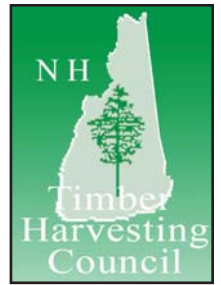




# STANDARD ADVERTISING RATE & SIZES - PER ISSUE

Your advertising dollars support many of the NHTOA's activities including the publication of the quarterly magazine, the *Timber Crier*, classes for landowners, training for professional loggers, and outreach events such as the Timber Talks.

As the NHTOA celebrates its 100th anniversary, please consider increasing your support for this work by becoming a Centennial Advertiser. You'll find details about this exciting advertising opportunity on page 2 of this rate card.

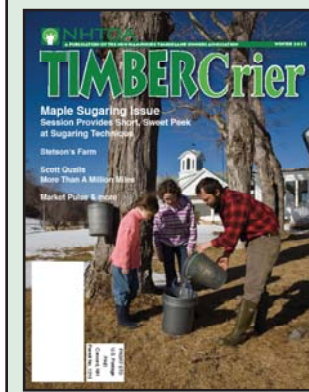


## TIMBER CRIER ADVERTISING

Full Color Cover	Per Issue	4 Issues
Full Page Inside Front	\$700	\$1,750
Full Page Inside Back	\$700	\$1,750
Full Page Outside Back	\$850	\$2,000
Black & White	Per Issue	4 Issues
Eighth Page	\$100	\$300
Quarter Page	\$200	\$500
Half Page	\$300	\$800
Full Page	\$500	\$1,500

**\*MARKET PULSE SECTION SPECIAL\*** each quarter the NHTOA reports current prices for hardwood, softwood and low-grade wood in the Quarterly Market Pulse of the *Timber Crier*. If you want advertisement placed one of these three pages please note the special pricing. Space is limited.

	Per Issue	4 Issues
Quarter Page	\$250	\$650
Half Page	\$400	\$850



Full Page  
10.25" h x 7.5" w

Half Page  
5" h x 7.5" w

Quarter Page  
5" h x 4.94" w

Eighth Page  
2.5" h x 4.94" w



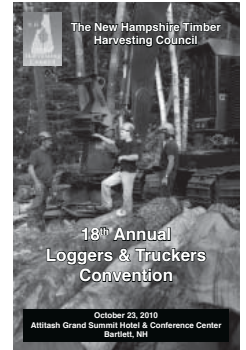
## NHTHC LOGGERS & TRUCKERS PROGRAM 2011 & 2012 (FALL) NHTOA ANNUAL MEETING PROGRAM 2012 (SPRING)



Supporting the NHTOA's Annual Meeting or the NHTHC Loggers & Truckers Convention has many benefits including inside display space at the meeting, one meal ticket, opportunities to display equipment outside (minimum \$450 ad per event, as/if available) your advertisement in a slide show during the meeting, and an advertisement in the program.

NHTHC October 22, 2011 Loggers & Truckers **FULL SIZE** 10.25" h x 7.5 w"	NHTOA May, 2012 Program **FULL SIZE** 10.25" h x 7.5 w"	NHTHC October, 2012 Loggers & Truckers **FULL SIZE** 10.25" h x 7.5 w"
---	---	--

	2011	2012	2012	All Three
Quarter Page	\$150	\$150	\$150	\$400
Half Page	\$250	\$250	\$250	\$700
Full Page	\$450	\$450	\$450	\$1,300
Inside Back/Front Cover (Color)	\$600	\$600	\$600	\$1,750
Outside Back Cover (Color)	\$750	\$750	\$750	\$2,000



### NEW HAMPSHIRE TIMBERLAND OWNERS ASSOCIATION

54 PORTSMOUTH ST., CONCORD, N.H. 03301

PHONE (603) 224-9699 • FAX (603) 225-5898 • WWW.NHTOA.ORG

# CENTENNIAL ADVERTISER - SPECIAL ADVERTISER PACKAGE FOR 2011 & 2012

As a Centennial Advertiser you will receive the following:

- Advertising space in five future *Timber Criers* (sizes available please see chart below).
- Advertising space in the 2011 NHTHC Loggers & Truckers Convention full size program.
- Advertising space in the 2012 NHTOA Annual Meeting Program and NHTHC Loggers & Truckers Convention program (now full size).
- All benefits previously described.
- To show support for the organization, you may use the NHTOA's Centennial Logo in your advertising in other publications.



If you are a current advertiser and wish to become a Centennial Advertiser please call the office for details.

<p><b>Timber Crier Ad Size (choose 1)</b> (advertising will be in 5 issues)</p> <table style="width: 100%;"> <tr><td>Eighth page</td><td style="text-align: right;">\$375</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Quarter page</td><td style="text-align: right;">\$625</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Half page</td><td style="text-align: right;">\$1,000</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Market Pulse (qtr page)</td><td style="text-align: right;">\$795</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Market Pulse (half page)</td><td style="text-align: right;">\$1,050</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Full page</td><td style="text-align: right;">\$1,875</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Inside front or back cover</td><td style="text-align: right;">\$2,175</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Back cover</td><td style="text-align: right;">\$2,500</td><td style="text-align: center;"><input type="checkbox"/></td></tr> </table>	Eighth page	\$375	<input type="checkbox"/>	Quarter page	\$625	<input type="checkbox"/>	Half page	\$1,000	<input type="checkbox"/>	Market Pulse (qtr page)	\$795	<input type="checkbox"/>	Market Pulse (half page)	\$1,050	<input type="checkbox"/>	Full page	\$1,875	<input type="checkbox"/>	Inside front or back cover	\$2,175	<input type="checkbox"/>	Back cover	\$2,500	<input type="checkbox"/>	+	<p><b>Program Ad Size (choose 1)</b> (advertising will appear in 3 2011 - 2012 programs)*</p> <table style="width: 100%;"> <tr><td>Quarter page</td><td style="text-align: right;">\$400</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Half page</td><td style="text-align: right;">\$700</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Full page</td><td style="text-align: right;">\$1,300</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Inside cover page</td><td style="text-align: right;">\$1,750</td><td style="text-align: center;"><input type="checkbox"/></td></tr> <tr><td>Outside back cover</td><td style="text-align: right;">\$2,000</td><td style="text-align: center;"><input type="checkbox"/></td></tr> </table> <p style="font-size: small;">*see previous page</p>	Quarter page	\$400	<input type="checkbox"/>	Half page	\$700	<input type="checkbox"/>	Full page	\$1,300	<input type="checkbox"/>	Inside cover page	\$1,750	<input type="checkbox"/>	Outside back cover	\$2,000	<input type="checkbox"/>	=	<p style="text-align: center;"><b>Total</b></p> <p style="text-align: center; font-size: 2em;">\$</p> <p style="text-align: center;">Combine <i>Timber Crier</i> cost and program advertising cost.</p>
Eighth page	\$375	<input type="checkbox"/>																																									
Quarter page	\$625	<input type="checkbox"/>																																									
Half page	\$1,000	<input type="checkbox"/>																																									
Market Pulse (qtr page)	\$795	<input type="checkbox"/>																																									
Market Pulse (half page)	\$1,050	<input type="checkbox"/>																																									
Full page	\$1,875	<input type="checkbox"/>																																									
Inside front or back cover	\$2,175	<input type="checkbox"/>																																									
Back cover	\$2,500	<input type="checkbox"/>																																									
Quarter page	\$400	<input type="checkbox"/>																																									
Half page	\$700	<input type="checkbox"/>																																									
Full page	\$1,300	<input type="checkbox"/>																																									
Inside cover page	\$1,750	<input type="checkbox"/>																																									
Outside back cover	\$2,000	<input type="checkbox"/>																																									

## OTHER OPPORTUNITIES

The NHTOA's Centennial Celebration will provide many unique promotional opportunities. More information is available from the office at (603) 224-9699. Other opportunities include:

- NHTOA Web Site.
- NHTOA Activity/Coloring Book.
- Corporate Centennial Underwriter/Supporter.

## AD SUBMISSIONS GUIDELINES

The *Timber Crier* is produced quarterly.

- Artwork should be produced at actual size and at a resolution of 300 dpi or higher.
- Artwork should be in JPEG, TIFF, or PDF format.
- If you wish to purchase an ad or if you questions or need help producing an ad, please contact Deb Park at (603) 224-9699 or email at [offmgr@nhtoa.org](mailto:offmgr@nhtoa.org).

**NHTHC LOGGERS & TRUCKERS PROGRAM DEADLINE: September 15, 2011**

**TIMBER CRIER DEADLINES:**

Fall 2011:	<b>August 15</b>
Winter 2012:	<b>November 15</b>
Spring 2012:	<b>February 15</b>
Summer 2012:	<b>May 15</b>
Fall 2012:	<b>August 15</b>

## PAYMENT

Invoices will be sent the day you order. You may pay by check or credit card. The NHTOA accepts Visa, Master Card and Discover. Please do NOT e-mail any credit card information to NHTOA.

Thank you for supporting the NHTOA and the working forests of New Hampshire.

**NEW HAMPSHIRE TIMBERLAND OWNERS ASSOCIATION**  
54 PORTSMOUTH ST., CONCORD, N.H. 03301  
PHONE (603) 224-9699 • FAX (603) 225-5898 • [WWW.NHTOA.ORG](http://WWW.NHTOA.ORG)