

Florida Forestry Association

MEDIA GUIDE

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

Florida Forests Magazine / FloridaForest.org / Membership Directory

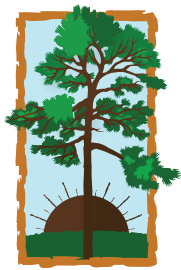
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**FLORIDA
FORESTRY
ASSOCIATION**

NAYLOR 
ASSOCIATION SOLUTIONS



**FLORIDA
FORESTRY
ASSOCIATION**



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 bi-annual magazine

naylornetwork.com/for-nxt



WEBSITE ADVERTISING

FloridaForest.org



MEMBERSHIP DIRECTORY & RESOURCE GUIDE



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FLORIDA FORESTS magazine

MEMBERSHIP DIRECTORY & 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	2x-3x
Outside Back Cover	\$ 3,159.50	\$ 3,039.50
Inside Front or Inside Back Cover	\$ 2,949.50	\$ 2,829.50
Full Page	\$ 2,469.50	\$ 2,349.50
2/3 Page	\$ 1,959.50	\$ 1,859.50
1/2-Page Island (Magazine Only)	\$ 1,549.50	\$ 1,469.50
1/2 Page	\$ 1,419.50	\$ 1,349.50
1/3 Page	\$ 1,059.50	\$ 1,009.50
1/4 Page	\$ 779.50	\$ 739.50
1/6 Page	\$ 619.50	\$ 589.50
1/8 Page	\$ 449.50	\$ 429.50

Black-and-White Rates	1x	2x
Full Page	\$ 1,539.50	\$ 1,459.50
2/3 Page	\$ 1,339.50	\$ 1,269.50
1/2 Page	\$ 969.50	\$ 919.50
1/3 Page	\$ 749.50	\$ 709.50
1/4 Page	\$ 569.50	\$ 539.50
1/6 Page	\$ 449.50	\$ 429.50
1/8 Page	\$ 349.50	\$ 329.50

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.

Digital Edition Branding Opportunities

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

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.

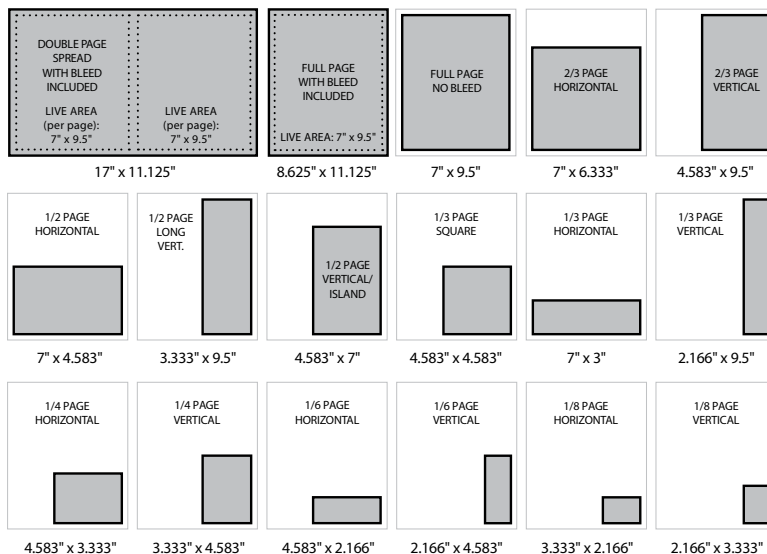
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors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

FLORIDA FORESTS magazine

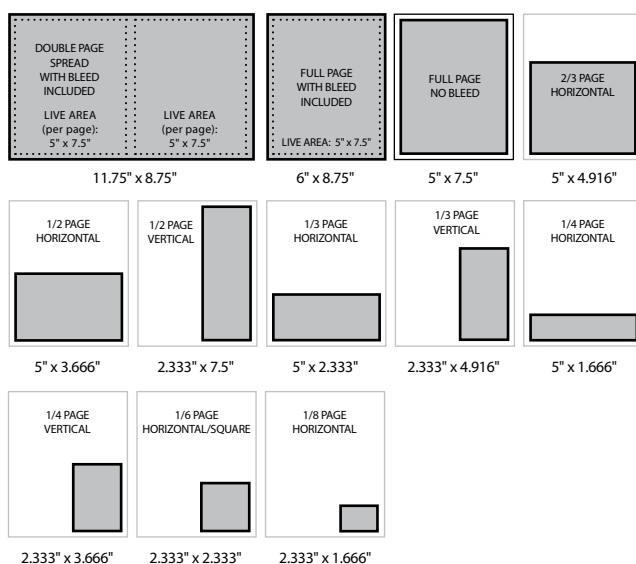
MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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 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.

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 flyersheets: 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 flyersheets 5.75" x 8.5"

Digital Edition

For more information, visit:

<http://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.

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.*

- | | | |
|---|--|--|
| <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 & RESOURCE GUIDE

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.



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.

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.

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/online specs>

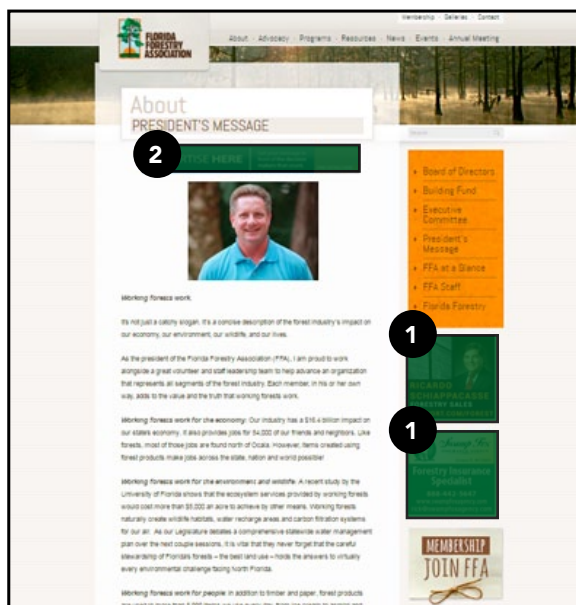
FLORIDAFOREST.ORG

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!



1 Square Banner | 200 x 200 pixels

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

12 months | \$2,235

6 months | \$1,235

3 months | \$670

2 Horizontal Banner | 468 x 60 pixels

Sub page ad with one position rotating 3 advertisers.

12 months | \$1,400

6 months | \$785

3 months | \$420

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

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