

Western or Eastern Regional RATE CARD NO. 30



NO PRICE INCREASE FOR 2012

1. GENERAL ADVERTISING *In Canadian Dollars*

| | 1 Time | 5 Times | 10 Times | 20 Times |
|-----------------|--------|---------|----------|----------|
| 1 page..... | \$3185 | \$3115 | \$3020 | \$2920 |
| 2/3 page..... | 2885 | 2815 | 2715 | 2650 |
| 1/2 island..... | 2575 | 2535 | 2395 | 2305 |
| 1/2 page..... | 2195 | 2100 | 2035 | 1950 |
| 1/3 page..... | 1725 | 1630 | 1505 | 1390 |
| 1/4 page..... | 1295 | 1205 | 1125 | 1020 |
| 1/6 page..... | 1035 | 985 | 885 | 775 |

2. COLOURS & BLEED

| | |
|--------------------|-------|
| Colour (one)..... | \$495 |
| Matched color..... | 800 |
| Metallic Ink..... | 890 |
| 4-colour..... | 1495 |

3. CONDITIONS

Position of the advertisement is at the discretion of the publisher. For issuance and closing dates, see 2012 Editorial and Events Planner. Commissions are payable to recognized agencies.

Classified advertisements are non-commissionable.

4. CLASSIFIED LISTINGS & DISPLAY CLASSIFIED

Classified advertisements: If box numbers desired 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.

5. 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 |

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).

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 Station Main
North Vancouver, BC V7L 4L2

www.forestnet.com

PERSONNEL:

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

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