



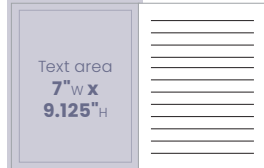
# 2025 MEDIA KIT

### Inside Covers & Full Pages



7" w x 9.125" h

### Inside Covers & Full Pages with Bleed



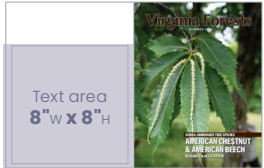
8.75" w x 11.25" h  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

### Back Cover



7.5" w x 7.5" h

### Back Cover with Bleed



8.75" w x 8.625" h  
Bleed: 0.125"  
(8.5" w x 8.5" h trim size)

### 1/2 Page



7" w x 4.5" h  
3.35" w x 9.125" h

### 1/2 Page



4.25" w x 6.5" h

### 1/3 Page



2.125" w x 9.125" h  
3.35" w x 6.125" h

### 1/4 Page



3.35" w x 4.5" h (1/4 Page)  
3.35" w x 2.125" h (1/8 Page)

### 1/8 Page



## About the Magazine

For more than 75 years, *Virginia Forests* has published useful, reliable, and relevant articles written by knowledgeable contributors on topics that are important to forestry professionals, landowners and forest products related businesses. Published quarterly, *Virginia Forests* reaches more than 2,500 members and subscribers including Virginia public schools, public libraries, educators, and state and federal legislators.

	Member Rates		Non-Member Rates	
	2x	4x	2x	4x
<b>Back Cover</b>	\$1,290	\$1,000	\$1,480	\$1,140
<b>Inside Covers</b>	\$1,100	\$850	\$1,270	\$980
<b>Full Page</b>	\$910	\$700	\$1,050	\$810
<b>1/2 Page</b>	\$740	\$580	\$850	\$660
<b>1/3 Page</b>	\$620	\$480	\$710	\$560
<b>1/4 Page</b>	\$450	\$360	\$530	\$410
<b>1/8 Page</b>	\$340	\$270	\$380	\$300

- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

## Contact

For more information, contact:

**Dylan Burkhart**  
925-487-4667

dylan@bigredm.com  
www.bigredm.com



## Ad Submission

Ink **Full Color** • Trim Size **8.5" x 11"** • Published **Quarterly**

Email your ad materials to [ads@bigredm.com](mailto:ads@bigredm.com)

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email [ads@bigredm.com](mailto:ads@bigredm.com) for more detailed specifications.

**Need help creating an ad?**  
**Free ad design (with revisions up to 3 proofs).**

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.



Virginia Forestry Association

# Digital Ad Packages

## Website, eNewsletter, and Resource Guide

### Leaderboard (728px x 90px)

- Maximum of 1 advertiser
- Run of site

### Box (300px x 250px)

- Maximum of 2 advertisers rotating
- Run of site

### Banner (696px x 80px)

- Maximum of 6 advertisers rotating
- Run of site

#### Member Rates

#### Non-Member Rates

	6 Months	12 Months	6 Months	12 Months
<b>Leaderboard Ad</b>	\$2,390	\$3,700	\$2,760	\$4,050
<b>Box Ad</b>	\$1,960	\$3,030	\$2,270	\$3,330
<b>Banner Ad</b>	\$1,470	\$2,260	\$1,700	\$2,490
<b>Resource Guide Only</b>				
<b>Premier Listing</b>	\$390	\$630	\$440	\$690

## Deadlines

### Virginia Forests Magazine

Issue	Deadline
Winter	Jan 21
Spring	Mar 10
Summer	Jun 9
Fall	Oct 13

### Digital Packages

Artwork due the 20th day of the month prior to publication.\*

\*Deadlines are subject to change due to holidays and/or office closures.

eNewsletter published biweekly.

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