Tree Talk

An Official Publication of Mississippi Forestry Association, Inc.

We have what you want most - *your target audience!*

Advertising in Mississippi Forestry Association's *Tree Talk* magazine will place your message directly in the hands of the people you are trying to reach! MFA members work and play in Mississippi's forests and need your products and services.

MFA members are **primarily** male, age 30+ and include:

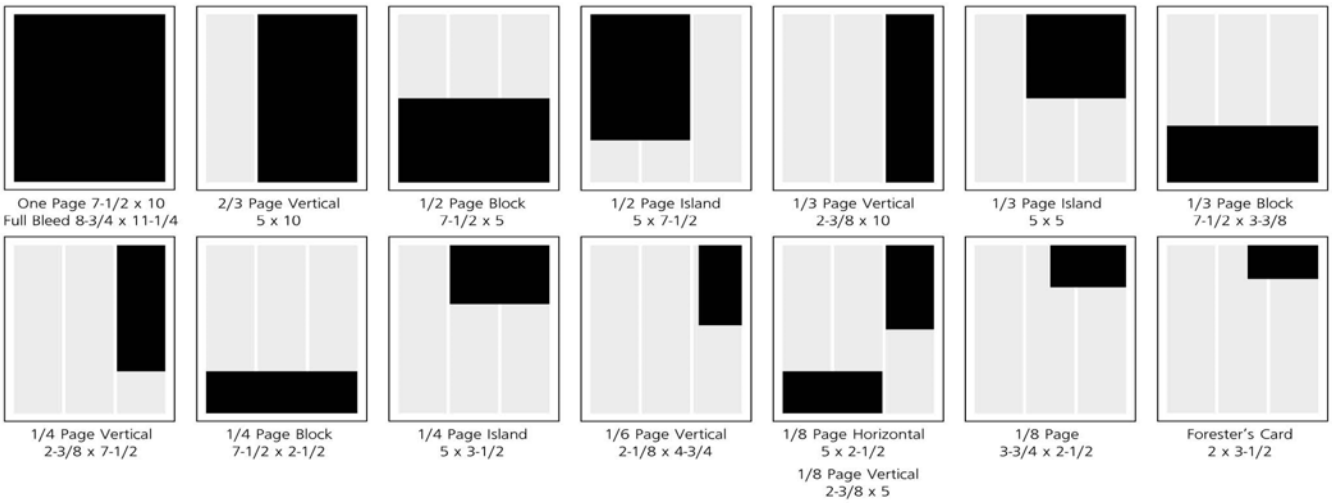
- Private landowners and hunting clubs
- Professional foresters
- Logging contractors and wood fiber suppliers
- Forest industry manufacturers and businesses
- Federal and state forestry, wildlife, and environmental personnel

Your advertising will be seen by 10,000+

Satisfied advertiser, Stephen M. Butler, Consulting Forester, TimberCorp, Brandon, Mississippi

"*Tree Talk* is a great place to invest our advertising dollar, and it is one of just a few places where we advertise. *Tree Talk* is the best publication for reaching our target audience of landowners, foresters, and other key participants in Mississippi's forest industry that we want to do business with."

Sample ad sizes and shapes.



Tree Talk

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ISSN 073 796X

***Tree Talk* dates of publication and ad deadlines**
Tree Talk is published quarterly

Winter	**December 15**
Spring	**March 15**
Summer	**June 15**
Fall	**September 15**

Prime Placement

Size/Placement	Rate	4 times per year discount
Inside front cover (color only, full page)	$650	$585 per issue
Inside back cover (color only, full page)	$650	$585 per issue
Back cover(color only, full page)	$685	$615 per issue

Basic Placement—Black and White, Full or Two Color*

Size/Placement	Rate	4 times per year discount
Full page	$425	$385
2/3 page	$375	$335
½ page	$300	$270
1/3 page	$225	$200
¼ page	$175	$155
1/6 page	$135	$120
1/8 page	$100	$90
Forester's card	$60	$55

**Color*
Full color (3 or more colors) for any size ad is an additional $175 per issue. Two color for any size ad is an additional $88 per issue. Printing charges for color or bleeds will be at our cost per issue. The advertiser will be billed for production services for ads that are not completely set up and provided as a digital file. *Please follow the pre-press specifications for ad set up, provided upon request. All prices are net.*

Mechanical requirements
Three columns per 8 ½" by 11" page; column width is 14 ½ picas (2 3/8"); double column is 30 picas (5"); column depth is 10". Ads must be digital files in TIFF format or PDFs, either emailed or on CD, with PDFs preferred. Lithographer prints a 150-line screen. For full page ads with a bleed, provide a 1/8" bleed all around. Set-up cost for changes to existing ads may be billed to the advertiser.

Insertion Order Form

To reserve a place in *Tree Talk*, contact Paige Steen at 601.354.4936, admin@msforestry.net or complete and return this form to MFA. Refer to complete contact information at the top of this page.

Year _____ Spring Summer Fall Winter Next four issues until notified

New ad Ad change Size (see chart)_____ Full color Two color Black and white

Company _____
Billing address_____
Telephone_____ Email_____
Fax_____ Total Charge_____
Credit Card: MC Visa Am. Ex. Disc. Card Number _____
Expiration Date _____ Name on Credit Card _____
Signature _____ Date _____
Person Placing Order _____ Representing_____