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

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%

To reserve advertising or sponsorship space, or if you have any questions, please contact:
Tom Waddell
Marketing / Sales
406.546.5977
tom@forestbusinessnetwork.com
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

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.