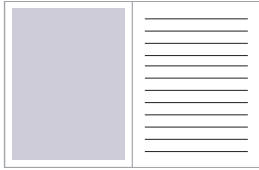




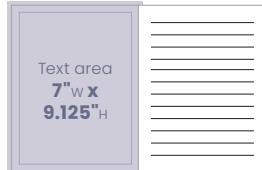
2025 MEDIA KIT

Inside Covers & Full Pages



7" w x 9.125" h

Inside Covers & Full Pages with Bleed



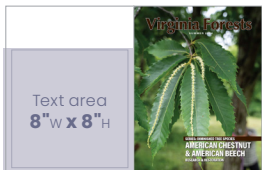
8.75" w x 11.25" h
Bleed: 0.125"
(8.5" w x 11" h trim size)

Back Cover



7.5" w x 7.5" h

Back Cover with Bleed



8.75" w x 8.625" h
Bleed: 0.125"
(8.5" w x 8.5" h trim size)

1/2 Page



7" w x 4.5" h
3.35" w x 9.125" h

1/2 Page



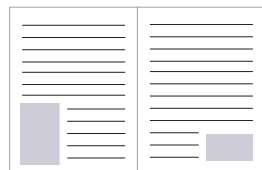
4.25" w x 6.5" h

1/3 Page



2.125" w x 9.125" h
3.35" w x 6.125" h

1/4 Page



3.35" w x 4.5" h (1/4 Page)
3.35" w x 2.125" h (1/8 Page)

1/8 Page



About the Magazine

For more than 75 years, *Virginia Forests* has published useful, reliable, and relevant articles written by knowledgeable contributors on topics that are important to forestry professionals, landowners and forest products related businesses. Published quarterly, *Virginia Forests* reaches more than 2,500 members and subscribers including Virginia public schools, public libraries, educators, and state and federal legislators.

| | Member Rates | | Non-Member Rates | |
|----------------------|--------------|---------|------------------|---------|
| | 2x | 4x | 2x | 4x |
| Back Cover | \$1,290 | \$1,000 | \$1,480 | \$1,140 |
| Inside Covers | \$1,100 | \$850 | \$1,270 | \$980 |
| Full Page | \$910 | \$700 | \$1,050 | \$810 |
| 1/2 Page | \$740 | \$580 | \$850 | \$660 |
| 1/3 Page | \$620 | \$480 | \$710 | \$560 |
| 1/4 Page | \$450 | \$360 | \$530 | \$410 |
| 1/8 Page | \$340 | \$270 | \$380 | \$300 |

- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

Contact

For more information, contact:

Kara Mortl
248-250-3655
kara@bigredm.com
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Ink **Full Color** • Trim Size **8.5" x 11"** • Published **Quarterly**

Email your ad materials to ads@bigredm.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@bigredm.com for more detailed specifications.

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Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.



Virginia Forestry Association

Digital Ad Packages

Website, eNewsletter, and Resource Guide

Leaderboard (728px x 90px)

- Maximum of 1 advertiser
- Run of site

Box (300px x 250px)

- Maximum of 2 advertisers rotating
- Run of site

Banner (696px x 80px)

- Maximum of 6 advertisers rotating
- Run of site

| | Member Rates | | Non-Member Rates | |
|---------------------|--------------|-----------|------------------|-----------|
| | 6 Months | 12 Months | 6 Months | 12 Months |
| Leaderboard Ad | \$2,390 | \$3,700 | \$2,760 | \$4,050 |
| Box Ad | \$1,960 | \$3,030 | \$2,270 | \$3,330 |
| Banner Ad | \$1,470 | \$2,260 | \$1,700 | \$2,490 |
| Resource Guide Only | | | | |
| Premier Listing | \$390 | \$630 | \$440 | \$690 |

Deadlines

Virginia Forests Magazine

| Issue | Deadline |
|--------|----------|
| Winter | Jan 21 |
| Spring | Mar 10 |
| Summer | Jun 9 |
| Fall | Oct 13 |

Digital Packages

Artwork due the 20th day of the month prior to publication.*

*Deadlines are subject to change due to holidays and/or office closures.

eNewsletter published biweekly.

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