Rate Card
January-December 2027

THE Northern Logger & TIMBER PROCESSOR

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. . 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.

ADVERTISING OFFICES

Northeast & Midwest
International & Classifieds
Western & Southern
Kayla Chauncey
The Northern Logger
PO Box 69, Old Forge, NY 13420
(315) 369-3078
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HOME OFFICE
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ADVERTISING RATES
Color Ads pricing shown. For Black and White Ads please contact sales representative.

Ad Size	Cost Per Issue
Double Page Spread	$4000
Full Page	$2600
2/3 Page	$2250
1/2 Page	$1800
1/4 Page	$1000
1/6 Page	$600

Discounts (ads may be updated monthly)
3 month discount.....5%
6 month discount.....15%
12 month discount.....25%

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.

COVER POSITIONS
Back Cover, additional.....$175
Inside covers, each additional.....$100

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.

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MECHANICAL REQUIREMENTS

Offset - Web Press - Saddle Stiched	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 Vertical	4.75” x 10”
1/2 Horizontal	7.125” x 4.875”
1/4 Vertical	3.4375” x 4.875”
1/6 Vertical	2.25” x 4.875”

FRACTIONAL ADS not conforming to dimensions outlined above 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.

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.