbox"/> Power Equipment | <input type="checkbox"/> Wood Products Equipment |
| <input type="checkbox"/> Grapples | <input type="checkbox"/> Pulpwood Companies | <input type="checkbox"/> Wood Product Manufacturers |
| <input type="checkbox"/> Hardwood Components | <input type="checkbox"/> Pulpwood Plant Equipment | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Hardwood Lumber | <input type="checkbox"/> Sawmill Equipment | _____ |
| <input type="checkbox"/> Hardwood Manufacturers | <input type="checkbox"/> Sawmills | _____ |
| <input type="checkbox"/> Hardwood Veneer Manufacturers & Buyers | <input type="checkbox"/> Seedlings | |

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:** _____

Florida Forests magazine Membership Directory and Resource Guide digital edition

Digital Edition

In addition to print, *Florida Forests* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the FFA's website. An archive of issues is available, securing your ad a lasting online presence.*

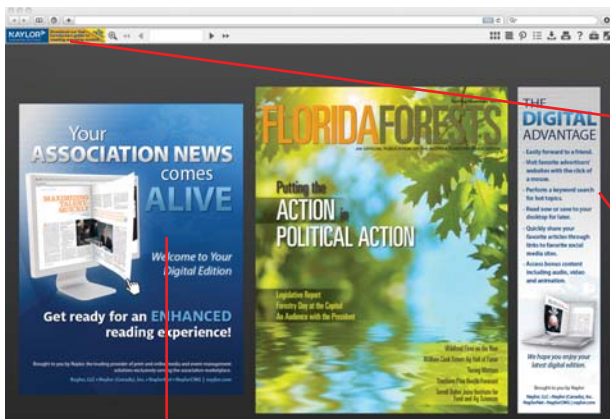
Readers can:

- 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
- View instantly from most smartphones and tablets
- View archives and find a list of articles and sections for one-click access
- Read online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Large Digital Toolbar | \$320

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 Skyscraper | \$470

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

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.

Digital Sponsorship | \$470

Your message will be prominently displayed directly across from the cover of the magazine and directory. Animation and video capabilities are available.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

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Florida Forests magazine Membership Directory and Resource Guide

Content Plan

Issue	Theme	Ad Copy Deadline	Ship Date
Spring/Summer 2018 (FOR-B0118)	TBD	5/15/2018	June 2018
Fall/Winter 2018 (FOR-B0218)	Annual Meeting & Trade Show Updates	10/26/2018	December 2018
Membership Directory (FOR-R0018)	Important Networking Information	4/9/2018	June 2018

**This editorial plan is tentative and subject to change.*

Past Advertisers

Our publications are made possible through advertiser support. We appreciate the investment that our advertisers make with Florida Forestry Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the pages of *Florida Forests* and the annual *Membership Directory and Resource Guide*.

A.W. Powers Forestry, Inc.
Advantage Forestry Container Pines, LLC
AgAmerica Lending
Alliance Tire Americas
American Forest Management
Arborgen
ASAPH
B & B Dugger, Inc
Bates Hewett & Floyd Insurance Agency
Beard Equipment Company
BITCO INSURANCE COMPANIES
Blanton's Longleaf Container Nursery
Canfor
Chancy Insurance
Choctaw Land & Timber LLC.
Claussen All-Mark
Coldwell Banker Commercial Saunders Real Estate
Earl Bacon Agency
Editorial Advertisement
Enviva Biomass
Farm Credit Florida
FLAG Credit Union
Florida Department of Agriculture
Florida Land & Ranches / Orchard Management
Harley Forest Products, LLC
Humate International, Inc.
International Forest Company
Jacksonville Port Authority
Knight Forestry, Inc.
Land's Palm Trees Inc.

Larson & McGowin, Inc.
M.A. Rigoni, Inc.
Marden Industries Inc./Supertrak
Mizell Development
Natural Resource Planning Services
NCP Coatings Inc.
Neal Land & Timber
Outdoor Underwriters, Inc.
Pritchett Trucking, Inc.
Promise Habitat Services, LLC
Quality Equipment & Parts, Inc.
R.H. Moore & Associates
Rex Lumber Company
Ring Power Corporation
Savannah Global Solutions
Shiver Forestry
South Eastern Timber Corp.
Southern Forestry Consultants, Inc.
Superior Trees, Inc.
Suwannee River Forestry, Inc.
Swamp Fox Agency
T.R. Miller
T.W. Bryd's Sons, Inc.
Thompson Tractor
Tidewater Equipment Company
TimberMart-South
UF/IFAS School of Forest Resources & Conservation
Whitfield Farms & Nursery
Williams Timber, Inc.
Wiregrass Land & Timber Co.

FloridaForest.org

Advertising on the FFA Website – www.floridaforest.org

Advertising on the FFA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to floridaforest.org to learn about upcoming association events, discover ways to maximize their FFA membership and view the latest issues of *Florida Forests* magazine. Advertising on floridaforest.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of forestry professionals.

Features of FFA website advertising:

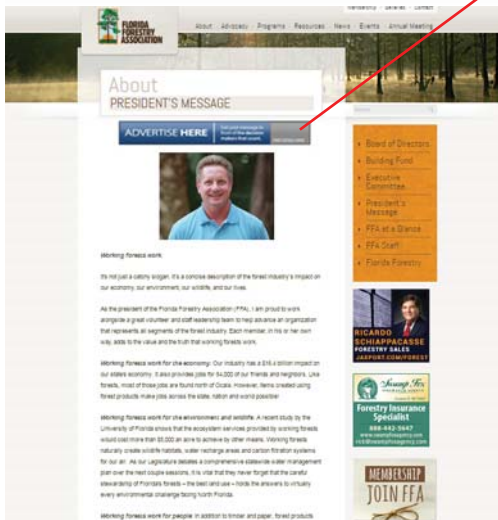
- Cross-promoted in other FFA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

Over 3,500 impressions per month on square banner ads!
Nearly 2,000 impressions per month on horizontal banner ads!



Square Banner | Run of site ads with two positions rotating 3 advertisers per banner.

12 Months | \$2,170
6 Months | \$1,200
3 Months | \$650



Horizontal Banner | Sub page ad with one position rotating 3 advertisers.

12 Months | \$1,360
6 Months | \$760
3 Months | \$410

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www.naylor.com/onlinespecs

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