

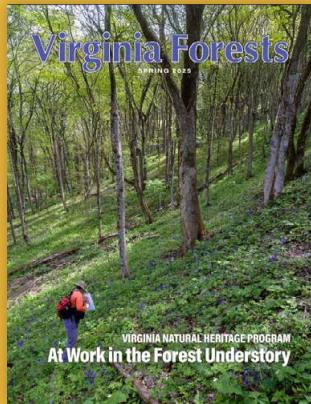
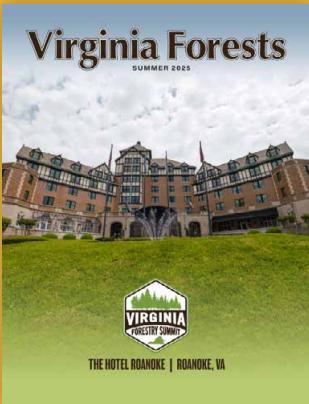
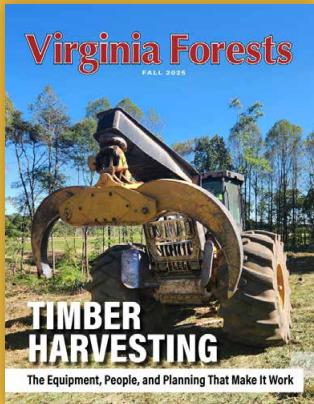
Virginia Forestry Association

Virginia Forests Magazine

MEDIA KIT



The single **MOST POWERFUL MARKETING OPPORTUNITY** in Virginia Forestry



About the Magazine

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.

PLUS, A DIGITAL EDITION OF EACH ISSUE IS AVAILABLE ON VAFORESTRY.ORG.

One Four-Issue Advertising Buy Delivers an Entire Year of Marketing!

Full page (non-bleed)
7.75" x 10.25"

Trim size:
8.5" x 11"

All important content should be at least .1875" from all trim edges to avoid being cut off

Bleed:
Use trim size & add .125" bleed on all four sides.

Back cover (non-bleed)
7.5" x 8"

Trim size:
8.5" x 8.5"

All important content should be at least .1875" from the sides and bottom trim edge to avoid being cut off

Bleed:
Use trim size & add .125" bleed to the sides and bottom (final dimensions being 8.75" x 8.625")

1/4 Vertical
3.35" x 4.5"

1/8 Horizontal
3.35" x 2.125"

1/8 Horizontal
3.35" x 2.125"

1/2 Horizontal
7" x 4.5"

1/3
3.35" x 6.125"

1/2 Island
4.25" x 6.5"

ISSUE	Ad Close/Non-Camera Ready Materials Due	Camera-Ready Materials Due	Issue Date
Winter 2026	2/20/26	2/27/26	April 2026
Spring 2026	5/7/26	5/14/26	June 2026
Summer 2026	8/6/26	8/13/26	September 2026
Fall 2026	11/2/26	11/9/26	December 2026

Advertising Rates (All ads four-color, all rates net per insertion)

Premium Positions	4x	2x	1x
Back Cover	\$1,000	\$1,150	\$1,250
Inside Front Cover	\$925	\$1,075	\$1,150
Inside Back Cover	\$875	\$1,000	\$1,095
Page One	\$875	\$1,000	\$1,095

Display Ads	4x	2x	1x
Full Page	\$700	\$800	\$875
½ Page (horizontal or vertical)	\$575	\$675	\$725
⅓ Page	\$475	\$550	\$600
¼ Page (vertical)	\$350	\$400	\$450
⅕ Page (horizontal)	\$275	\$325	\$350

*non-VFA members add 15% to above rates.

BONUS VALUE:

All ads, with free live links, can be seen in the digital edition available to members on vaforestry.org

RESERVE YOUR SPACE TODAY!

Contact your account executive for more information:

Holli Muffler

holli.muffler@todaymediacustom.com

302-729-2907



Digital Ad Packages

Website, eNewsletter, and Resource Guide

**LEADERBOARD** (728px x 90px)

Maximum of 1 advertiser
Run of site

**BOX** (300px x 250px)

Maximum of 2 advertisers rotating
Run of site

**BANNER** (696px x 80px)

Maximum of 6 advertisers rotating
Run of site

MEMBER RATES				NON-MEMBER RATES		
	3 Months	6 Months	12 Months	3 months	6 Months	12 months
Leaderboard	\$1,050	\$1,800	\$3,000	\$1,200	\$2,100	\$3,600
Box	\$900	\$1,500	\$2,400	\$1,050	\$1,800	\$3,000
Banner	\$750	\$1,200	\$1,800	\$900	\$1,500	\$2,400

E-NEWSLETTER (Published monthly)

Maximum of 1 advertiser per month (*members only)

1 month	3 months	6 months	12 months
\$350	\$825	\$1,500	\$2,400

RESOURCE GUIDE (*members only)**Premier Listing Includes:**

- Premium Placement above Basic Listing
- Featured on homepage
- Company logo
- Weblink
- Product/service description
- Up to 5 rotating images
- Social media links
- Company contact(s)
- Email

PREMIER LISTING

6 months	12 months
\$360	\$600

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