

TREELINE NEWSLETTER ADVERTISING INFORMATION & CONTRACT

Tennessee Forestry Association would like to invite you to advertise your products and/or services in our newsletter, The Treeline is published quarterly and reaches over 2,200 members by hardcopy, email or online through our website (www.tnforestry.com).

TFA members consist of landowners, loggers, sawmills, paper mills, professional foresters, equipment dealers, trucking companies and other transporters of wood products to supporting business members such as banks and various suppliers.

Please refer to our advertising rates, submission guidelines below and advertising contract listed on the second page .

TFA looks forward to answering any questions you may have and to scheduling your ad to appear in TreeLine.

FORMAT SPECIFICATIONS:

DESCRIPTION	SIZE (300 DPI)	COST X 4 ISSUES	COST X 1 ISSUES
FULL PAGE	7.5 in wide x 10 in tall	\$600.00	\$170.00
HALF PAGE HORIZONTAL	7.5 in wide x 5 in tall	\$325.00	\$100.00
HALF PAGE VERTICAL	3.5 in wide x 10 in tall	\$325.00	\$100.00
QUARTER PAGE	3.5 in wide x 4.75 in tall	\$250.00	\$85.00
BUSINESS CARD	3.5 in wide x 2 in tall	\$200.00	\$70.00

TFA applications require that all ads be submitted in camera ready format meeting the dimensions of the requested ad size. See format specifications listed above.

TreeLine: JPEG (.jpg or .jpeg) or GIF Format.

Graphics (logos, clip art) should be sharp and clear, in GIF, TIF, or JPEG (.jpg, .jpeg) format. If you send JPEG, save your art at maximum quality.

Note: Logos and clip art taken from websites are always blurry and grainy in print. Instead, use artwork from printed sources such as letterhead.

PROJECTED ISSUE DEADLINES

(Dates are estimated and are subject to change.)

ISSUE	DEADLINE
End of March (SPRING)	March 18th
End of June (SUMMER)	June 17th
End of September (FALL)	September 16th
End of December (WINTER)	December 19th

SUBMIT ARTWORK & CONTRACT TO:

Lisa Lynn at Tennessee Forestry Association
2605 Elm Hill Pike, Suite G * Nashville, Tennessee 37214
PHONE: 615-883-3832 * FAX: 615-883-0515
EMAIL: llynn@tnforestry.com

TENNESSEE FORESTRY ASSOCIATION NEWSLETTER & WEBSITE ADVERTISING CONTRACT

DATE: _____

Space is not officially reserved without this completed and signed contract and confirmation of TFA receiving your request to reserve space for advertisement in the TreeLine Newsletter or the TFA's website. Please fill out the information below.

Advertiser Information:

Advertiser (Company Name) :

Contact

Contact Title

State _____ Zip _____

Contact Daytime Number

Contact E-Mail Address

Authorized Signature

Billing Information:

Same as Advertiser Information

Billing (Company Name)

Billing Name

Title

State _____ Zip _____

Phone Number

Authorized Signature

TREELINE NEWSLETTER

The Tennessee Forestry Association is hereby authorized to publish our advertisement in the TreeLine Publications. The specifications of my advertisement are as follows:

Description Size Cost

<input type="checkbox"/> full page	7.5 in x 10 in	___ Quarterly \$600.00	___ 1 Issue \$170.00
<input type="checkbox"/> 1/2 page horizontal	7.5 in x 5 in	___ Quarterly \$325.00	___ 1 Issue \$100.00
<input type="checkbox"/> 1/2 page vertical	3.5 in x 10 in	___ Quarterly \$325.00	___ 1 Issue \$100.00
<input type="checkbox"/> 1/4 page	3.5 in x 4.75 in	___ Quarterly \$250.00	___ 1 Issue \$85.00
<input type="checkbox"/> business card	7.5 in x 10 in	___ Quarterly \$200.00	___ 1 Issue \$70.00

BANNER (WEBSITE) ADVERTISING

The Tennessee Forestry Association is hereby authorized to publish our advertisement on the TFA website. The specifications of my advertisement are as follows:

Description Size Cost

<input type="checkbox"/> large banner	550 px x 100 px	___ Annually \$800.00	___ 6 MONTHS \$550.00
<input type="checkbox"/> regular banner	468 px x 60 px	___ Annually \$600.00	___ 6 MONTHS \$350.00
<input type="checkbox"/> vertical banner	120 px x 240 px	___ Annually \$500.00	___ 6 MONTHS \$300.00
<input type="checkbox"/> square banner	120 px x 120 px	___ Annually \$400.00	___ 6 MONTHS \$250.00

COMMENTS OR SPECIAL INSTRUCTIONS:

PAYMENT OPTIONS: (YOU GET A 10% DISCOUNT WHEN ADVERTISING IN MORE THAN ONE TFA PUBLICATION)

Newsletter Total: \$ _____ Website Total: \$ _____ Discount \$ _____ Grand Total: \$ _____

I am enclosing a check

Please Bill Me

I am paying with a ___ Visa ___ MC Account # _____ Exp Date _____ Authorized Signature: _____

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