



NCFORESTRY.ORG

# NORTH CAROLINA FORESTRY ASSOCIATION MEDIA GUIDE

*NCFA Membership Directory & Resource Guide*  
NCForestry.org Website Advertising

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## BY THE NUMBERS

**4,000**

NCFA is comprised of over 4,000 forestry professionals.

**\$24 B**

Our members are part of North Carolina's nearly \$24 billion forest products industry.

**18.6 M**

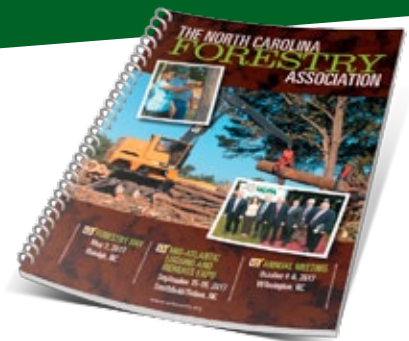
Forests cover approximately 60%, or 18.6 million acres of North Carolina.

**#1**

NCFA is the largest forestry association in North Carolina.

## ABOUT NCFA

NCFA is the leading voice in North Carolina's forestry industry and is comprised of over 4,000 landowners, mill operators, loggers, furniture manufacturers, sawmill owners, paper manufacturers, state agencies, educators and others concerned about the long-term health and productivity of the state's forest resources and the industries they support.



*NCFA Membership Directory & Resource Guide*



NCForestry.org  
Website Advertising

# NCFA MEMBERSHIP DIRECTORY & RESOURCE GUIDE

## Net Advertising Rates

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

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

Full-Color Rates	1x
Double Page Spread	\$3,609.50
Outside Back Cover	\$3,349.50
Full Page	\$2,809.50
2/3 Page	\$2,419.50
1/2 Page	\$1,789.50
1/3 Page	\$1,409.50
1/4 Page	\$1,079.50
1/6 Page	\$829.50
1/8 Page	\$629.50

Black-and-White Rates	1x
Full Page	\$1,789.50
2/3 Page	\$1,569.50
1/2 Page	\$1,179.50
1/3 Page	\$899.50
1/4 Page	\$689.50
1/6 Page	\$559.50
1/8 Page	\$449.50

*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.*

Premium Advertising Options - Ask your representative for specifications.

Belly Band: \$4,829.50

\*Purchase a 1/2 page or larger Full Color display ad and receive a FREE Silver Package Profile.

## Forestry Products and Services Marketplace



Designed to highlight companies that provide forestry products or services to the North Carolina forestry market, the Forestry Products & Services Marketplace section is a prime spot to place your company's advertisement. Stand out from the competition and get noticed!

## Business Card Exchange



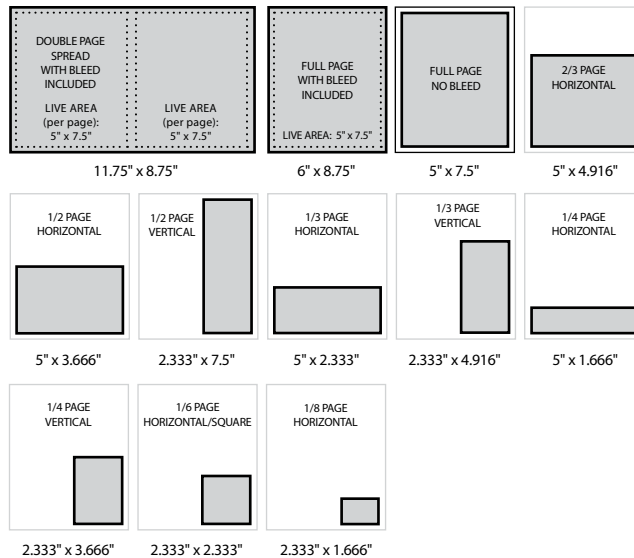
The Business Card Exchange is an opportunity for you to promote your business in a readily accessible section of the NCFA Membership Directory. Placing your company's business card in this special section provides readers with valuable information about the products and services you supply to the industry.

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.

# PRINT ADVERTISING SPECIFICATIONS

## NCFA 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.

### Specs for Outsert/Inserts

- 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 flyersheets 5.75" x 8.5"

### 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](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.

### Digital Edition

For more information, visit:

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

# NCFORESTRY.ORG

## Advertising on the North Carolina Forestry Association Website

Advertising on the North Carolina Forestry Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to NCFORESTRY.ORG to learn about upcoming association events, discover ways to maximize their NCF membership and view the latest issues of the *NCF Membership Directory & Resource Guide* digital edition. Advertising on NCFORESTRY.ORG offers several cost-effective opportunities to position your company as a leader in front of an influential group of forestry professionals.

### Features of NCF website advertising:

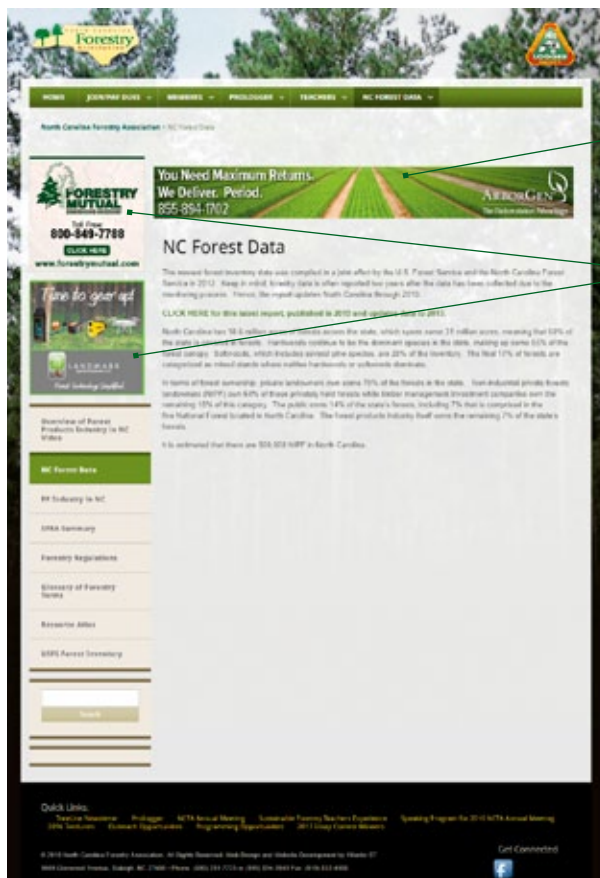
- Cross-promoted in other NCF publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, NCFORESTRY.ORG receives:

- More than 9,900 visitors per month
- Over 11,600 sessions per month
- 13,500+ unique pageviews per month
- 16,400+ total pageviews per month



\*Traffic numbers from OCT. 2017 - MAR. 2018



### Leaderboard | \$1,655 12 months

This rectangle banner displays at the top of every page of the NCF website. 5 rotations.

### Square Tiles | \$1,360 12 months

Square tiles appear to the left of content on every subpage of the NCF website. Two squares available, 3 rotations each.

Online Specifications - For more information, visit:

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

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