

Rate Card

January-December 2022

The Northern Logger & Timber Processor is the only monthly trade publication edited for loggers, sawmillers, timberland managers and processors of primary forest products in the Northeast and Lake States region exclusively. The magazine's 100 percent paid (Verified Circulation Audit) circulation is largely contained within the region from Maine to Minnesota on the north and Missouri to Maryland on the south. A complete media kit containing a current issue of the magazine, and other important information, is available by contacting the home office or one of the regional advertising offices below.

REGIONAL ADVERTISING OFFICES

Northeast & Midwest

Steve Skinner
467 Rockland Avenue, Lake Bluff, IL 60044
(847) 735-8910
smskinner@comcast.net

Western & Southern

Bob West - Bayonet Media
855 Georgian Hills Drive, Lawrenceville GA 30045
(678) 377-5749
nl_bobwest@msn.com

International & Classifieds

Kristin Armendola
The Northern Logger
PO Box 69, Old Forge, NY 13420
(315) 369-3078
kristin@northernlogger.com

HOME OFFICE

The Northern Logger & Timber Processor
PO Box 69, Old Forge, NY 13420
(315) 369-3078
(315) 369-3736 FAX

Joseph E. Phaneuf

Publisher
jphaneuf@northernlogger.com

Eileen Townsend

Editor-in-Chief
eileen@northernlogger.com

Kristin Armendola

Advertising & Production
kristin@northernlogger.com

Published monthly by NL Publishing, Inc. a wholly owned subsidiary of the Northeastern Loggers' Association, Inc.

THE Northern Logger

& TIMBER PROCESSOR

ADVERTISING RATES

Black and White Ad pricing shown. For Color Ads, add additional color pricing shown below.

Payable in U.S. Funds

FREQUENCY	1	3	6	9	12
Double Page Spread	\$3790	\$3350	\$2970	\$2900	\$2830
Full Page	\$1895	\$1765	\$1675	\$1580	\$1485
2/3 Page	\$1465	\$1350	\$1280	\$1210	\$1140
1/2 Page Island	\$1295	\$1175	\$1115	\$1050	\$955
1/2 Page	\$1095	\$1040	\$985	\$930	\$875
1/3 Page	\$795	\$740	\$705	\$665	\$625
1/4 Page	\$595	\$560	\$535	\$500	\$475
1/6 Page	\$435	\$375	\$355	\$340	\$330

FREQUENCY RATES based on number of insertions used within any 12-month period. 13-17 pages will pay 12-time single page rate. 18-23 pages will pay \$1450 per page. 24 or more pages will pay \$1415 per page.

MECHANICAL CHARGES will be billed at cost for all ads requiring typesetting, color separations, etc. No commission on mechanical charges, insertion charges or backing up of inserts.

COMMISSION: 15 percent to recognized advertising agencies

COVER POSITIONS

Back Cover, additional.....\$200
Inside covers, each additional.....\$170

COLOR: billed per page or fraction of a page extra per insertion.

Standard CMYK Colors (per color).....\$295

CMYK 4-Color Process

Double Page Spread.....\$1,275
Full Page.....\$850
2/3 Page.....\$765
1/2 Page.....\$725
1/3 Page.....\$425
1/4 Page.....\$325
1/6 Page.....\$195

CLASSIFIED ADVERTISING is printed in the "Wood Industries Classifieds" section of the magazine and is billed by the vertical column inch. Billing is at \$75 per column inch (a column is 2.25 inches wide) and \$70 per column inch if paid in advance. Repeating ads are \$65 per column inch if paid in advance and \$70 if billed thereafter.

MECHANICAL REQUIREMENTS

Offset - Web Press - Saddle Stitched	Horizontal x Vertical
Double Page Spread Bleed	16.5" x 11.125" Live area: 15.25" x 10"
Double Page Spread	15.25" x 10"
Full Page Bleed	8.375" x 11.125" Live area: 8.125" x 10.875" Content Safe area: 7.125" x 10"
Full Page	7.125" x 10"
2/3 Horizontal Bleed	8.357" x 6.84375" Live area: 8.125" x 6.71875" Content Safe area: 7.125" x 6.67"
2/3 Horizontal	7.125" x 6.67"
2/3 Vertical Bleed	5.3125" x 11.125" Live area: 5.1875" x 10.875" Content Safe area: 4.75" x 10"
2/3 Vertical	4.75" x 10"
1/2 Horizontal	7.125" x 4.875"
1/2 Vertical	3.5" x 10"
1/2 Vertical Island	4.75" x 7.5"
1/3 Vertical	2.25" x 10"
1/3 Horizontal	4.75" x 4.875"
1/4 Vertical	3.4375" x 4.875"
1/4 Horizontal	4.75" x 3.5"
1/4 Banner Bleed	8.375" x 2.84375" Live area: 8.125" x 2.71875" Content Safe area: 7.125" x 2.3125"
1/4 Banner	7.125" x 2.3125"
1/6 Vertical	2.25" x 4.875"
1/6 Horizontal	4.875" x 2.25"

FRACTIONAL ADS not conforming to dimensions outlined above (a horizontal 1/6 page, for example) must be approved by production manager when space reservation is made.

COLOR FORMAT CMYK color profile.

FILE FORMAT Print-quality PDF preferred. JPEG, EPS or TIFF also acceptable. Call for questions on other formats.

TRIM SIZE of the magazine is 8.125" x 10.875".

LIVE MATTER must be at least .5" away from each trim edge.

PRE-PRINTED INSERTS: Regular space rates apply on inserts furnished by advertiser, ready for binding, not requiring backing up. Call production manager for insert quantity and paper-weight requirements. Inserts should leave an additional 1/8-inch per trim edge to ensure complete coverage, for a total size of at least 8.375" x 11.125". Call for Quote.

THE Northern Logger & TIMBER PROCESSOR

ISSUE AND CLOSING DATES

The magazine is published monthly and issued the first of the month of publication date. Space reservations and ads requiring mechanical work are generally due the 15th day of the month preceding publication date. See Editorial Calendar for exact dates.

Example: The deadline for the February issue space reservation is January 15.

Electronic advertising files are generally due by the 17th day of the month preceding publication. Refer to the Editorial Calendar for exact dates. High-resolution PDF files are the most common and the preferred format, but other file types may be used.

No cancellations of space will be accepted after the 15th of the month preceding publication date. If ad copy is not received by deadlines, or before expiration of extension (if granted), publisher reserves the right to repeat the most recent insertion of the same size.

TERMS

Net is due within 30 days and payable in U.S. funds only. Account delinquency will be considered a violation of the advertising contract (whether oral or written) and grounds for cancellation either in part or wholly. This applies to all accounts, (individual, corporate and agency). Credit policy is available upon request.