

RATE CARD NO. 30



NO PRICE INCREASE FOR 2012

1. ISSUANCE & CLOSING DATES

See 2012 Editorial and Events Planner.

2. CIRCULATION INFORMATION

Member of CCAB, a division of BPA International. Circulated to forest company management, logging contractors, log haulers, wood processing management personnel, foresters and other related personnel in Canada's forest industry.

3. GENERAL ADVERTISING *In Canadian Dollars*

	1 Time	5 Times	10 Times	20 Times
1 page.....	\$4095	\$3995	\$3890	\$3720
2/3 page.....	3705	3580	3485	3360
1/2 island.....	3350	3240	3150	2990
1/2 page.....	2785	2650	2585	2480
1/3 page.....	2070	2005	1915	1675
1/4 page.....	1595	1525	1460	1370
1/6 page.....	1350	1285	1205	1090

4. COVER ADVERTISING

	5 Times	10 Times	20 Times
OBC.....	\$5250	\$5150	\$5025
IFC.....	4610	4505	4425
IBC.....	4610	4505	4425

5. INSERTS (STITCH-IN)

Minimum weight of stock – 50 lb text. Maximum weight of stock – 8 pt cover.

DO NOT USE CCAB AUDIT STATEMENT FOR QUANTITY – contact publisher, because the amount allocated for trade shows changes throughout the year. Ship inserts directly to the printing plant: Logging & Sawmilling Journal, c/o Rhino Print Solutions, 13880 Mayfield Place, Richmond BC V6V 2N7.

Each page used by advertiser supplying insert charged at earned black and white rate for one page. Overleaf available to publisher: \$850. Insert overleaf not available: \$1250. Trim size must be based on on 8" X 10-3/4" finished page size. Inserts must have 1/4" head trim, foot trim must be a minimum 1/8" inserter lip on high folio (except in special circumstances).

Single page inserts (eg Reply Cards) must have minimum 3" lip. Keep live matter 3/8" from all sides. Inserts smaller than this might require special handling. Send specifications in advance to determine charges. Reply postcards bound in: in addition to space rate, a handling charge of \$65 per M, depending on suitability of handling on machine.

For non-standard sizes, check with publisher for rates. Tie-ons have a handling charge of \$350 per M and are subject to scheduling confirmation. Inserts shipped from the United States should be imprinted "Printed in USA."

6. POSITION CHARGES

Preferred positions – 25% added to space charge.

7. COLOUR RATES

Offset (sheetfed) standard colours: red, green, yellow, blue—

Per page extra.....	\$495
Matched colours: per page extra.....	800
Metallic Ink.....	870
4-colour process: per page extra.....	1495

8. www.forestnet.com WEBLINK

\$800/year from forestnet opening page to location of client's choice.

9. CLASSIFIED LISTINGS & DISPLAY CLASSIFIED

Classified advertisements are non-commissionable.

Box numbers add \$15.00 extra.

Display classified advertisements: \$100.00 per column inch, 2-1/4" wide column.

Professional cards: 1 time \$100.00 per column inch; 5 times \$95.00 per column inch; 10 times \$90.00 per column inch; 2-1/4" wide column. The word advertisement will be placed above copy which, in the opinion of the publisher, resembles editorial material.

10. CONTRACT & COPY REGULATIONS

If first insertion on this contract is not used within two months from date of contract, and if, in the meantime, a new rate schedule has been published, the new rates will apply. "Rate-holders" not recognized. Rates are based on total amount of space used in twelve months from date of first insertion. Rates for schedules composed of mixed space units computed on total space used as related to each unit of size – eg 2 full pages and 6 half pages equals 5 full pages or 10 half pages. Full pages thus earn 5-time rate and half pages earn 10-time rate.

Combined frequency discounts apply between Timber/West, Madison's Canadian Lumber Directory & Buyer's Guide and Logging & Sawmilling Journal. All advertising copy subject to approval by the publisher. Advertiser and advertising agencies assume liability for all content (including text, representation and illustrations) for advertisements printed, and also assume responsibility for any claims arising against the publisher.

Tel: (604) 990-9970 ✦ Fax: (604) 990-9971

11. ADVERTISING DIMENSIONS IN INCHES & MILLIMETRES

Unit	Inches		Millimetres	
	Wide	Deep	Wide	Deep
Full Page	8	10-3/4	216	279
Live Area	7	10	178	254
2/3 page	4-5/8	10	117	254
1/2 page island	4-5/8	7-1/2	117	191
1/2 page horizontal	7	4-7/8	178	124
1/2 page vertical	3-3/8	10	86	254
1/3 page vertical	2-1/4	10	57	254
1/3 page horizontal	7	3-1/8	178	80
1/3 page square	4-5/8	4-7/8	117	124
1/4 page regular	3-3/8	4-7/8	86	124
1/4 page horizontal	7	2-3/8	178	60
1/6 page vertical	2-1/4	4-7/8	57	124
1/6 page horizontal	4-5/8	2-3/8	117	60

Width of column: 3-3/8" (86 mm) or 2-1/4" (57 mm). Depth of column: 10" (254 mm). Three 2-1/4" (57mm) wide columns, or two 3-3/8" (86 mm) wide columns per page.

Trim size: 8" (203 mm) wide x 10-3/4" (273 mm) deep.

Single bleed size (1/8" minimum bleed allowance required on bleed edges):

8-1/4" x 11" (210 mm x 286 mm) to trim 8" x 10-3/4" (203 mm x 273 mm)

Double page spread bleed size (saddle-stitch; method of printing, Direct to Plate, 16-1/2 x 11" (419 mm x 286 mm) to trim 16" x 10-3/4" (406 mm x 273 mm).

The publisher reserves the right to destroy all material supplied, if not demanded within one year from last time of use. Postcards bound in: See Section 5 – Inserts. Customer supplied disk(s): All files should be ready for output to postscript device. File manipulation is extra and will be quoted on viewing supplied material.

12. WALLCHART ADVERTISING

Frequency discounts apply.

Full Unit	\$3840
1/2 Unit	3100
Standard colours: per page extra	495
4-colour process: per page extra	1495

Unit	Inches		Millimetres	
	Wide	Deep	Wide	Deep
Full unit vertical	4-5/8	6-3/4	117	172
Full unit horizontal	7	4-7/8	178	80
1/2 unit vertical	3-3/8	4-7/8	86	124
1/2 unit horizontal	4-5/8	3-3/8	117	86

13. COMMISSION

Agency commission: 15% of gross billing allowed (on space, colour, position and charges for special insert stock) to recognized agencies only. Commission is not allowed on other charges, such as extra mechanical charges, reprints, classified advertising, etc.

Accounts payable in Canadian funds, or equivalent US funds at the rate of exchange prevailing at time of payment.

Make cheques payable to:

Logging & Sawmilling Journal

P.O. Box 86670

North Vancouver, BC V7L 4L2

14. GENERAL

Advertiser and advertising agency agree that Logging & Sawmilling Journal shall be under no liability for its failure for any cause to insert any advertisement. Photographs, artwork, film and additional production costs made or incurred for advertisers are charged separately, in addition to space charges. Verbal agreements are not recognized by the company. Rates subject to change without notice. Publisher is not bound by any conditions, printed or otherwise, appearing on contract copy instructions when such conflict with policies covered by this rate card. Publisher shall be entitled to payment as here in provided, upon having completed the printing of the advertising and having taken reasonable steps to see that the publication will be distributed.

PROVIDING ELECTRONIC FILES FOR LSJ

Logging & Sawmilling Journal is produced on Mac platform.

For optimum graphic results at the lowest cost to advertisers, please prepare your digital files to our specifications.

We prefer your ad be laid out as an electronic file.

- ◆ acceptable file formats— Adobe InDesign/Illustrator/Photoshop or Press Ready PDF's (all fonts embedded)
- ◆ files created in Adobe Illustrator must be saved as EPS (with fonts converted to outlines and include any images used as TIFF or EPS)
- ◆ ensure SCANS or ADS are at minimum of 300 dpi resolution at 100% image size
- ◆ ensure ad is proper size (see Advertising Dimensions)
- ◆ include all support files, fonts, logos, scans (also fonts for logos if required)
- ◆ convert colours to CMYK for logos (provide a colour hard copy to ensure desired output)
- ◆ ads can be submitted by e-mail or CD's
- ◆ if e-mailing, provide FULL AD or IMAGES as TIFF's or EPS's (Note: JPEG's should be 3 times larger than final image size required), or press-ready PDF's
- ◆ FTP site is available through www.wetransfer.com for files over 12MB (all files must be stuffed or zipped before uploading); A proof of your ad will be faxed or e-mailed for final approval

Please Note - Disk alterations are billable, plus any scanning costs. Logging & Sawmilling prints Direct to Plate.

Send ad material to artwork@forestnet.com

MATERIAL DELIVERY INSTRUCTIONS

All advertising copy and disks should be sent directly to,
Sheila Ringdahl, Production Manager, Logging & Sawmilling Journal
VIA COURIER.

Courier Address: 211 East 1st Street
North Vancouver, BC V7L 1B4

Mailing Address: PO Box 86670
North Vancouver, BC V7L 4L2

www.forestnet.com

PERSONNEL:

Rob Stanhope, Publisher
E-mail: stanhope@forestnet.com

Perry Rosehill, Sales Associate
Phone: (604) 613-3001
E-mail: rosehill@forestnet.com

James Booth, Sales Associate
E-mail: jbooth@forestnet.com

Sheila Ringdahl, Production Manager
E-mail: artwork@forestnet.com

Betty Rosales, Office Manager
E-mail: brosales@forestnet.com

Tel: (604) 990-9970 ♦ Fax: (604) 990-9971