

Media Kit & Rate Package



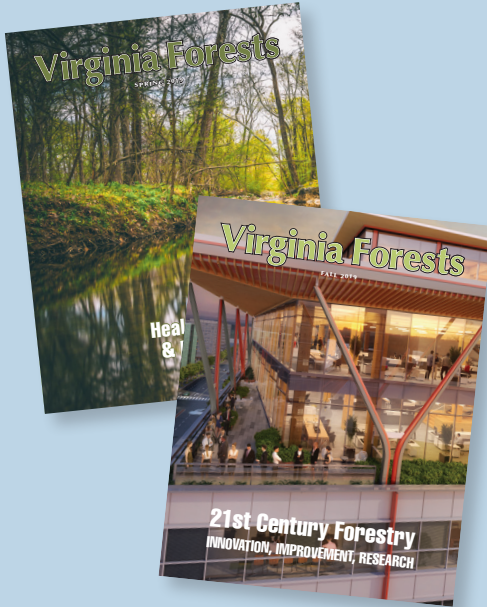
Virginia Forestry Association

3308 Augusta Avenue
Richmond, VA 23230

804-278-8733 • vfa@vaforestry.org

www.vaforestry.org

RATES EFFECTIVE JANUARY 2019



For more than 75 years, *Virginia Forests* has published useful, reliable and relevant articles written by knowledgeable contributors on topics that are important to forestry professionals, landowners and forest products related businesses. Published quarterly, *Virginia Forests* reaches more than 2,500 members and subscribers including Virginia public schools, public libraries, educators and state and federal legislators.

Published by

Virginia Forestry Association
3808 Augusta Avenue
Richmond, VA 23230
www.veforestry.org
Phone: 804/278-8733
Fax: 804/278-8744
Email: vfa@veforestry.org

For more information

804/278-8733

OR VISIT US ONLINE AT

www.veforestry.org

VIRGINIA FORESTS MAGAZINE **RATE CARD AND SPECIFICATIONS**

Rates Effective January 15, 2019

STANDARD DISPLAY AD RATES (*black and white*)

AD SIZE	1 ISSUE	4 ISSUES	PAID IN ADVANCE 4-ISSUE RATE (10% DISCOUNT)
FULL PAGE	\$620	\$500	\$1,800
1/2 PAGE	\$360	\$280	\$1,008
1/3 PAGE	\$290	\$230	\$828
1/4 PAGE	\$235	\$185	\$666
1/8 PAGE	\$145	\$115	\$414

DISPLAY ADS: PREMIUM POSITION

Inside Front Cover, Inside Back Cover
Outside Back Cover

Add 10%
Add 15%

DISPLAY ADS: COLOR

	1 ISSUE	4 ISSUES	4-ISSUES / PAID IN ADVANCE
Full Color Ad	\$50	\$150	\$125

NEW! BUSINESS DIRECTORY LISTING (PER ISSUE)

	\$60
Include Company Logo	Add \$25
Include Color	Add \$20

ACCEPTED FORMATS

Preferred formats include PDF, JPEG, EPS or TIF.

Send high resolution electronic files to vfa@veforestry.org

SUBMISSION DEADLINES:

January 1	Winter issue
April 1	Spring issue
July 1	Summer issue
October 1	Fall issue

Distribution is approximately 6 weeks after submission deadline.

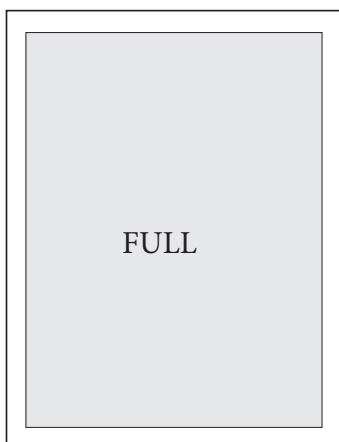
DISCOUNTS:

Agency Discounts, 15% on space contracted. Net 30 days

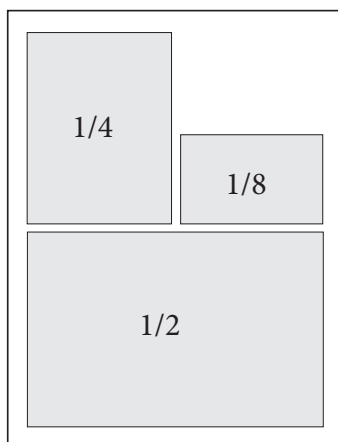
Member Discounts are based on Annual Dues Rates, as follows:

Member Dues	(\$65-\$149)	2% Discount
	(\$150-\$249)	4% Discount
	(\$250-499)	6% Discount
	(\$500-\$999)	8% Discount
	(\$1,000+)	10% Discount

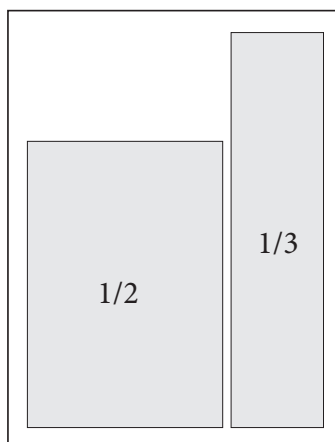
Display Ad Sizes



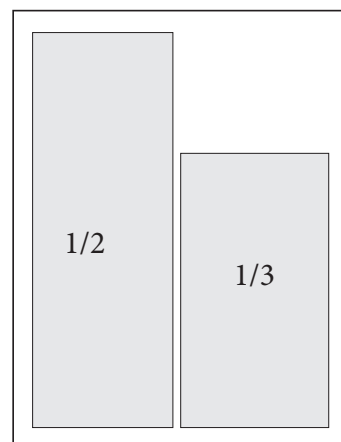
Live (7.0" x 9.125")
Trim (8.5" x 11")
Bleed (8.75" x 11.5")



1/4 Page (3.35" x 4.5")
1/8 Page (3.35" x 2.125")
1/2 Page (7.0" x 4.5")



1/2 Page (4.25" x 6.5")
1/3 Page (2.125" x 9.125")



1/2 Page (3.35" x 9.125")
1/3 Page (3.35" x 6.125")

Business Directory Ads

EXAMPLES

STANDARD BUSINESS LISTING

Your Company Name

Address Line One

Address Line Two

City, State ZIP

www.yourcompany.com

Contact Name

Email • (000) 000-0000

Brief description of your company's goods or services here, not to exceed 140 characters.

ADDITIONAL OPTIONS (COLOR AND COMPANY LOGO)

YOUR LOGO

Your Company Name

Address Line One

Address Line Two

City, State ZIP

www.yourcompany.com

Contact Name

Email • (000) 000-0000

Brief description of your company's goods or services here, not to exceed 140 characters.

BUSINESS DIRECTORY LISTINGS WILL BE CATEGORIZED BY YOUR COMPANY'S PRIMARY INDUSTRY OR SERVICE.

TO CREATE YOUR BUSINESS DIRECTORY AD, USE THE LINK BELOW TO COMPLETE YOUR FORM OR DOWNLOAD A PRINTABLE FORM:

<https://vfa.memberclicks.net/advertise>

PRINTED FORMS AND PAYMENT MUST BE RECEIVED PRIOR TO PRINTING.

Mail to: Virginia Forestry Association
3808 Augusta Avenue
Richmond, VA 23230
ATTN: Advertising





*Virginia Forests magazine
is published quarterly by
Virginia Forestry Association*

RETURN THIS FORM TO

Virginia Forestry Association
3808 Augusta Avenue
Richmond, VA 23230

*Your ad request form and
payment must be received
prior to printing.*

For more information

Phone: 804/278-8733
Fax: 804/278-8744
Email: vfa@vaforestry.org



*A unifying voice
for Virginia's
forestry community.*

www.vaforestry.org

Virginia Forests magazine is published quarterly by the Virginia Forestry Association, 3808 Augusta Avenue, Richmond, VA 23230-3910. Subscription is by membership in the Association with annual dues ranging upward from a minimum of \$65 for individuals. Extra copies at \$3.00. The sole criterion for publication in Virginia Forests is that material be sound and informative. All opinions expressed are those of the individual authors and not necessarily those of Virginia Forests or the Virginia Forestry Association. The Association does not pay for materials used. A cumulative index of Virginia Forests is maintained at VFA headquarters. ISSN 0740-011X.

VIRGINIA FORESTS MAGAZINE AD REQUEST & SUBMISSION FORM

Please return this form (with your ad) to Virginia Forestry Association by the deadline indicated on our rate card. You can also reserve ad space and make payment using the online submission form at www.vaforestry.org/advertise

Company: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Signature: _____

Are you a VFA Member? ☐ Yes ☐ No ☐ Not Sure

Please include my ad in the following issue(s):

☐ Spring ☐ Summer ☐ Fall ☐ Winter

Insertion Schedule:

- ☐ 1 time only
☐ 4 times (*pay per issue*)
☐ 4 times paid in advance (*10% discount available!*)

Display Ad Size:

- ☐ Full Page
☐ 1/2 Page
☐ 1/3 Page
☐ 1/4 Page
☐ 1/8 Page

Request for Premium Position (availability is limited)

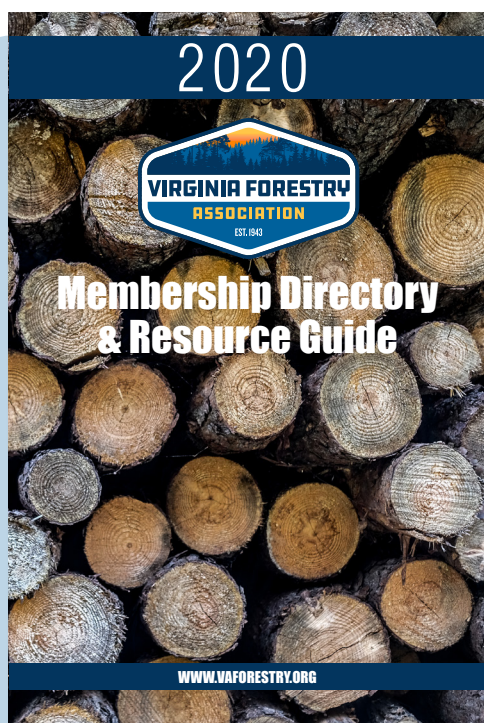
- ☐ Inside Front Cover ☐ Inside Back Cover
☐ Outside Back Cover (*call for size specifications*)

Color:

- ☐ Full Color ☐ Black and White

Business Directory Listing

- ☐ In Addition to Display Ad
☐ Directory Listing ONLY
☐ Include Company Logo
☐ Include Color



VFA's *Membership Directory and Resource Guide* is a great way to showcase your business, products and services to association members. Advertisers in the directory receive the benefit of premium visibility that connects you to every member of the association, including forest landowners, forest management professionals, loggers, and a wide variety of forestry-related businesses and organizations.

The Virginia Forestry Association Membership Directory and Resource Guide is published annually by

Virginia Forestry Association
3808 Augusta Avenue
Richmond, VA 23230
www.vaforestry.org
Phone: 804/278-8733
Fax: 804/278-8744
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VFA MEMBERSHIP DIRECTORY RATE CARD AND SPECIFICATIONS

Rates Effective January 5, 2019

DISPLAY AD RATES

AD SIZE

FULL PAGE	\$795
1/2 PAGE	\$550
1/4 PAGE	\$395
1/8 PAGE	\$195

BUYER'S GUIDE

\$50

Highlight your company products and services in our Buyer's Guide. *Includes your company name, contact information and a brief description.*

DISPLAY ADS: PREMIUM POSITION (+\$75, limited availability)

Inside Front Cover
Inside Back Cover
Outside Back Cover

ACCEPTED FORMATS

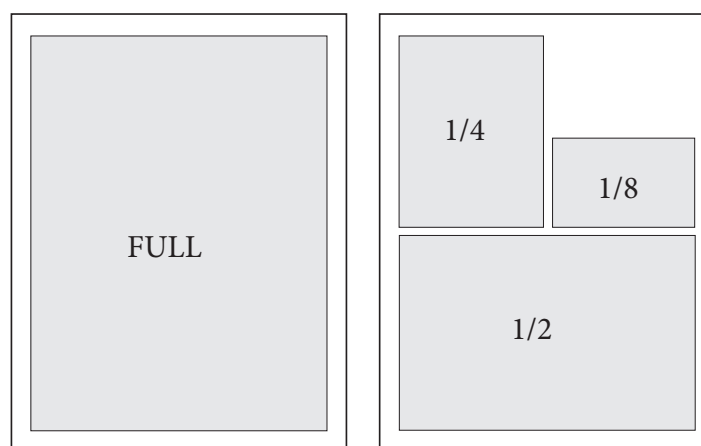
Preferred formats include PDF, JPEG, EPS or TIF.
Send high resolution electronic files to vfa@vaforestry.org

SUBMISSION DEADLINE:

November 1, 2020

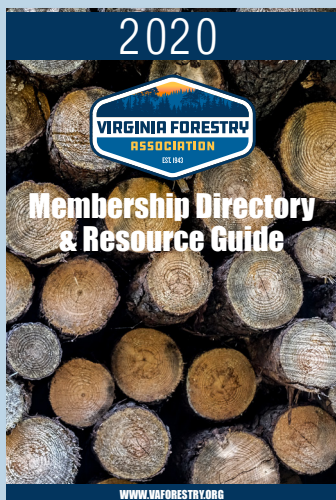
Distribution is approximately 8 weeks after submission deadline.

Display Ad Sizes



Live (5" x 8")
Trim (5.5" x 8.5")
Bleed (5.75" x 8.75")

1/2 Page (5.0" x 3.625")
1/4 Page (2.25" x 3.625")
1/8 Page (2.25" x 1.625")



The VFA Membership Directory and Resource Guide is published annually

RETURN THIS FORM TO

Virginia Forestry Association
3808 Augusta Avenue
Richmond, VA 23230

Your ad request form and payment must be received by November 1, 2020.



***A unifying voice
for Virginia's
forestry community.***

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Please return this form (with your ad) to Virginia Forestry Association by November 1, 2020. You can also reserve ad space and make payment using the online submission form at www.veforestry.org/advertise

Company: _____

Contact Name: _____

Contact Phone Number: _____

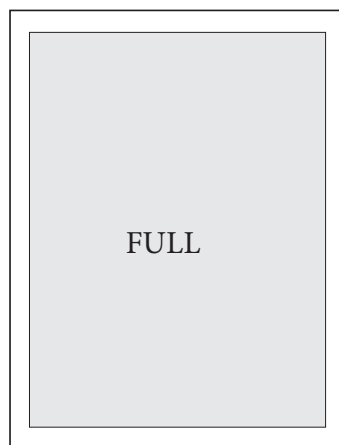
Contact Email: _____

Signature: _____

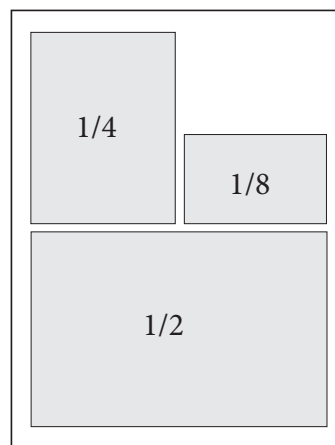
Are you a VFA Member? ☐ Yes ☐ No ☐ Not Sure

Display Ad Size: ☐ Full Page ☐ 1/2 Page ☐ 1/4 Page ☐ 1/8 Page

Buyer's Guide: ☐ See below



Live (5" x 8")
Trim (5.5" x 8.5")
Bleed (5.75" x 8.75")



1/2 Page (5.0" x 3.625")
1/4 Page (2.25" x 3.625")
1/8 Page (2.25" x 1.625")

Request for Premium Position

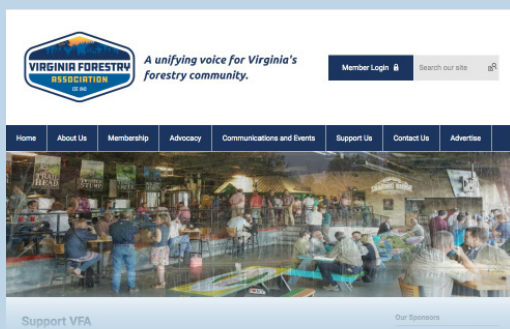
- ☐ Inside Front Cover (full page ad only)
☐ Inside Back Cover (minimum 1/2 page)
☐ Outside Back Cover (full page ad only)

BUYER'S GUIDE INFORMATION

Include description and preferred contact(s) information for your listing.



Looking for a way to promote your products or services while supporting VFA? Choose from these additional options and return this form to the VFA office today!



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For more information

804/278-8733

OR VISIT US ONLINE AT

www.vaforestry.org

ADDITIONAL ADVERTISING & SPONSORSHIP OPPORTUNITIES

☐ VFA Website Advertiser

\$500

Includes your company logo, contact information and website link at vaforestry.org for six months.

☐ VFA VOICE ENews Sponsor or Advertiser

VFA Voice is a biweekly electronic newsletter for members and subscribers.



☐ Sponsor

\$200

Sponsors receive a display ad (company logo, contact information and website link) in two issues along with a feature article you provide.

☐ Advertiser

\$50

Includes your company logo, contact information and a website link for one issue.

☐ Printed Newsletter Sponsor

\$200

Your name, logo, and website will be included in one issue. Printed newsletters are published periodically and mailed directly to all VFA members.

☐ Magazine Subscription Sponsor

\$20/year

Send *Virginia Forests* magazine to your local library.

You may sponsor subscriptions to multiple libraries (\$20 ea.), and subscriptions can be automatically renewed. A list of libraries you can sponsor is available from the VFA office or on the website at www.vaforestry.org/support-us

Please complete the information below:

Company: _____

Address: _____

City/State/ZIP: _____

Contact Name: _____

Phone Number: _____

Contact Email: _____

Signature: _____

Payment ☐ Check Enclosed ☐ Bill Me