

Forestbook

2009 MEDIA GUIDE

Home Technology Business Industry



Are you ready for change?

Welcome to ForestBook

Forest Industry Network is proud to announce a new magazine for the North American forest industry.

News Updates Features Technology Business

YOU HAVE A NEW MESSAGE...

Businesses and organizations continue to make substantial investments into technology to provide better service to their clients and recruit new business. With a growing investment technology, it's more important than ever to ensure customers and potential customers know these new services are available. That's where Forestbook magazine can benefit your business.

Forestbook represents the next generation of publishing in the North American forest industry. Forestbook is published by Forest Industry Network, the leading and most visited forest industry dedicated website on the Internet. Forestbook is designed to deliver professionals working in the forest and timber processing industry a dynamic, highly focused industry and technology based magazine. The magazine will educate readers about the latest technology and online services that can help them improve efficiencies and save time and money. From basic training to in-depth coverage of emerging technology Forestbook will help to train industry professionals how to take advantage of online services

Advertisers will enjoy promoting their newest website or technology services to a market ready and willing to embrace them. Forestbook will provide a crucial bridge between forest industry professionals and the technology and online services they need. If you invest a lot of time and money in your website every year to service existing clients and recruit new ones, you need to be in Forestbook. People look to Forestbook to find out the latest technology services and products they need to stay competitive in a dynamic marketplace.



 **Forest Industry Network**
www.forestindustry.com
The North American Service and Supply Directory



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What's new on your site this year?

News Updates Features Technology Business

Forestbook is published in January of each year and is available online at www.forestindustry.com all year long. It is designed to highlight the newest online services and technology provided by manufacturers, dealers and suppliers. ForestBook will have an initial press run of 5,000 copies and will be distributed by direct mail and at leading industry trade shows and conferences across North America.

Forestbook is all about cutting edge technology and business in the North American forest industry. Editorial coverage will include business features, technology features, new media advice, what's new on the web for 2009 and much more. If you've got online services or new technology that will save time and money for our readers you need to be in Forestbook.

BLACK AND WHITE MAGAZINE AD RATES

| Space (Black & White) | 1x |
|---|---------|
| Corporate Profile - Two pages full colour | \$2,979 |
| Full Page | \$1,139 |
| 1/2 Page | \$625 |
| 1/2 Page Island | \$731 |
| 1/3 Page | \$488 |
| 1/4 Page | \$393 |
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CALL US TOLL-FREE AT 877.755.2762 FOR MORE INFORMATION ON ANY OF OUR SERVICES, OR VISIT US ONLINE AT WWW.FORESTINDUSTRY.COM

AD SPECIFICATIONS FINAL TRIM SIZE OF MAGAZINE 8 x 10.5"

| Space | Size |
|---------------------|---|
| *Full Page | 8 x 10.5" (*7 x 9.5" live area) |
| **Full Page w/bleed | **please add 1/4" all around to final trim size |
| 2/3 Page | 9.5 x 4.5" |
| 1/2 Page Horizontal | 7 x 4.625" |
| 1/2 Page Vertical | 3.375 x 9.5" |
| 1/3 Page Square | 4.585 x 4.625" |
| 1/3 Page Vertical | 2.165 x 9.5" |
| 1/3 Page Horizontal | 7 x 3" |
| 1/4 Page | 3.375 x 4.625" |
| 1/6 Page Vertical | 2.165 x 4.625" |
| 1/6 Page Horizontal | 4.585 x 2.185" |

Digital File Submission: A high-res PDF: Fonts must be embedded.

(This is the preferred format.)

Photoshop: (TIFF/EPS. 300 dpi, CMYK.)

Illustrator: (AI/EPS. Include all placed images, 300 dpi, CMYK.) All fonts converted to outlines.

InDesign: (v1-CS. Include all placed images and fonts, 300 dpi, CMYK.)

EPS: (Vector-based. Include all placed images, 300 dpi, CMYK.) All fonts converted to outlines.

All ad make-up work to be done in-house, that is submitted past closing, will be billed out at \$75.00 per hour.

Digital file and prepress inquires to: artdept@pointonemedia.com