

Silviculture Magazine enables peers in the silviculture industry to share new ideas, practices, successes and challenges that impact our forests and communities. Quarterly issues are made freely available at www.silviculturemagazine.com in addition to being sent to our growing list of email subscribers.

SilvicultureMagazine.com serves as a reference site, publishing source and promotional space for the silviculture community and public at large. Between issues, we post new articles, photos, events and job listings. Articles are easily shared via email and social media sites. With over decade of searchable archives SilvicultureMagazine.com is a go-to for those seeking information and resources.

Silviculture Magazine is published as a pdf though readers can choose to read any individual article with one click. Our site is SEO optimized.

Readers & Contributors

The very people who read each issue of our publication are also the expert minds that author our content. Indeed, the magazine serves as a medium for expressing this voice.

With strong roots in Canada's west coast, our readership extends across Canada to the Northern Territories and, increasingly, across borders to the United States, Central and South America and overseas. We strive to ensure the industry's relevant associations and organizations, along with post secondary and government libraries, ministries and the private sector community are engaged and represented by the publication.

Benefits of Advertising

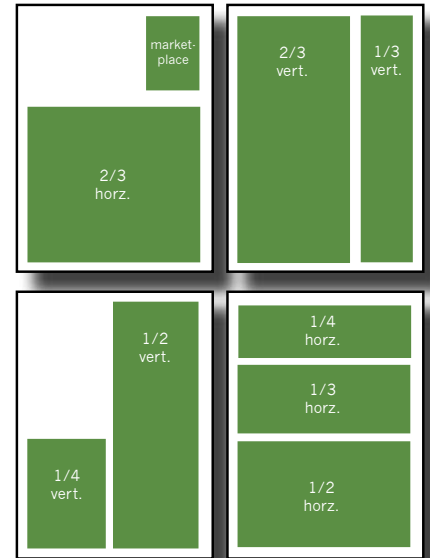
- Directly target industry professionals who use your service, equipment or product; no other website or publication caters exclusively to the silviculture industry
- All ads can be linked directly to your website
- Flexibility with cost, size, placement and duration of ads. Email us to discuss.
- Low monthly buys for banner ads and discounted prices on consecutive ad placements
- Your media buy helps support the future of Silviculture Magazine and ensures a continuing, pertinent, dialogue about our forests and our communities
- Capitalize on the longevity of our brand; Silviculture Magazine is a trusted and well known source

We Reach:

- Silviculture Foresters
- Woodlands Managers
- Silviculture Contractors
- Reforestation Workers
- Forestry Consultants
- Forest Nurseries
- Bioenergy Industry
- Government Foresters
- Students
- Researchers
- Forest Technicians
- Silviculture Suppliers

LAYOUT ADS

Full Colour	Width	Height	1x	4x (per insertion)
Marketplace	2.4"	3.0"	\$395	\$356
1/4 vertical	3.55"	4.25"	\$675	\$610
1/4 horizontal	7.25"	2.5"	\$675	\$610
1/3 vertical	2.25"	9.25"	\$995	\$895
1/3 horizontal	7.25"	3.5"	\$995	\$895
1/2 vertical	3.5"	9.25"	\$1350	\$1215
1/2 horizontal	7.25"	4.25"	\$1350	\$1215
2/3 vertical	5.0"	10.0"	\$1695	\$1525
2/3 horizontal	7.5"	6.5"	\$1695	\$1525
Full page inside*	8.25"	10.75"	\$2350	\$2115



*Add 1/8" bleed to page. Ensure all text is no less than 1/4" from trim.

Company name and website will also be listed in the 'Suppliers' section of the Silviculture Magazine website.

All rates are subject to applicable taxes and are based on receiving completed digital artwork. Premium positioning subject to additional cost.

SPECIFICATIONS FOR SUPPLIED ADS - Please read carefully

- All ads must be at least 300 dpi, including all text and images contained in the ad.
- Ensure that all fonts are converted to curves.
- Digital files must be supplied as a PDF or Flash file.
- Ads must include bleed where noted above (*).
- For ad sizes that require bleed, live area is 1/2" from all edges.
- Files less than 3 MB can be emailed to kate@silviculturemagazine.com.
- For files over 3 MB, please call for instructions to upload the file.

WEB BANNER ADS

We can develop advertising plans to fit any budget or marketing need. Please contact us to discuss availability and prices to fit your campaign.

Web banner ads can be purchased month to month. A 10% discount is applied to bookings of 3 or more consecutive months.

Size	Style	Gif Weight	Flash Weight	Location
728 x 90	Leaderboard	25 KB	35 KB	Runs across the top of all pages
728 x 90	Footer	25 KB	35 KB	Runs across the bottom of all pages
468 x 60	Full Banner	20 KB	30 KB	Between posts
300 x 250	Square	25 KB	35 KB	Right Column/within content
300 x 600	Half-Page	35 KB	45 KB	Right Column
160 x 600	Skyscraper	20 KB	30 KB	Left Column/within content
240 x 400	Fat Skyscraper	25 KB	35 KB	Left Column/within content

For advertising and editorial enquiries, please contact Kate Menzies.

kate@silviculturemagazine.com | fax: 604-628-0304

www.silviculturemagazine.com

Online Rate Card

TOP BANNER – Rotating

Dimensions 971 pixels wide x 91 pixels high
Position Top of every page viewed within the site
Availability 3 ad slots per month
Rotation Maximum of 3 ads Run-of-site
Format JPEG or GIF
Price \$300 each per month

A

TOP BANNER – Exclusive

Dimensions 971 pixels wide x 91 pixels high
Position Top of every page viewed within the site
Availability Exclusive
Rotation On every page
Format JPEG, GIF, animated GIF, or Flash
Price \$800 per month

A

BIG BOX – Rotating

Dimensions 300 pixels wide x 250 pixels high
Position Right-hand side of every page viewed within the site
Availability 3 ad slots per month
Rotation Maximum of 3 ads Run-of-site
Format JPEG or GIF
Price \$100 each per month

B

BIG BOX – Exclusive

Dimensions 300 pixels wide x 250 pixels high
Position Right-hand side of every page viewed within the site
Availability Exclusive
Rotation On every page
Format JPEG, GIF, animated GIF, or Flash
Price \$250 per month

B

MINI-BANNER – Exclusive

Dimensions 300 pixels wide x 75 pixels high
Position Right-hand side of every page viewed within the site
Availability Exclusive
Rotation On every page
Format JPEG, GIF, animated GIF, or Flash
Price \$150 per month

C



Magazine advertisers receive a 10% discount for online ads.

Prices are based on a minimum 3-month booking and are subject to change with expected traffic increases. Please confirm rates at time of booking with your account manager. All ads must be approved. Rates are subject to GST.