

ADVERTISING RATES



LOGGERS WORLD

ESTABLISHED 1964

WE ARE CONCERNED WITH WHAT CONCERNS THE LOGGER

LOGGERS WORLD TELEPHONE (360) 262-3376
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TOLL FREE: 1 (800) 462-8283

"The Loggers Magazine"

Written by loggers for loggers since 1964

- Today's operators and buyers have read **LOGGERS WORLD** since they worked as riggers and cutters in the field just as their crew, your future buyers, read **LOGGERS WORLD** today!
- **LOGGERS WORLD** is a nationally read publication devoted to Western United States logging operations
- Over 16,500 circulation....and growing



Rate Card No. 14

Space Reservations: by the 5th of the Month Preceding

COPY DEADLINE: by the 10th of the Month Preceding

COLOR INFORMATION:
Each color..... per page \$195
• 1/2 Page.....\$125
• 1/4 Page.....\$85
Special colors or exotic inks.....Call Process Color..... \$395

ART WORK:
Photography or special production costs will be charged to the advertiser.

PREMIUM POSITIONS:
Advertisers can call the page position of their ads, providing the position is not already allotted, for an additional 10% of the space cost. Some premium positions are sold only on a multiple use basis (back page, inside cover).

HALFTONE SCREENS:
Any halftone screen photos must be85 - 110 Line
Allow for a 35% Dot Gain.

MINIMUM AD:
Minimum acceptable ad is 1 column inch wide by 1" deep.

RATE PROTECTION:
Frequency rates are for ads to be run within a 12-month period. Rate holder ads one sixth of a page or larger. All existing written contracts protected until completion. Loggers World Publications reserves the right to revise advertising rates at any time, subject to 60 days notice.

PAGE	COL. IN.	1 TIME	3 TIME	6 TIME	12 TIME
Full	52	\$1504	\$1483	\$1433	\$1408
Three Quarter	39	\$1158	\$1137	\$1102	\$1057
Super Half	30	\$903	\$893	\$873	\$813
One Half	26	\$790	\$780	\$760	\$710
One Third	17	\$538	\$523	\$508	\$483
One Quarter	13	\$412	\$402	\$392	\$372
One Sixth	8.5	\$270	\$265	\$255	\$240

Open Rate.....\$33.26

