



Thank you for considering the Oregon Small Woodland's Association publication, "The Update," as a medium for advertising! We heartily believe advertising in the Update is a wise choice if you are trying to reach family forestland owners and others who are interested in forestry in Oregon.

What's printed in *The Update*?

Family forestland owners are a diverse group of people who are managing their lands for a variety of economic, environmental and social values. *The Update* offers something for everyone, including articles about forest management, profiles of landowners who are working in the forest, updates on political issues affecting family forestland owners, the latest forestry research findings and information about how to better market products derived from Oregon's forests. The publication even includes a section specifically developed and designed for kids, our next generation of family forestland owners.

How often is *The Update* published?

The Update is published *eight times a year* for the following months:

- January
- March
- April
- June
- July
- September
- October
- December

(Issues are not produced for February, May, August & November. However, you may also wish to advertise in the quarterly NW Woodlands Magazine. To do so, contact: Lori Rasor, rasor@safnwo.org)

Where is *The Update* circulated?

OSWA has 20 active chapters statewide. Our members, who total approximately 2,900 people and own roughly 300,000 acres of family woodlands, receive a complimentary copy of *The Update* by mail. These family forestland owners are generally those who are active and influential in their communities. The *Update* is also disseminated to others who are engaged in forestry-related activities and who often regularly contribute content for the publication. This includes select individuals from the following areas: government personnel who are involved in policy-making, industry representatives, legislative leaders and university educators. Most (approx. 90%) of our circulation occurs within Oregon, but we do have issues also being distributed in many other states throughout the country, and in Washington DC.

What are the publication deadlines and estimated delivery dates?

Typically, *The Update* is delivered by mail to people's mailboxes within the first two weeks of the month. On rare occasions, delivery may be later due to printing and bulk mailing delays. Please understand that such situations are not within OSWA's control.

A "2006-2007 Production Schedule/Rate Card" is enclosed so that you have flexibility to post this information where you can easily be reminded about upcoming deadline dates. Contact information is also included on the card for easy retrieval.



What graphic specifications should I follow when submitting advertising?

You can either submit electronic print-ready copy or have your advertising produced by OSWA. Either way, it is important to provide a hard copy showing how you'd you're your ad to appear *either way* so that it can be used as a match proof as layout of the publication is completed. Keep in mind that the copy deadline falls a few days earlier if you'd like OSWA to develop your advertising (see schedule card).

Graphic specifications: When submitting print-ready graphics, a resolution of 600 dpi is preferred; however, the minimum dpi is 300. Please save your file in tiff, eps or jpeg formats and include fonts. If your files don't exceed 3 megabytes, they can be sent electronically as an attachment to oswaed@oswa.org. If they exceed that, it is best to send your *Windows compatible* files by mail saved on a CD in protective casing to

Mike Gaudern

OSWA Update

1775 32nd NE/Suite C, Salem, OR 97303

Phone: 503.588.1813 ---Fax: 503.588.1970

****It is important that your CD and any material you submit is well-labeled with your contact information, date sent and the name of your file/s.***

*****Also, be sure to contact the advertising manager BY PHONE to notify OSWA your material is coming! That way, if it doesn't arrive for some reason, we can promptly let you know of the situation. Feel free to leave a voice message if you can't reach us directly.***

Contact: Mike Gaudern, Phone: 503.588.1813

If you would like OSWA to produce your ad, make sure your text message is printed legibly. Provide any graphics/logos you would like used electronically, if possible, following the same graphic specification guidelines noted above for print-ready copy. If you have artwork you would like to submit hard copy instead, keep in mind that it will be second generation after scanning and resolution will not be as crisp as the original.

Advertising inserts: OSWA can also make arrangements to "insert" special advertising in *The Update*. However, additional charges will be incurred for special handling/potential additional mailing fees. If you are interested in exploring this option further, please contact OSWA's advertising manager directly.



The OSWA Update

2006-2007 Production Schedules:

Issue	Production Copy Deadline	Camera-ready Deadline	Estimated Delivery Date
Dec. 2006	Nov. 3, 2006	Nov. 9, 2006	December 8, 2006
Jan. 2007	Dec. 1, 2006	Dec. 8, 2006	January 10, 2007
March 2007	Feb. 2, 2007	Feb. 9, 2006	March 9, 2007
April 2007	March 2, 2007	March 9, 2007	April 9, 2007
June 2007	May 4, 2007	May 11, 2007	June 8, 2007
July 2007	June 1, 2007	June 8, 2007	July 9, 2007
Sept. 2007	Aug. 3, 2007	Aug. 10, 2007	Sept. 10, 2007
Oct. 2007	Aug. 31, 2007	Sept. 7, 2007	Oct. 8, 2007
Dec. 2007	Nov. 2, 2007	Nov. 9, 2007	Dec. 10, 2007

Update Contact Info:

Mike Gaudern
OSWA Update
1775 32nd NE/Suite C,
Salem, OR 97303
Phone: 503.588.1813 ---Fax: 503.588.1970



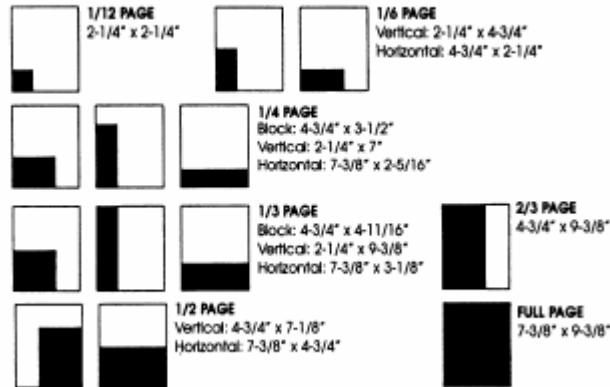
The UPDATE

Oregon Small Woodlands Association Advertising Rates

Display Advertising

Size	1 Issue	4 Issues
1/12 page	\$70	\$210
1/6 page	\$90	\$270
1/4 page	\$110	\$330
1/3 page	\$145	\$445
1/2 page	\$170	\$510
2/3 page	\$200	\$600
Full page	\$270	\$800

SAMPLE AD SIZES



Classified Ads Up to 40 words	1 Issue	4 Issues
	\$70	\$210

Rates Including typesetting and ad prep.

ADVERTISING ORDER FORM

YES! I want to advertise in the OSWA Update

Ad size: _____ Enclosed is a check or money order for: 1 issue 4 issues

Company _____
 Contact _____
 Address _____
 City/State/Zip _____
 Phone Fax _____

Please send this form, ad copy, logos, photos, etc. to:
Mike Gaudern, 1775 32nd NE/Suite C, Salem, OR 97303 Phone: 503.588.1813

Thank you for Supporting
Oregon Small Woodlands Association

[To pay for advertising online, please click here](#)

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