

Email Newsletter Advertising Rate Card

(through 12/31/2019)



Why Advertise in the FBN Email Newsletter?

- Priority access to a who's who of the forest industry
- Jump ahead of your competitors while staying top-of-mind with customers
- Associate your company with the forest product industry's most read email newsletter and website

Publication Facts

- Over 7,400 loyal subscribers
- News coverage includes:
 - Original editorial content from Craig Rawlings
 - The latest in mergers and acquisitions
 - TIMOs and REITs
 - Timber sale listings
 - Wood construction
 - And much more!

To reserve advertising or sponsorship space, or if you have any questions, please contact:

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Our Readers

- Foresters: procurement, fed and state gov, consulting, economists, universities, extension **50%**
- Sawmill, pellet mill, bio-refinery, log sort yard (owners and managers) **30%**
- REITs and TIMOs, industrial and non-industrial forest landowners, state DNRs **10%**
- Non-profits **5%**
- Associations, trade publications, newsletters **5%**

Top 10 Countries by Readership

1. United States
2. Canada
3. United Kingdom
4. Spain
5. Australia
6. India
7. Japan
8. Russia
9. Brazil
10. (not set)

Top 10 U.S. States by Readership

1. Oregon
2. Washington
3. California
4. Montana
5. Virginia
6. Idaho
7. Texas
8. Georgia
9. Wisconsin
10. Colorado

Advertising Rates

Featured Advertiser **\$57/issue**

- Premium placement: In line with news articles
- Three spots available per issue (position is first come, first serve)
- Text only / black (except for hyperlink)
- Maximum of 3 lines (does not include the “Read More” link). *Character limits below are approximate.*
 - Title length max: 46 characters including spaces
 - Body copy max: 136 characters including spaces (no more than 2 lines).
- Ad copy must not be misleading and should include a mention of your product, service, or event
- Featured Advertiser copy example (title and subject lines):

Grow Your Mass Timber Business in 3 Days

The 2020 Mass Timber Conference gives you industry-leading networking, intel, and opportunities to grow revenue and ROI.

[Read More](#)

Banner Ad: Top of Newsletter **\$97/issue**

- Top of newsletter placement
- Only 1 spot available
- 600px W x 90px H, 4-color
- JPEG files only
- See an example of what this ad looks like in an issue of our newsletter: http://eepurl.com/bZzp_1

Sponsor of the Week **\$147/issue**

- Only one sponsorship spot available per issue
- Displayed underneath the Editor’s Message
- Attention-getting image: 110 pixels wide x 110 pixels high, 4-color
- Title and body copy specs. *Character limits below are approximate.*
 - Title length max: 60 characters, including spaces (no longer than 2 lines)
 - Body copy max: 320 characters, including spaces
- Sponsor of the Week copy example:

Grow Your Mass Timber & Forest Industry Business Next March!

The 2020 Mass Timber Conference brings world-class networking, top industry intel, and access to key players in the mass timber supply, manufacturing, design, construction, and development markets. Benefit from education, mill tours, exhibits, and productive networking events!

[Learn more](#)

Multiple insertions benefit from the following discounts:

- **3X** = 5%
- **6X** = 10%
- **9X** = 15%

Bulk insertion discounts:

- **Full quarter** (13-issues) = 20%
- **Half year** (26-issues) = 30%
- **Full year** (52-issues) = 40%

Run 9 times or more and receive a **FREE Featured Advertiser** listing for one month on [FBN’s classified listing website](#).