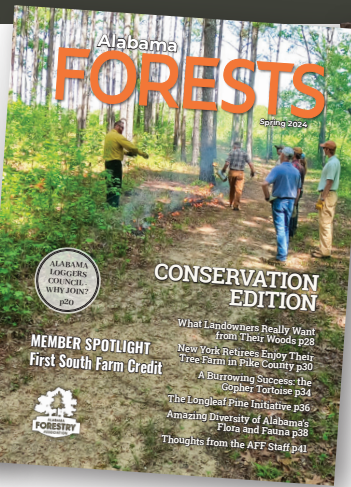




# ALABAMA FORESTS

ALABAMA'S FOREST INDUSTRY SOURCE  
2025 ADVERTISING MEDIA KIT

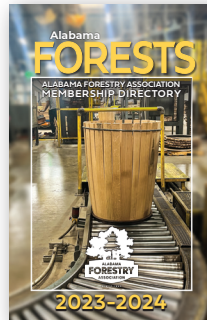


## Alabama Forests Magazine Printed 4 Times /Year

Alabama Forests Magazine is a full-color quarterly publication with broad coverage of our industry members and activities.

Your ad is mailed directly to Alabama's forestry professionals who rely on our publications for in-depth examination of industry pioneers and trends, engineering, technology, litigation, and legislation on state and federal levels.

**55,000+**  
Annual Readership  
All 5 Printed Publications



## Membership Directory Printed 1 Time/Year

AFA's Annual Membership Directory is a full-color annual publication that lists each member and company by type and indexed in the back. Each advertiser is indexed as well.

Your ad will directly reach your target audience as Alabama's forestry professionals and landowners reference this guide all year long.

## AFA Newsroom Published Weekly Online

**8,610**  
Weekly Subscribers



AFA Newsroom is AFA's online newsletter for members and affiliated organizations. Published weekly, AFA Newsroom provides timely information on market and industry trends, meetings and events, and educational opportunities.

Your logo on this web page is a direct link to your website so members can access your products and services immediately.



## ADVERTISE WITH THE FORESTRY POWERHOUSE!

The Alabama Forestry Association is one of the largest state forestry associations in the country with more than 1,800 member companies and organizations representing more than 30,000 employees and 4,000 individual landowners.

Membership includes forest products manufacturers, institutional landowners, loggers, wood dealers, forestry consultants, and other companies involved in forestry. AFA is dedicated to protecting and improving the business, regulatory and legal environment for landowners and forest business owners to ensure the sustainable growth of Alabama's forests and forest industry.

**\$36 Billion**  
Annual Impact;  
Economic Output

**#2 in Alabama**  
Forestry is Ranked  
2nd in Manufacturing  
Industry in Alabama

**#2 in US**  
Alabama is 2nd  
in Pulp & Paper  
in the US

**#4 in US**  
Alabama is 4th in  
Lumber Production  
in the US

# ADVERTISING RATES AND INFORMATION 2025

## FULL COLOR RATES PER PUBLICATION / PRICING IS FOR BOTH MAGAZINE AND DIRECTORY

AD SIZE	FREQUENCY/YEAR		
	1X	3X	5X
Full Page	\$1,921	\$1,827	\$1,725
1/2 Page	\$1,113	\$1,054	\$1,003
1/3 Page	\$816	\$773	\$731
1/4 Page	\$612	\$578	\$552
1/6 Page	\$467	\$442	\$416
1/8 Page	\$357	\$340	\$323

PREMIUM PLACEMENT	FREQUENCY/YEAR		
	1X	3X	5X
Outside Back Cover	\$2,499	\$2,405	\$2,303
Inside Front or Inside Back Cover	\$2,320	\$2,226	\$2,124

## ALABAMA FORESTS MAGAZINE

### MAGAZINE TRIM SIZE: 8.375" x 10.875"

<b>Full Page Bleed</b> 8.625"w x 11.125"h (includes .25" bleed)  <b>Non-Bleed</b> 7.4"w x 9.7"h  Keep Live Matter .25" from Trim	<b>Half Page Vertical</b>  3.6"w x 9.7"h	<b>Half Page Horizontal</b>  7.4"w x 4.75"h	<b>Third Page Vertical</b>  2.35"w x 9.7"h
<b>Third Page Horizontal</b>  7.4"w x 3.1"h	<b>Quarter Page</b>  3.6"w x 4.75"h	<b>Sixth Page</b>  3.6"w x 3.1"h	<b>Eighth Page</b>  3.6"w x 2.2"h

### INSERTION ORDER & ARTWORK DEADLINES

- 2025 Spring** — Feb 1st  
Mailing Schedule — March 15th
- 2025 Summer** — May 1st  
Mailing Schedule — June 15th
- 2025 Fall** — Aug 1st  
Mailing Schedule — Sept 15th
- 2025 Winter** — Nov 1st  
Mailing Schedule — Dec 15th
- 2025-2026 Directory** — June 1st

### FILE PREPARATION

- Export file as high resolution PDF (300dpi) with all fonts embedded — no subsets — include bleed and crop marks. All placed photos CMYK, 300 dpi at (or close to) 100%. All colors CMYK.
- Illustrator: All fonts converted to paths. All colors CMYK.
- Photoshop: Rasterize fonts and flatten layers. Convert to CMYK.

\*Advertising can start any time during the year.

## ANNUAL MEMBERSHIP DIRECTORY

### TRIM SIZE: 8.5" x 5.5"

<b>Full Page Bleed</b> 5.75"w x 8.75"h (includes .25" bleed)  <b>Non-Bleed</b> 8"w x 5"h  Keep Live Matter .25" from Trim	<b>Half Page Vertical</b>  2.375"w x 7.5"h	<b>Half Page Horizontal</b>  4.875"w x 3.6"h	<b>Third Page Vertical</b>  1.5"w x 7.5"h	<b>Third Page Horizontal</b>  4.875"w x 2.375"h	<b>Quarter Page</b>  2.375"w x 3.6"h	<b>Sixth Page</b>  2.375"w x 2.375"h	<b>Eighth Page</b>  2.375"w x 1.7"h
---	--	--	---	---	--	--	---

Keep Live Matter  
.25" from Trim

NOTE: Magazine sizes and Directory sizes are NOT interchangeable. Separate artwork will be needed.

## AFA NEWSROOM - ONLINE MARKETING

### STANDARD ROTATING BLOCK

**Cost:** \$1,000 annually OR **FREE** with purchase of 5 consecutive publications (starting any time during the calendar year) with at least 1/2 page or larger ad.

**Size:** (156 X 149 Pixels)

**File Size:** 20-50KB (Maximum File Size 200 KB)

**Frequency:** Weekly

**File Preparation:** Export file as jpg, colors RGB

**Deadlines:** Please send logo and URL to [ads@alaforestry.org](mailto:ads@alaforestry.org) two weeks prior to first publication date.

# ALABAMA FORESTS

## 2025 ADVERTISING INSERTION ORDER



Alabama Forestry Association  
555 Alabama Street  
Montgomery, AL 36104

Director of Member  
Services and Advertising:  
Jacquie Powell  
(334) 481-2120  
ads@alaforestry.org

### ADVERTISER INFORMATION

The Alabama Forestry Association, publisher of ALABAMA FORESTS is hereby authorized to insert advertising for:

Name of Advertiser \_\_\_\_\_

Represented by \_\_\_\_\_

Address \_\_\_\_\_

Ad Production Contact \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Billing Contact \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Billing Address (if different than mailing) \_\_\_\_\_

### AD PLACEMENT

#### ISSUE PLACEMENT

- Spring** — February 1st
- Summer** — May 1st
- Fall** — August 1st
- Winter** — November 1st
- Directory** — June 1st

#### AD SIZE

- Full Page**     **Half Page**
- Third Page**     **Fourth Page**
- Sixth Page**     **Eighth Page**

#### PREMIUM PLACEMENT

(if Available, Full Page Only)

- Back Cover**
- Inside Back Cover**
- Inside Front Cover**

### ORDER SUBMISSION AND COST

\$ \_\_\_\_\_ Cost of Ad per Insertion  
\_\_\_\_\_ Number of Insertions/Year  
\$ \_\_\_\_\_ AFA Newsroom (\$1,000)  
\$ \_\_\_\_\_ AFA Newsroom (Free with  
qualifying ad purchase)  
\$ \_\_\_\_\_ TOTAL

Note: This is an ad insertion order. I understand that advertisement fees will be due upon receipt of invoice from the Alabama Forestry Association accompanied by tearsheet of the ad.

➔ Date \_\_\_\_\_

➔ Signature \_\_\_\_\_

Please sign, then fax the completed form to (334) 262-1258 or email it to ads@alaforestry.org. Typed signature on online orders are acceptable and will be verified with a phone call.

### ARTWORK SUBMISSION

- Before the deadline of the issue in which you wish to advertise, email your electronic ad file to ads@alaforestry.org.
- Remember that accepted file format is high resolution (300 dpi) PDF, at the correct size purchased, with crop marks, 1/8" bleeds on all sides, all colors converted to CMYK.
- Please label the file with your company name. Remember files for the directory and magazine are NOT interchangeable.
- If you have any questions about your order, please contact Jacquie Powell, Director of Member Services & Advertising, at 334-481-2120 or via email at ads@alaforestry.org.

**THE FINE PRINT** Advertiser indemnifies the Association (AFA) against losses or liabilities arising from this advertising. AFA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay AFA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).