



AFA American
Fence
Association

www.americanfenceassociation.com

AMERICAN FENCE ASSOCIATION MEDIA GUIDE

**REACH KEY PLAYERS IN THE
\$8.2 BILLION FENCING INDUSTRY!**

FOR MORE INFORMATION, PLEASE CONTACT:

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Publication Director

417-326-2091

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NAYLOR 
ASSOCIATION SOLUTIONS

BY THE NUMBERS

\$8.2B

In 2018, the United States fencing industry was valued at **\$8.2 billion!***

8,500+

AFA represents more than **8,500 employees** and **employers** in the industry.

80%

Over **80% of readers** are company owners, CEOs and other upper-level management personnel.**

4,200

Fencepost magazine is viewed over **4,200 times** per month!

WHY AFA?

- AFA is the **world's largest** professional association that represents the fence, deck and railing industry.
- AFA members include over **50,000 professionals** who represent **every state** of the US, in addition to Mexico, Canada and other countries outside of North America.**



MEMBERSHIP DIRECTORY & BUYERS' GUIDE
PRINT & DIGITAL EDITION



ACROSS THE FENCE
ENEWSLETTER

THE AFA MEDIA ADVANTAGE

- *Membership Directory & Buyers' Guide* is distributed annually to over **13,000 people**.
- *Fencepost* magazine is distributed in print and online six times a year, with the online edition receiving **19,500 page views!**
- A **bonus edition** of *Fencepost* magazine is also distributed to more than **4,000 attendees** of **FENCETECH**, the world's **largest** fence, gate and railing exhibition!



FENCEPOST
PRINT & DIGITAL MAGAZINE



AFA WEBSITE
AMERICANFENCEASSOCIATION.COM

Source: [https://www.grandviewresearch.com/industry-analysis/fencing-market*](https://www.grandviewresearch.com/industry-analysis/fencing-market)
AFA 2017 Marketing Questionnaire**

NEW! 2019 VOICE POCKET GUIDE

MEMBERSHIP DIRECTORY & BUYERS' GUIDE FENCEPOST MAGAZINE

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	1-2x	3-4x	5-7x
Double Page Spread	\$4,429.50	\$4,209.50	\$3,989.50
Outside Back Cover	\$3,479.50	\$3,339.50	\$3,189.50
Inside Front or Inside Back Cover	\$3,379.50	\$3,239.50	\$3,089.50
Full Page	\$2,879.50	\$2,739.50	\$2,589.50
2/3 Page	\$2,489.50	\$2,369.50	\$2,239.50
1/2-Page Island	\$2,129.50	\$2,019.50	\$1,919.50
1/2 Page	\$1,829.50	\$1,739.50	\$1,649.50
1/3 Page	\$1,379.50	\$1,309.50	\$1,239.50
1/4 Page	\$1,059.50	\$1,009.50	\$949.50
1/8 Page	\$549.50	\$519.50	\$489.50

Tab Rate (directory only): \$3179.50

Black-and-White Rates	1-2x	3-4x	5-7x
Double Page Spread	\$3,599.50	\$3,419.50	\$3,239.50
Full Page	\$2,059.50	\$1,959.50	\$1,849.50
2/3 Page	\$1,779.50	\$1,689.50	\$1,599.50
1/2-Page Island	\$1,519.50	\$1,439.50	\$1,369.50
1/2 Page	\$1,309.50	\$1,239.50	\$1,179.50
1/3 Page	\$989.50	\$939.50	\$889.50
1/4 Page	\$759.50	\$719.50	\$679.50
1/8 Page	\$409.50	\$389.50	\$369.50

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.

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. Rates as of July 2017

FENCEPOST MAGAZINE DIGITAL EDITION

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

Fencepost is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

THE DIGITAL MAGAZINE LETS YOU:

- Include ads on an HTML 5 and mobile responsive platform
- Link your ad to the landing page of your choice
- 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 AFA's website. A full archive of past issues is available, ensuring longevity for your online presence



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$1,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$700

4 2nd TOC Mobile Banner | \$550

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,100

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$300

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Half-Page Insert | \$500

• 2/3 Page Outsert | \$650

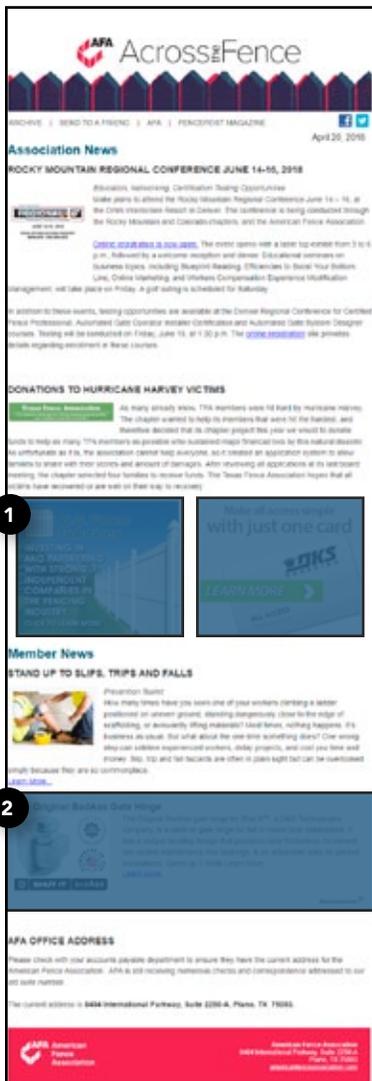
ACROSS THE FENCE ENEWSLETTER

ABOUT THE ENEWSLETTER – www.naylornetwork.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 9,500+ 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



1 Rectangles - Row 1 (300 x 250 pixels)

12 Months | \$4,145

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

2 Sponsored Content - Row 1

12 Months | \$3,935

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

Rectangles - Row 2 (300 x 250 pixels)

12 Months | \$3,620

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

Sponsored Content - Row 2

12 Months | \$3,410

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

Rectangles - Row 3 (300 x 250 pixels)

12 Months | \$3,095

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

Sponsored Content - Row 3

12 Months | \$2,885

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

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AFA WEBSITE

Advertising on the AFA 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 www.americanfenceassociation.com/ to learn about upcoming association events, discover ways to maximize their AFA membership, view the latest issues of *Fencepost* magazine or *Across the Fence* eNewsletter and search the *Membership Directory & Buyers' Guide*. Advertising on www.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

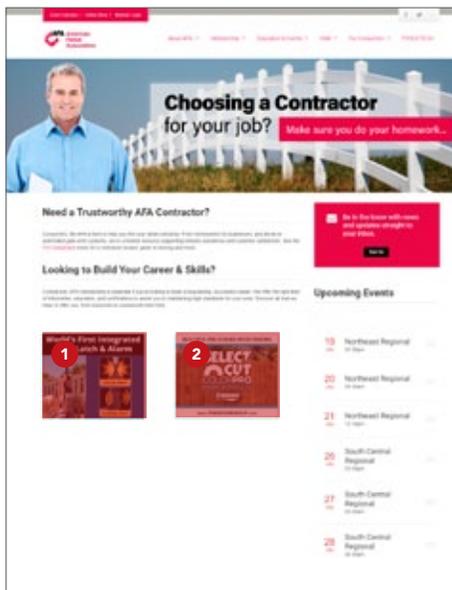
On average, www.americanfenceassociation.com/ receives:

- More than 6,400 visitors per month
- Over 9,838 sessions per month
- More than 23,000 page views per month

*Traffic numbers from January 2019 to June 2019



Home-Page View



1 Top Rectangle (300 x 250 pixels)

12 Months | \$2,570

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

2 Lower Rectangle (300 x 250 pixels)

12 Months | \$2,045

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

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www.naylor.com/onlinespecs

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Sub-Page View

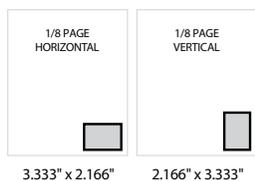
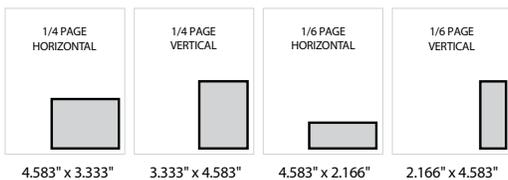
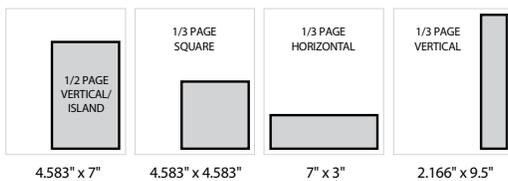
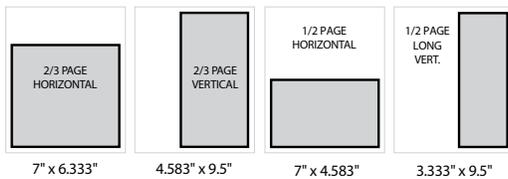
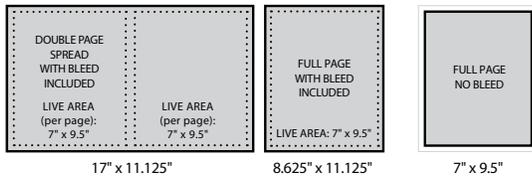


MEMBERSHIP DIRECTORY & BUYERS' GUIDE FENCEPOST MAGAZINE

PRINT ADVERTISING SPECIFICATIONS

Magazine/Directory Trim Size: 8.375" x 10.875"

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/adupload

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.

Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 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"

Digital Edition

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

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SPONSORED CONTENT EBLASTS

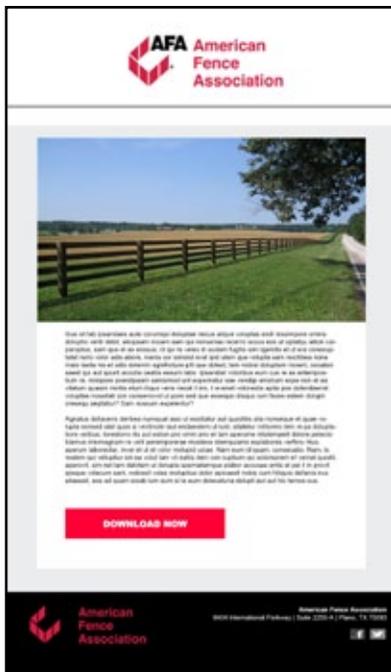
Establish your company as a thought leader by participating in our monthly eBlast opportunity. This exclusive opportunity is limited to only ONE company per month.

Enjoy the benefits of a targeted eBlast:

- Eblasts are delivered to over 10,000 fence, deck and railing professionals
- Follow-up emails sent within 2 weeks to remind readers of your sponsored content
- Featured link with a direct mention of your sponsored content in *Across the Fence* eNewsletter

Plus, enjoy these additional advantages:

- Additional exposure through multiple sharing options
- Direct links of your choice to facilitate the purchasing process
- Each Sponsored Content eBlast is exclusive for the selected month, with a first right of refusal for the next year



Per Email | \$4,200

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.



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MEMBERSHIP DIRECTORY & BUYERS' GUIDE - DIGITAL EDITION

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

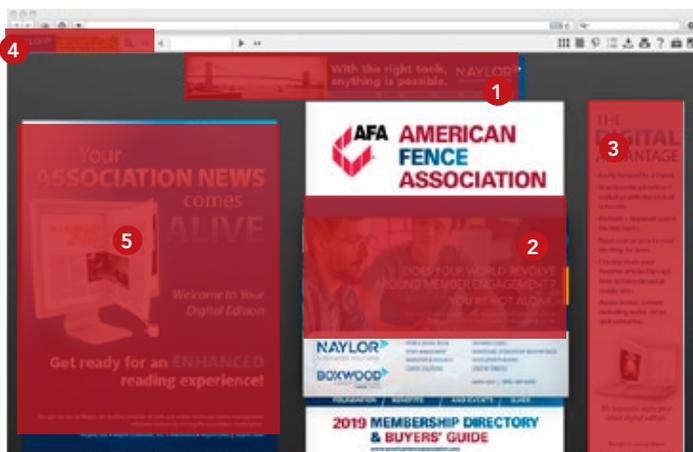
In addition to print, *Membership Directory & Buyers' Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

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**



www.naylornetwork.com/fen-directory/



1 Digital Leaderboard | \$945

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

2 Belly Band | \$1,500

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

3 Digital Skyscraper | \$1,050

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

Ad Link | included in display ad rates

4 Digital Large Toolbar | \$525

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.

5 Digital Sponsorship | \$785
Digital Sponsorship MAX | \$890

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

**Video capabilities are not supported for Sponsorship MAX*

2019 CONTENT CALENDAR

ISSUE	THEME/FEATURES	AD COPY DATE	SHIP DATE
Jan/Feb 2019 Bonus Distribution at FENCETECH 2019	FENTECH SHOW ISSUE Features: Automated gate trends; Hydraulic earth drills; Women in the AFA industry Bonus: FENCETECH2019 Floor Map*	12/19/2018	January 2019
March/April 2019	FENCETECH 2019 WRAP-UP Features: Incoming AFA president; Pool safety; Decorative chain link	3/11/2019	March 2019
May/June 2019	SUSTAINABILITY Features: Recyclable building materials; Indoor fencing systems; Locks & latches	4/23/2019	May 2019
July/August 2019	RECREATION Features: Playground fencing; Composite decks; Hand rails	6/10/2019	July 2019
September/October 2019	RANCH Features: Concrete ranch fence; Livestock enclosures; AFA U preview	8/13/2019	September 2019
November/December 2019	FENCETECH 2020 PREVIEW Features: Storage lockers; Hydraulic earth drills; Steel folding gates; 2020 Product Preview	10/16/2019	November 2019
Annual Directory	2019 MEMBERSHIP DIRECTORY & RESOURCE GUIDE	10/17/2019	December 2019

Editorial Calendar is tentative and subject to change.

FLOOR MAP WILL HIGHLIGHT THE BOOTHS OF ALL WHO ADVERTISE IN THE JAN/FEB ISSUE OF FENCEPOST



AFA HIGHLIGHTS 2018 - THE YEAR IN REVIEW

THE TOP ARTICLES OF 2018:

Fenced In – Best Practices for Farm & Ranch Enclosures

Building the right fence for a farm isn't always about corralling the creatures, but often about protecting them.

AFA Bestows Top Honors at FENCETECH 2018

Individuals and companies recognized in 2018 for their accomplishments and contributions to ADA and the fence industry.

Jamie Turrentine – a Believer

An in-depth look into the minf of AFA's 2018 incoming president, Jamie Turrentine.

Chris Houchin Medical Fund

We are sad to share that Chris Houchin was diagnosed with stage 3 adenocarcinoma of the gastric-esophageal junction. Please keep him in your thoughts; there is no such thing as too many prayers being sent!

3 Reasons You should Attend Northeast & South Central Regionals

The upcoming regionals in Pittsburgh and New Orleans offer affordable options to quality education sessions, networking with table top exhibitors and fellow attendees, and unique group excursions.

Building Awareness for the Industry

AFA's Executive Director, Tony Thornton, was interviewed for a recent article in the Los Angeles Daily News. The article focused on the added value that a quality fence provides for homes.

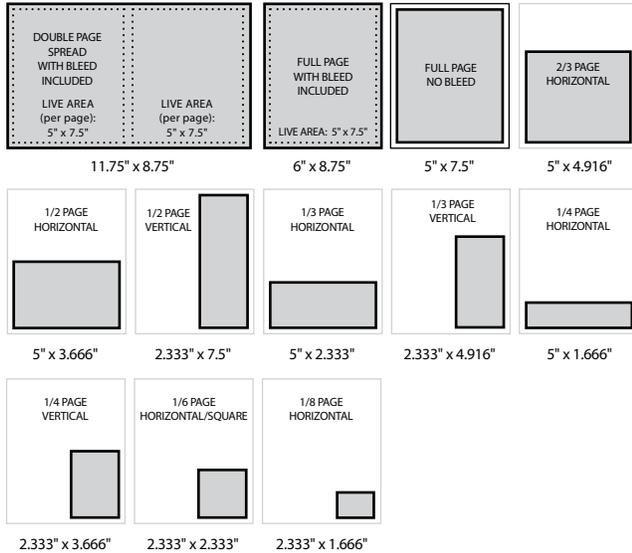
AND MORE!



VOICE POCKET GUIDE

PRINT ADVERTISING SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"



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Specs for Outsert/Inserts

- 1 Pg / 2 Surface 5.75" x 8.5"
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- Postal flyersheets 5.75" x 8.5"

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Digital Edition

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