

ADVERTISING RATE CARD #35

Effective JANUARY 2010

ADVERTISING MATERIALS

DIGITAL AD SPECIFICATIONS

We prefer to receive ads digitally. If you have a technical question about digital ad specifications or file transmission, please feel free to contact TimberWest at 425-778-3388.

SOFTWARE

Please note the following supported software programs:

- In-Design CS2
- Illustrator (with type converted to outlines, saved as EPS and with all linked files)
- Photoshop 6.0 (saved as TIFF or EPS)
- Press-Ready PDF's
- Any other applications (e.g., PowerPoint and Word) are unacceptable.

FONTS

- Supply all printer and screen fonts, including fonts embedded in art files.
- PC files may be submitted, however, the ad is for a Macintosh platform based magazine. Macintosh fonts may have to be substituted.
- Pseudo-type commands should not be used (i.e., if italics are desired, then the italic version of the font should be used, not the italic style).

SCANS

- Scanned images should be saved as TIFF or EPS.
- Line art should be scanned at 1200 dpi and saved as a TIFF. Be sure not to scan line art as a halftone. (In Photoshop, use the "Bitmap" mode.)
- All photos should be scanned at 300 dpi. Ideally the shadow dot should not exceed 91%; any dot under 4% will drop to white. 4C images should be converted to CMYK (not left as RGB).
- Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.
- For any digitized film prepared on a copydot scanner, please call for specifications.

WHAT TO SEND ON YOUR DISK

- The file of the ad (e.g., In-Design file).
- Any support files that are incorporated into your ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad. Fonts still need to be included even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (e.g., a logo) that may use fonts, and include those as well. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether or not all the versions are utilized in the ad. Variations caused by font substitutions due to fonts not being sent or converted as appropriate are the responsibility of the publisher.

WHAT TO SEND WITH THE DISK

- The most recent hard-copy printout of the ad, specifying which software program was used in creation of your ad (e.g., QuarkXpress/Mac or Pagemaker/PC).
- A B/W composite and color laser proof should also be provided with color ads. If your ad contains four-color scanned images or builds of 3 or more colors, provide a high-end digital color proof. We are not responsible for shifts in color due to differences between the file and the proof.

ELECTRONIC TRANSMISSION

- If sending an electronic file through email, please send it to sringdahl@forestnet.com. Email should not be used for a file larger than 8 MBs. For larger files contact TimberWest for FTP site information.
- A laser of the ad you are sending via FTP or email attachment must ALSO be faxed to TimberWest at 425-771-3623.

DELIVERY INSTRUCTIONS

All advertising copy and disks should be sent VIA COURIER directly to:
 TimberWest Magazine
 654 5th Ave. S. Suite 301A
 Edmonds, WA 98020

Press, product, and any other media should be sent to:
 TimberWest Magazine
 P.O. Box 610
 Edmonds, WA 98020

ADVERTISING SPACE RATES

Size	1X-2X	3X-5X	6X-9X	10X-12X
Full Page	1915	1815	1725	1645
2/3 Page	1545	1515	1445	1375
1/2 Island	1415	1345	1285	1225
1/2 Page	1175	1105	1045	995
1/3 Page	965	925	885	835
1/4 Page	700	660	625	585
1/6 Page	485	455	425	395

COLOR/COVER CHARGES

1-Color	add \$	335.00
4-Color Process	add \$	845.00
Per 2-page Spread	add \$	1,290.00
2nd or 3rd Cover	add	15%
Back Cover	add	20%
Special Position	add \$	155.00
Matched PMS Color	add \$	490.00
5th Color, Special Inserts & Reprints	call for quote	

To schedule your advertising please contact...

1-604-990-9970

MISCELLANEOUS

COMBINATION RATES: You can combine your advertising insertions in TimberWest with those in Canada's Logging & Sawmilling Journal for the lowest possible frequency discount rate of each magazine.

AGENCY DISCOUNT: 15% of gross billing, payable to recognized advertising agencies providing camera-ready digital or film materials, if invoice paid within 30 days.

INTERNET ADVERTISING: Limited space available for banner advertising on the TimberWest website (www.forestnet.com) Contact advertising sales for more rate information.

CLASSIFIED DISPLAY LISTING

DISPLAY CLASSIFIED

ADVERTISEMENTS:
 \$80.00 per column inch,
 2 1/8" wide column

PROFESSIONAL CARDS:

1X — \$80.00 per column inch
 5X — \$75.00 per column inch
 10X — \$70.00 per column inch

ADVERTISING SALES:

1-604-990-9970

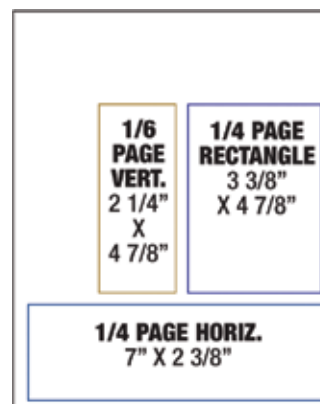
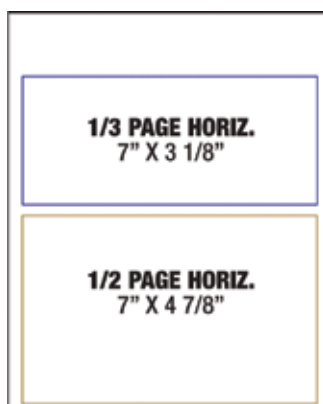
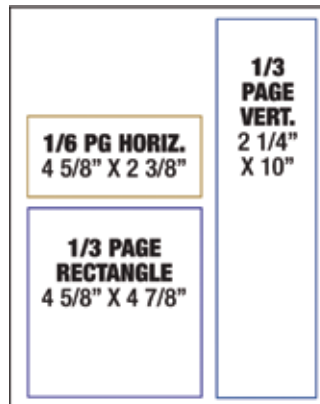
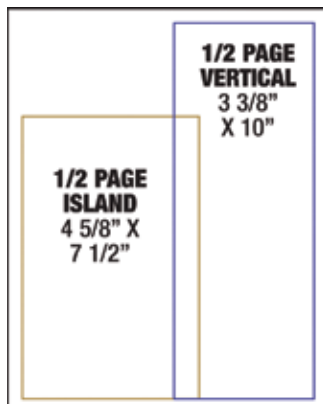
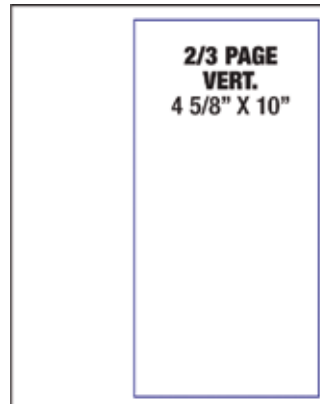
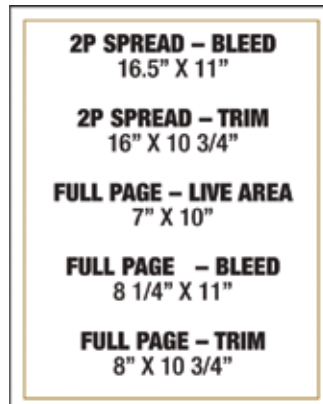
Fax: 1-604-990-9971

Sales Manager: James Booth
jbooth@forestnet.com

Rob Stanhope: stanhope@forestnet.com

CORPORATE OFFICE:

425-778-3388 • Fax 425-771-3623 • timberwest@forestnet.com
 Publisher & Production Manager: Sheila Ringdahl, sringdahl@forestnet.com
 Editor: Diane Mettler, dimettler@comcast.net



**SEND ALL
 ADVERTISING FILES TO:
artwork@forestnet.com**