

2012 Advertising Rates

The South Carolina Forestry Journal is the official publication of the South Carolina Forestry Association, a private organization of individuals and companies dedicated to forest conservation and the sustainable use of natural resources.

The bimonthly publication reaches a targeted audience of over 3,000 and includes: foresters, timberland owners, wood-using industries and related businesses, financial institutions, educators, and conservationists.

SCFA's Bimonthly Tabloid



Black and White Ad Size	Frequency One Time	Three Times	Six Times
Full Page (10" x 11")	\$440	\$420	\$400
Three-Quarter Page (7 1/4" wide x 10 1/4" high)	\$360	\$340	\$320
Half Page (10" wide x 5.375" high)	\$290	\$270	\$250
Quarter Page (4.9" wide x 5.375" high)	\$145	\$135	\$125
Eighth Page (2.375" high x 5.375" wide)	\$85	\$80	\$75
Business Ad (2 1/4" wide x 2 3/4" high)	\$60	\$60	\$60
Professional Ad (2 1/4" wide x 1 1/4" high)	\$45	\$45	\$45

Color
 Black and one color add \$175
 Black and two colors add \$275
 Black and three colors add \$375

Mechanical Requirements:
 85-line screen required for black and white
 100-line screen required for process color

Frequency rates available only with signed advertising contract. Advertising rates are net prices. Commissions not available if handled by an agency.

Advertising Insertion Order

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

Email _____

Ad Agency _____ Contact _____

Address _____

City _____ State _____ Zip _____

I would like to place an ad in the South Carolina Forestry Journal for the following page size: (Circle frequency)

Full Page 1 3 6

Three-Quarter Page 1 3 6

Half Page 1 3 6

Quarter Page 1 3 6

One-Eighth Page 1 3 6

Business Ad 1 3 6

Professional Ad 1 3 6

Indicate addition of color:
 Black and one color add \$175
 Black and two colors add \$275
 Black and three colors add \$375

Indicate which months you wish to advertise:

January/February

March/April

May/June

July/August

September/October

November/December

Advertising sales are handled by:
SC Forestry Association
Street address:
 4901 Broad River Rd.,
 Columbia, SC 29212
Mailing address:
 PO Box 21303,
 Columbia, SC 29221-1303
Phone: 803/798-4170
Email: scfa@scforestry.org
FAX: 803/798-2340

Payment Options

Enclosed is my check made payable to the SC Forestry Assoc.

Bill me for \$ _____

Charge my credit card for \$ _____

Indicate Method Of Payment

Check

VISA

MasterCard

Name on card _____

Signature _____

Card number _____

V number (last three digits following card number on reverse side of card) _____

Expiration Date _____