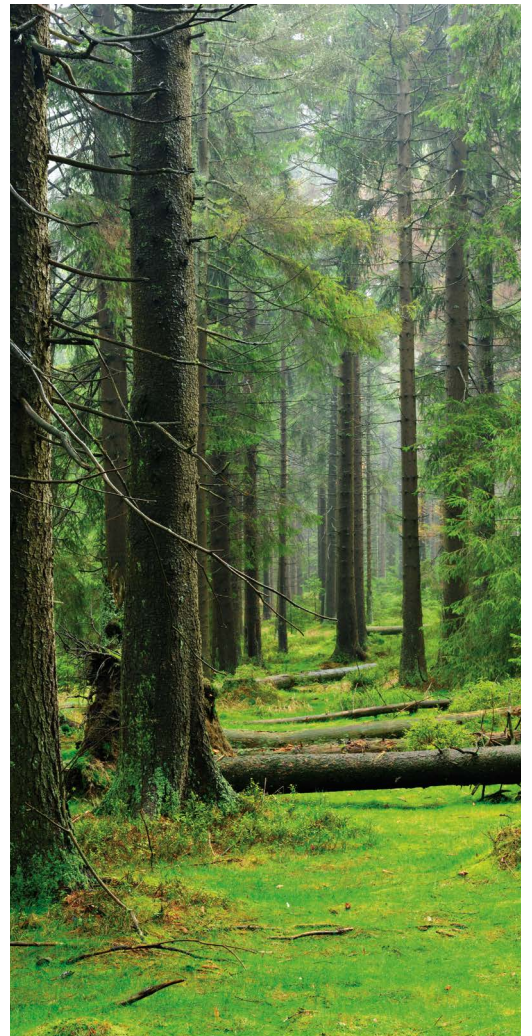


BC Forest PROFESSIONAL

A Publication of the Association of British Columbia Forest Professionals



2017 Advertising Rate Card



Direct access to all
of British Columbia's
forest professionals

Our Readers

The Association of British Columbia Forest Professionals (ABCFP) regulates the forestry profession under authority of the *Foresters Act*. Through its mandate to protect the public interest, the association sets standards for admission and forestry practice.

BC is a world leader in forestry innovation. The public relies on forest professionals registered with the association to care for and manage BC's forest resources. In making forest management decisions, forest professionals rely on their extensive training, experience and professional judgment.

BC Forest Professional magazine is the association's primary vehicle for communicating with its members, fellow professionals and forestry stakeholders across BC and Canada. It is the only publication delivered personally to every BC-registered forest professional.

BC Forest Professional readers make or influence purchase decisions for forestry-related products and services including: forestry, silviculture, engineering and environmental equipment, services and software; training and professional development; first aid and safety equipment and supplies; and light trucks, parts and service. If you supply or service this sector, you can't afford not to advertise in **BC Forest Professional**.

Why advertise in BC Forest Professional?

77% of ABCFP members read **BC Forest Professional** regularly.

78% of readers spend at least 15 minutes reading each issue of **BC Forest Professional** and 27% spend more than 30 minutes.

51% of readers are satisfied with the overall quality of the magazine.

81% of members consider **BC Forest Professional** a valuable benefit to their ABCFP membership.

Comments from our survey

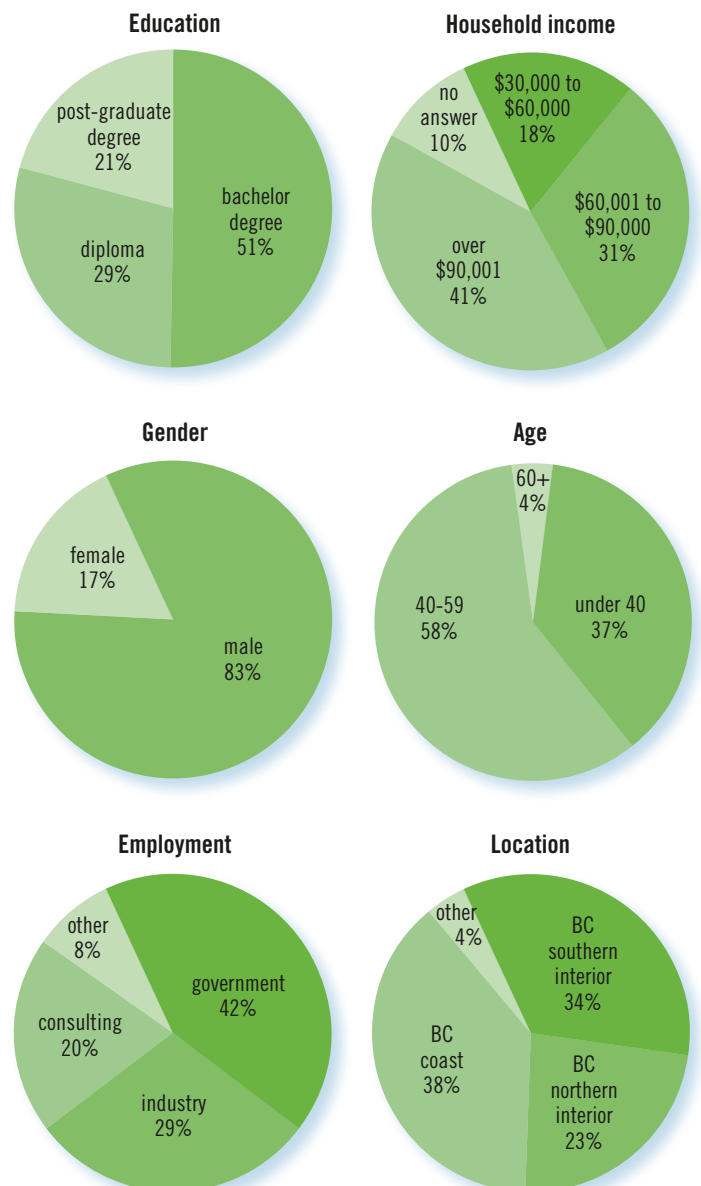
"I find it all interesting and relevant. The pressing issues and major topics are always well covered."

"I enjoy receiving and reading it. It is a good snapshot of what issues other colleagues are dealing with. It keeps me up to date on association business and current issues. It is useful to see a multitude of different viewpoints on dealing with current issues."

"BC Forest Professional provides a good opportunity to ground-in issues, ideas and developments in forestry that are common to all forest professionals in BC."

"An informative magazine that I find gets better every year."

Demographics of Forest Professionals



2017 Advertising Dates

EDITORIAL SCHEDULE

January/February 2017

Wildlife
National Forest Week Art Contest Winners

March/April 2017

Wood Products and Value-Added Applications
Year End Membership Statistics

May/June 2017

Emerging Markets
Highlights from AGM and ABCFP Awards

July/August 2017

Public Perceptions

September/October 2017

Urban Forestry
ForesTrust Scholarship Winners

November/December 2017

Forest Health
Conference Brochure

Also included in every issue:

President's Report, CEO's Report, Association News, Member News, and A Moment in Forestry.

CIRCULATION

ABCFP Members

Registered Professional Foresters	3,459
Registered Forest Technologists	1,496

Other Readers

Paid subscribers, forestry students, stakeholders, samples and advertisers	729
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Total Circulation*	6,206
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Geographic Distribution*

British Columbia	93.8%
Rest of Canada	4.7%
International	1.5%

**Based on membership numbers as of January 2013.*

Make
BC Forest Professional
a key part of your
marketing plan

2017 CLOSING DATES

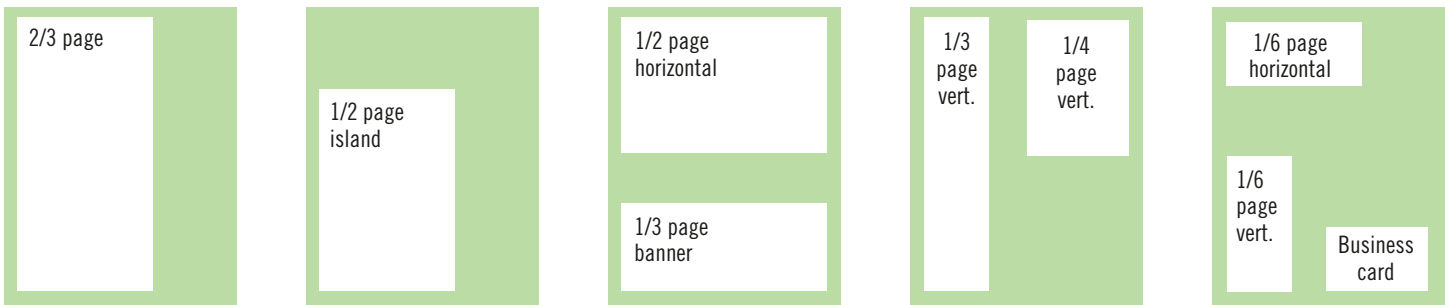
Issue	Space close	Final ad material due	Mailing date
January/February 2017	December 2, 2016	December 2, 2015	January 2016
March/April 2017	February 3, 2017	February 3, 2017	March 2017
May/June 2017	April 7, 2017	April 14, 2017	May 2017
July/August 2017	June 2, 2017	June 9, 2017	July 2017
September/October 2017	August 4, 2017	August 11, 2017	September 2017
November/December 2017	October 6, 2017	October 13, 2017	November 2017

2017 Advertising Rates

DISPLAY ADVERTISING

Rate per insertion.

Standard Sizes	1x		3x		6x	
	B&W	4 COLOUR	B&W	4 COLOUR	B&W	4 COLOUR
Full page	\$ 1,295	\$ 1,920	\$ 1,230	\$ 1,825	\$ 1,165	\$ 1,730
2/3 page	\$ 1,145	\$ 1,595	\$ 1,090	\$ 1,520	\$ 1,030	\$ 1,435
1/2 page island	\$ 1,030	\$ 1,355	\$ 980	\$ 1,290	\$ 925	\$ 1,220
1/2 page	\$ 860	\$ 1,185	\$ 820	\$ 1,130	\$ 775	\$ 1,070
1/3 page	\$ 670	\$ 895	\$ 640	\$ 855	\$ 605	\$ 810
1/4 page	\$ 510	\$ 685	\$ 485	\$ 650	\$ 460	\$ 620
1/6 page	\$ 415	\$ 540	\$ 395	\$ 515	\$ 375	\$ 490
Business Card	\$ 210	\$ 250	\$ 190	\$ 230	\$ 175	\$ 210
Inside front/Inside back cover	\$ 1,425	\$ 2,110	\$ 1,355	\$ 2,005	\$ 1,280	\$ 1,905
Outside back cover	n/a	\$ 2,305	n/a	\$ 2,190	n/a	\$ 2,075



Guaranteed positions: 20% premium.

Matched, spot, and special colours: rates available on request.

Inserts: rates available on request.

All rates subject to terms & conditions outlined in this document.

Ad Sizes & Terms

AD SIZES

Measurements in inches	Non-bleed Ads		Bleed Ads trim sizes*	
	WIDTH	HEIGHT	WIDTH	HEIGHT
Full page	7.43	9.875	8.375	10.75
2/3 page	4.84	9.875	5	10.75
1/2 page horizontal	7.43	4.84	8.375	5.3125
1/2 page island	4.84	7.36	–	–
1/3 page vertical	2.36	9.875	–	–
1/3 page banner	7.43	3.13	8.375	3.5
1/4 page vertical	3.64	4.84	–	–
1/6 page horizontal	4.84	2.36	–	–
1/6 page vertical	2.36	4.84	–	–
Business Card	3.64	2.36	–	–

* Add .125" bleed to trim edges and ensure that critical type or illustrative matter is not less than 1/4" from the trim edges.

TERMS & CONDITIONS

- 1. Content and Design:** Content and design of all advertising and inserts must be acceptable to **BC Forest Professional**, which reserves the right to postpone or refuse, without penalty, publication of any advertisement or insert.
- 2. Production & Extra Charges:** Rates quoted are for space only. Extra charges apply if ad must be created, altered or does not comply with mechanical requirements. Charges available on request. All material used to make up the ad must be supplied by the space closing date.
- 3. Cancellations and Liability for Error:** A 50% cancellation fee will be charged for any cancellation after the space closing date. Covers non-cancellable. Early cancellations of ad campaign are subject to short rating. Maximum liability for error is restricted to the space rate.
- 4. Rates:** All rates are NET and in Canadian dollars. Rates do not include applicable taxes.
- 5. Terms of Payment:** Interest of 1.5% per month is charged on unpaid accounts after 30 days.

Mechanical Requirements

SPECIFICATIONS

Paper: 70lb Pacesetter Gloss Text
91 brightness, 10% post consumer waste
elemental chlorine free and acid free.

Printing Method: Sheet fed offset lithography

Binding Method: Saddle-stitched

Live Area Size: 7.5" x 10"

Trim Size: 8.375" x 10.75"

Bleed Size: 8.625" x 11"

Assembly: InDesign CC in a Mac environment. Ad content created on the Windows® platform should have type converted to outlines before exporting or saving as a PDF file.

Documentation: Include a document indicating **BC Forest Professional** issue, ad size and whether booking is for B&W or colour.

Proofs: We can provide a page proof as a PDF if you would like to preview your ad material as it will appear in the magazine.

Submissions: Images to be reproduced in the magazine should have a resolution of at least 288 pixels per inch (PPI). We are unable to assure the print quality of images that have a resolution lower than 288 PPI.

Digital Ad Material: All ads must be submitted in digital format to your sales representative by the material due date. Press optimized PDF files (CMYK) are our preferred format.

- a. Send your sales representative a copy of approved artwork saved as PDF file by e-mail. Note the maximum e-mail file size of less than 10 MB. For larger files we recommend cloud-based file sharing services like DropBox or Google Drive. If possible, name the file with the advertiser's name and ad size. Contact your sales representative for more information regarding delivery of oversized ad artwork.
- b. Files created in the Windows® environment should have all type converted to outlines, trapping set correctly and be saved as a CMYK mode PDF file
- c. Ads created in programs like Microsoft Publisher® and Microsoft Word® are not compatible with our work-flow. Please submit artwork from these programs as press optimized PDF files. PDF files are acceptable if created using press-optimized distiller job settings that include CMYK images. Contact your sales representative for more information.
- d. All files should be ready for output to a Postscript device.

Creative Services: Advertising layout and design services are available. Production charges are extra. Please discuss your needs with your sales representative at least one week before the deadline for supplying advertising material. Advertisers assume responsibility for proofing and accuracy of information.

Advertising Sales Manager

Cheryl Waddell

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