



## Email Newsletter Advertising Rate Card (thru 12/31/2012)

### Why Advertise in the Forest Business Network 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 or organization with the forest product industry's most read email newsletter and website.

### Publication Facts

- Close to 10,000 loyal subscribers hungry to stay one step ahead in their businesses.
- Highlights difficult-to-find news, featured articles, industry reports and market trends.
- Also covers:
  - Original editorial content from Craig Rawlings, a highly regarded expert in the industry
  - The latest in mergers and acquisitions
  - TMIOs and REITs
  - Timber sale listings
  - Grant and RFP opportunities
  - National program analysis and news
  - Event, conference and workshop listings
- Published every Wednesday - 52 times a year

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

Tom Waddell  
Marketing / Sales  
406.546.5977  
tom@forestbusinessnetwork.com

### Demographics

Professional foresters: procurement, federal & state gov., consulting, economists, universities, extension **50%**

Sawmill, pellet mill, bio-refinery, log sort yard (owners & managers) **30%**

REITs & TIMOs, industrial & non-industrial forest landowners, state DNRs **10%**

Non-profits **5%**

Associations, trade publications, newsletters **5%**

## Advertising and Sponsorship Opportunities / Rates

### Newsletter Supporter **\$57/issue**

- Premium top-of-newsletter placement
- Five spots available per issue (position is first come, first serve)
- Text only / black (except for hyperlink)
- Maximum 130 characters, including spaces (or 6 lines)
- Newsletter Supporter copy example:

#### [New 4310 Track Chipper](#)

Peterson Heavy Duty Drum Chipper  
for production of woody biomass.  
[petersoncorp.com](http://petersoncorp.com)

### Featured Advertiser **\$37/issue**

- Three spots available per issue (position is first come, first serve)
- Text only / black (except for hyperlink)
- Maximum 130 characters including spaces (but not including the “Read More” link)
- Featured Advertiser copy example:

**New 4300 Drum Chipper.** Leading manufacturer of heavy duty drum chippers for woody biomass.

[Read More](#)

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

- Only one sponsorship spot available per issue
- Displayed underneath the Editor’s Message
- Text only / color
- 100 pixels wide x 100 pixels high (max) 4-color image
- Maximum 350 characters (including spaces)
- Sponsor of the Week copy example:

#### **USDA Forest Service, Technology Marketing Unit, Madison, WI**

Providing expertise and problem solving in wood products utilization and marketing, technology transfer, and technical assistance. We also award about \$5 million/year in grants to improve the utilization of woody biomass removed from forest restoration projects.

[Learn more](#)

**Multiple insertions** benefit from the following discounts:

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

**Bulk insertion discounts:**

- **Full quarter** (12-issues) = 20%
- **Full year** (52-issues) = 40%

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