



WWW.KFIA.ORG

KENTUCKY FOREST INDUSTRIES ASSOCIATION MEDIA GUIDE

Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$12.5 B

Our members generate more than \$12.5 billion annually in direct sales in Kentucky.

\$100 M

KFIA members spend more than \$100 Million on products and services each year.

85%

We represent approximately 85% of the wood industry in the state.

OUR MEMBERS

KFIA members are the key decision-makers in Kentucky's forest industries and include the owners and managers of:

- Forestland
- Logging contractors
- Pulp & paper companies
- Sawmills
- Veneer & panel plants
- Wood manufacturers
- Much more!

Contact your Naylor Account Executive today to reach key players in Kentucky's forest industry!



Membership Directory & Resource Guide



Source: KFIA Marketing Questionnaire

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Rates
Outside Back Cover	\$3,519.50
Inside Front or Inside Back Cover	\$3,309.50
Full Page	\$2,789.60
1/2 Page	\$1,769.50
1/4 Page	\$889.50
1/6 Page	\$709.50
1/8 Page	\$509.50

Black-and-White	Rates
Full Page	\$1,769.50
1/2 Page	\$1,129.50
1/4 Page	\$699.50
1/6 Page	\$539.50
1/8 Page	\$339.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$760

Skyscraper | \$485

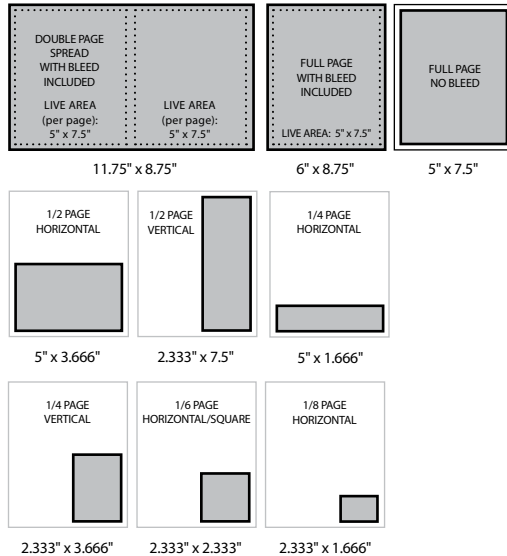
Toolbar | \$330

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

PRINT ADVERTISING SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For more information, visit:

<http://www.naylor.com/onlinespecs>

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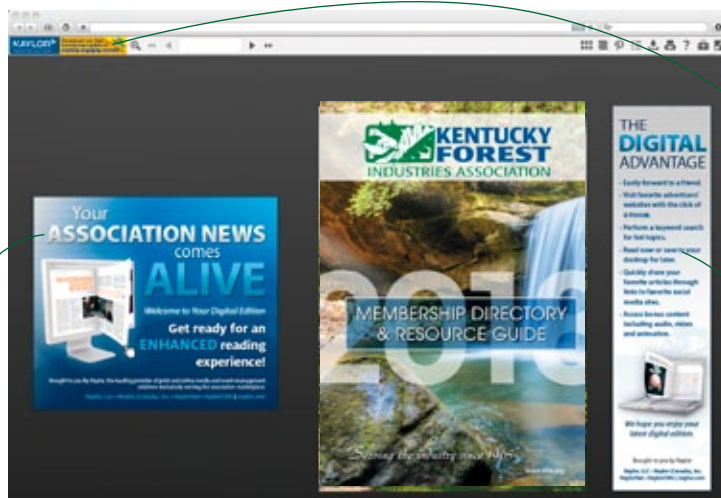
Extend your print advertising investment with the unique benefits of digital media!

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later



In addition to print, the Membership Directory and Resource Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Digital Sponsorship | \$760

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

**Video capabilities are not supported for Sponsorship MAX.*

Digital Toolbar | \$330

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Digital Skyscraper | \$485

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|---|---|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Grade Printing Equipment | <input type="checkbox"/> Redstreak Bands & Carbide Blades |
| <input type="checkbox"/> All Terrain Vehicles/ATVs | <input type="checkbox"/> Green Lumber | <input type="checkbox"/> Safety Apparel |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> Grinders & Hogs | <input type="checkbox"/> Sap Stain Control/Waxes Category 1 |
| <input type="checkbox"/> Automated Painting Systems | <input type="checkbox"/> Hardwood Veneer Manufacturers & Buyers | <input type="checkbox"/> Saw Bits, Shanks & Teeth |
| <input type="checkbox"/> Auto Parts | <input type="checkbox"/> Hardwoods | <input type="checkbox"/> Saw Blades/Cutterheads |
| <input type="checkbox"/> Band Mills | <input type="checkbox"/> Heat Recovery | <input type="checkbox"/> Saw Grinders |
| <input type="checkbox"/> Band Resaw Machines | <input type="checkbox"/> Heli-Logging Contractors | <input type="checkbox"/> Sawmill Equipment |
| <input type="checkbox"/> Band Saw Blades | <input type="checkbox"/> Industrial Belts | <input type="checkbox"/> Sawmill Machinery & Repairs |
| <input type="checkbox"/> Band Saws | <input type="checkbox"/> Industry Publications | <input type="checkbox"/> Sawmills |
| <input type="checkbox"/> Barcoding & Labeling | <input type="checkbox"/> Insurance | <input type="checkbox"/> Saw Sharpeners/Grinders & Wheels |
| <input type="checkbox"/> Biomass Fuel Systems | <input type="checkbox"/> Kentucky State Agencies | <input type="checkbox"/> Scanning & Optimization Systems |
| <input type="checkbox"/> Carbide Saw Bits/Teeth & Sharpeners | <input type="checkbox"/> Kiln-Dried Lumber | <input type="checkbox"/> Seedlings |
| <input type="checkbox"/> Cedar Shavings | <input type="checkbox"/> Knuckleboom Loaders | <input type="checkbox"/> Skidders |
| <input type="checkbox"/> Chainsaws | <input type="checkbox"/> Land Management | <input type="checkbox"/> Test Knives |
| <input type="checkbox"/> Chippers | <input type="checkbox"/> Loaders | <input type="checkbox"/> Thermal Combustion |
| <input type="checkbox"/> Chipper-Knives | <input type="checkbox"/> Log Grapplers | <input type="checkbox"/> Timber Buyers |
| <input type="checkbox"/> Circle Saws | <input type="checkbox"/> Log & Timber Procurement | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Logging Equipment | <input type="checkbox"/> Trailer/Truck Sales |
| <input type="checkbox"/> Consulting & Timber Appraisals | <input type="checkbox"/> Logging Hardware Supplies | <input type="checkbox"/> Trailers |
| <input type="checkbox"/> Custom Sawing | <input type="checkbox"/> Lumber/Lumber Companies | <input type="checkbox"/> Treated Wood |
| <input type="checkbox"/> Cryogenics | <input type="checkbox"/> Lumber Handling/Drying Equipment | <input type="checkbox"/> Tree Planting Equipment |
| <input type="checkbox"/> Dry Kilns | <input type="checkbox"/> Lumber Manufacturers | <input type="checkbox"/> Trim Saws |
| <input type="checkbox"/> Engines/Generators | <input type="checkbox"/> Lumber Marking Equipment | <input type="checkbox"/> Truck/Trailer Flooring |
| <input type="checkbox"/> Environmental Consulting | <input type="checkbox"/> Lumber Suppliers | <input type="checkbox"/> Trucking & Logging Companies |
| <input type="checkbox"/> Environmental Education | <input type="checkbox"/> Lumber-Hardwood | <input type="checkbox"/> Tub Grinders |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Lumber-Kiln-Dried | <input type="checkbox"/> Two-Way Communication |
| <input type="checkbox"/> Equipment & Plant Acquisition | <input type="checkbox"/> Market Reports | <input type="checkbox"/> Wheel Loaders |
| <input type="checkbox"/> Equipment Leasing & Financing | <input type="checkbox"/> Metal Detectors | <input type="checkbox"/> Wholesale/Brokers |
| <input type="checkbox"/> Farm Gates | <input type="checkbox"/> Miscellaneous Saws | <input type="checkbox"/> Winch Lines & Chokers |
| <input type="checkbox"/> Filters | <input type="checkbox"/> Mulch & Chips | <input type="checkbox"/> Wooden Fence Material |
| <input type="checkbox"/> Financing | <input type="checkbox"/> Oils & Lubricants | <input type="checkbox"/> Woodlands Management |
| <input type="checkbox"/> Flooring Companies | <input type="checkbox"/> Pallets | <input type="checkbox"/> Woodworking Equipment |
| <input type="checkbox"/> Forest Products | <input type="checkbox"/> Planers | <input type="checkbox"/> Wood Waste Recycling Equipment/
Materials |
| <input type="checkbox"/> Forestry Equipment | <input type="checkbox"/> Planers' Mills | <input type="checkbox"/> Workers' Comp Insurance |
| <input type="checkbox"/> Forklifts | <input type="checkbox"/> Portable Sawmills | <input type="checkbox"/> Other: _____ |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____