



MULTI-PLATFORM MEDIA KIT
2011



Available Platforms/Publications:

Forest Products Journal

Wood Design Focus

International Journal of Forest Engineering

FPS Newsletter eUpdate

Professional Conference Advertising

Forest Products Society
2801 Marshall Ct.
Madison, WI 53705-2295 USA

608.231.1361 ph
608.231.2152 f
www.forestprod.org

ADVERTISING WITH FOREST PRODUCTS SOCIETY

The Forest Products Society (FPS) is an international not-for-profit technical association founded in 1947 that provides an information network for all segments of the forest products industry—from standing tree to finished product. FPS fosters innovation and research in the environmentally sound processing and use of wood and fiber resources by disseminating information and providing forums for networking and the exchange of knowledge.

Find what matters to you—and your customers

FPS regularly publishes a range of print and online publications, including: *Forest Products Journal*, *Wood Design Focus*, *International Journal of Forest Engineering* and our *FPS Newsletter eUpdate*. These publications meet the evolving needs of forest products professionals, empowering them to gain the knowledge and insights they need to stay informed and succeed in their fields.

Subscribers use our publications to find and track forest products related topics and exchange information on the latest in industry innovations. Our communications support professional connections and development through professional conferences, seminars, and other FPS networking opportunities.

Target influential professionals exactly where they are— through the Forest Products Society

- » Get your message across to engaged forest products professionals.
- » Purchase ads and advertorials for targeted messaging relevant for your brand, product or service.
- » Get exceptional performance from your ads reaching an audience of 1,200 FPS members worldwide, and a nonmember audience of nearly 16,000.

For more information, please browse through this multi-platform media kit and contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215.

PRINT ADVERTISING FOREST PRODUCTS JOURNAL

Forest Products Journal (FPJ) is an important source of information for industry leaders, researchers, students, policymakers—anyone interested in today’s forest products industry.



In addition to feature articles about issues of importance to the international forest products community and peer-reviewed research articles, FPJ contains a variety of information including industry news and events, information on changes in codes, standards and regulations, and reports on new or updated reference sources.

Published 8 times per year, each issue includes approximately 95 pages of content.

Technical research content is wide ranging, relating to many aspects of the forest products industry including wood engineering, economics and marketing, wood processing technologies, solid wood products, wood-based composites, and manufacturing.

Circulation

Total circulation: **1,000+**, includes FPJ member and nonmember subscribers

18%

Other international

11%

Canadian residents



69%
U.S. residents

Breakdown by professional fields

Academia	19%
Student	16%
Research & Development	13%
Retired	12%
Manufacturing	10%
Consulting	7%
Supplier	4%
Government	4%
Associations	4%
Engineering/Architecture	3%
Other fields	2%

RATE CARD

FOREST PRODUCTS JOURNAL

Ad Placement Deadlines

Issue	Ad deadline*
Issue I	May 1
Issue II	June 1
Issue III	July 1
Issue IV	August 1
Issue V	September 1
Issue VI	October 1
Issue VII	November 1
Issue VIII	December 1

*Ad placement deadlines are approximate dates only. Please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215 for the most current deadlines.

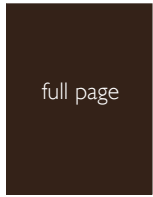
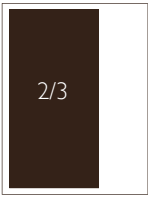


Print Ad Pricing

Size/Color	1 time	2 times	3 times	4 times	5 times
full page B/W	\$415	\$385	\$355	\$325	\$290
2/3 page B/W	288	268	248	228	208
1/2 page B/W	241	221	201	181	161
1/3 page B/W	191	181	171	161	151
1/4 page B/W	177	167	157	147	137
cover 2/3 B/W	486	456	426	396	366
cover 4 B/W	560	530	500	470	440

Full-page, 4 color ad, on back cover: **\$680 for the first insertion**; 10% discount on the second insertion; 15% discount on the third and subsequent insertions.

FPS individual members: 20% discount **FPS corporate members: 40% discount**

Print Ad Dimensions Page trim size: 8 1/4" by 11" Bleed: 1/8" (all sides) Detailed specs on page 6.

 <p>full page</p>	 <p>2/3</p>	 <p>1/2</p>	 <p>1/4 1/3</p>
<p>full page ad Width: 8 1/4" Depth: 11"</p>	<p>2/3 page ad Width: 4 1/2" Depth: 9 3/4"</p>	<p>1/2 page ad <i>Horizontal:</i> Width: 7" Depth: 4 1/2" <i>Vertical:</i> Width: 3 3/8" Depth: 9 3/4"</p>	<p>1/4 page ad Width: 3 1/2" Depth: 4 1/2" 1/3 page ad Width: 2 3/8" Depth: 9 3/4"</p>

WOOD DESIGN FOCUS ONLINE PUBLICATION

Now Available Online!

Wood Design
FOCUS
Online

Wood engineering updates delivered
directly to your Inbox.

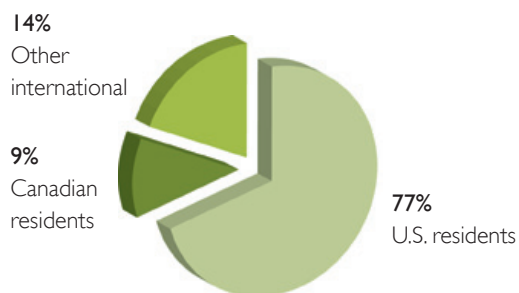
ACCESS NOW



Wood Design Focus (WDF) is a quarterly communications link for design professionals, educators, researchers, building code officials, and manufacturers of engineered wood products. WDF contains technical articles related to contemporary engineered wood construction. Each issue (24 pages) features four technical papers on a particular aspect of wood engineering.

Reach

900+, includes FPS member and nonmember subscribers. Below are demographics of 191 FPS members who are subscribers to WDF.



Breakdown by professional fields

Manufacturing	19%
Education	18%
Engineering/Architecture	17%
Research & Development	13%
Consulting	11%
Associations	8%
Retired	5%
Student	5%
Supplier	2%
Government	2%

INTERNATIONAL JOURNAL OF FOREST ENGINEERING



Published semiannually, the *International Journal of Forest Engineering* (IJFE) is committed to serving the international forest engineering community as the voice of new ideas and developments in forest engineering. An important role of the IJFE is to report on existing practices and innovations in forest engineering by scientists and professionals from around the world which promote environmentally sound forestry practices and contribute to sustainable forest management.

The IJFE is dedicated to the dissemination of scholarly writings in all aspects of forest operations, focusing on original research, but also including review, analysis, and synthesis articles. Article topics include: tree harvesting, processing, and transportation; stand establishment, protection, and tending; operations planning and control; machine design, management, and evaluation; forest access planning and construction; human factors engineering; and education and training.

RATE CARD

OTHER PUBLICATIONS

Editorial Calendar

Editorial calendar for the Wood Focus Online and the International Journal of Forest Engineering are available upon request. Please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215 for more information.

Ad Pricing

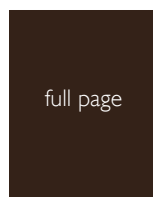
Size/Color	1 time	2 times	3 times	4 times	5 times
full page B/W	\$415	\$385	\$355	\$325	\$290
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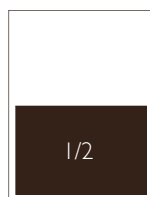
full page

full page ad
Width: 8 1/2"
Depth: 11"



2/3

2/3 page ad
Width: 4 1/2"
Depth: 9 3/4"



1/2

1/2 page ad

Horizontal:
Width: 7"
Depth: 4 1/2"
Vertical:
Width: 3 3/8"
Depth: 9 3/4"



1/4

1/3

1/4 page ad

Width: 3 1/2"
Depth: 4 1/2"
1/3 page ad
Width: 2 3/8"
Depth: 9 3/4"

GENERAL INFORMATION & REQUIREMENTS

Proofs

Proofs will be furnished prior to final printing only if specifically requested.

Submission Files

All files must be submitted in a print- and camera-ready finalized format with outlined fonts and flattened objects. Files must be submitted by ad placement deadline. Preferred file types include .PDF, .EPS, or .TIFF. All files must be saved in desired dimensions, including bleed or no bleed, in the resolution of 300 dpi or higher.

Ad Design Services

FPS provides ad design services charged at \$95 per hour. Please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215 for more information.

Publisher's Copy Protective Clause

Advertisers and their advertising agencies assume all liability for contract of advertisements printed and for any claims arising therefrom made against the publisher. The publisher reserves right to refuse any advertising that is not within the scope of the objectives of the Forest Products Society or is not in line with the publication's standards. Publisher also reserves right to place the word "Advertisement" on copy that in the publisher's opinion represents or simulates editorial matter.

Commission

Commission to recognized advertising agencies is 15 % on the gross.

Submission of Files

All advertising materials should be mailed to:
Marketing, *Forest Products Society*
2801 Marshall Ct., Madison, WI 53705-2295 USA
or
submitted via email to stefan@forestprod.org

ADVERTORIAL FOREST PRODUCTS JOURNAL WOOD DESIGN FOCUS ONLINE

Advertorial

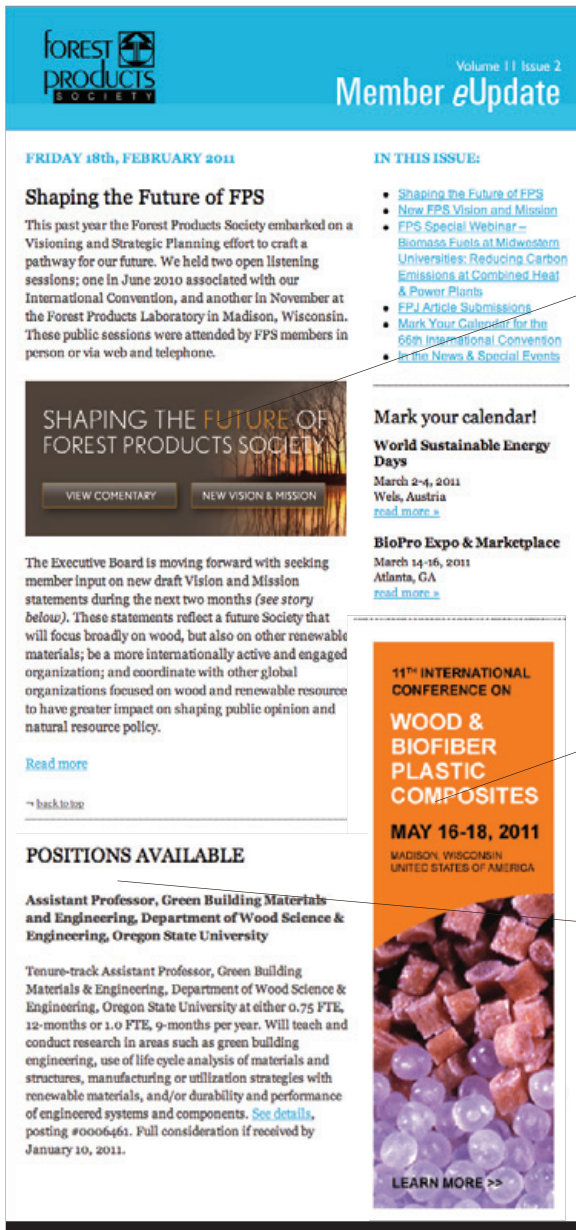
FPS accepts full or multi-page advertorials written in the form of an objective opinion editorial for inclusion in *Forest Products Journal*, *Wood Design Focus Online* and *International Journal of Forest Engineering*. Advertorials need to adhere to the design standards of the publication.

Submitted advertorial content will be placed in the publication by the Forest Products Society staff, with a word "Advertisement" on top of each advertorial page. FPS also accepts black/white images and graphs for placement along with content. Advertorials are priced on a case-by-case basis, depending on the length and nature of the advertorial.

If you are interested in placing an advertorial, please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215.

ONLINE ADVERTISING EUPDATE

The Forest Products Society each month publishes an electronic newsletter eUpdate, distributed primarily to FPS members. This eUpdate is an excellent resource for news pertaining to the wood products community. Banner ads are accepted on a continuous basis.



Banner Ad Layout & Rates

BANNER

330 px x 182 px
 one-time appearance \$40
 3-time appearance \$95

SKYSCRAPER

277 px x 151 px
 one-time appearance \$50
 3-time appearance \$105

TEXT AD - JOB POSTING

277 px x 151 px
 one-time appearance \$50
 3-time appearance \$120

To place a banner ad, please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215.

PROFESSIONAL CONFERENCE ADVERTISING

11TH INTERNATIONAL CONFERENCE ON **MAY 16-18, 2011**

WOOD & BIOFIBER PLASTIC COMPOSITES

MONONA TERRACE COMMUNITY & CONVENTION CENTER
MADISON, WISCONSIN
UNITED STATES OF AMERICA

The **11th International Conference on Wood & Biofiber Plastic Composites** will be held on **May 16-17, 2011** and will bring together international experts from the scientific, technical, and commercial communities to encourage the exchange and dissemination of information on the latest advances and future opportunities for these materials.

Learn more at www.WoodandBiofiberComposites.org.



The **2011 Sustainable Disaster Relief Housing Conference** will bring experts in the field from around the world during a day and a half of presentations and an exhibition showcase to discuss swift and durable construction solutions in support of disaster relief efforts.

Learn more at www.SustainableReliefHousing.org.



The 65th International Convention of the Forest Products Society is a stimulating forum to help forest products industry, academic and government professionals explore new uses and applications for wood materials.

Learn more at www.FPSCConvention.org.

If you are interested in sponsoring a conference, please contact Stefan Bergmann at stefan@forestprod.org or 608.231.1361, ext. 215.

RATE CARD: PROFESSIONAL CONFERENCE ADVERTISING

Online Advertising

Banner ads will appear on the conference websites and in select email campaigns.

Horizontal Banner Ad	Vertical Banner Ad
Width: 330 px	Width: 277 px
Depth: 182 px	Depth: 151 px
1-month appearance: \$40	1-month appearance: \$40
3-month appearance: \$95	3-month appearance: \$95
Accepted file types: .jpg or .gif	Accepted file types: .jpg or .gif

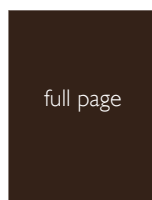
Ad Pricing

Print ads will appear in the conference program books.

Size/Color	Full color	Black/White
full page B/W	\$415	\$290
2/3 page B/W	288	208
1/2 page B/W	241	161
1/3 page B/W	191	151
1/4 page B/W	177	137
cover 2/3 B/W	486	366
cover 4 B/W	560	440

Ad Dimensions

Page trim size: 8 1/4" by 11" Bleed: 1/8 (all sides)



full page ad
Width: 7"
Depth: 9 3/4"



2/3 page ad
Width: 4 1/2"
Depth: 9 3/4"



1/2 page ad

Horizontal:
Width: 7"
Depth: 4 1/2"
Vertical:
Width: 3 3/8"
Depth: 9 3/4"



1/4 page ad

Width: 3 1/2"
Depth: 4 1/2"

1/3 page ad

Width: 2 3/8"
Depth: 9 3/4"

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