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:

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Publication Director
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(352) 333-3474
THE FFA ADVANTAGE

• Our members are part of Florida’s forestry industry, which employs 124,000 people and brings in nearly $25 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 Magazine**

**Membership Directory & Resource Guide**

### Net Advertising Rates

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
<th>2x-3x</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$3,159.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,949.50</td>
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<tr>
<td>Full Page</td>
<td>$2,469.50</td>
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<tr>
<td>2/3 Page</td>
<td>$1,959.50</td>
<td>$1,859.50</td>
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<tr>
<td>1/2-Page Island (Magazine Only)</td>
<td>$1,549.50</td>
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<tr>
<td>1/3 Page</td>
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<td>1/4 Page</td>
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<td>1/6 Page</td>
<td>$619.50</td>
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<tr>
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<td>$449.50</td>
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<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,539.50</td>
<td>$1,459.50</td>
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<tr>
<td>2/3 Page</td>
<td>$1,339.50</td>
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<td>1/6 Page</td>
<td>$449.50</td>
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</tr>
<tr>
<td>1/8 Page</td>
<td>$349.50</td>
<td>$329.50</td>
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</tbody>
</table>

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

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**Digital Edition Branding Opportunities**

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

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**Special Advertising Section**

**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.

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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 the 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. Advertisers assume the cost of all artwork creation. Artwork Creation Charge is not cancellable once ad has been created.
FLORIDA FORESTS magazine
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"

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 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

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

Florida Forest
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 flysheets: 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 flysheets 5.75" x 8.5"

Digital Edition

For more information, visit:
http://www.naylor.com/onlinespecs
FLORIDA FORESTS magazine
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.

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

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

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

In addition to print, our publications are 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.

**Primary Advertising Opportunities**

**Large Toolbar | $330**
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 | $485**
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

**Digital Sponsorship | $485**
Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open. Animation and video capabilities are available.

**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.

For the latest online specs, please visit: [http://www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
Advertising on the FFA Website

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
- On average, ads on floridaforest.org can receive up to 2,760 impressions per month!

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>12 months</th>
<th>6 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Banner</td>
<td>200 x 200</td>
<td>$2,235</td>
<td>$1,235</td>
<td>$670</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>468 x 60</td>
<td>$1,400</td>
<td>$785</td>
<td>$420</td>
</tr>
</tbody>
</table>

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