

Timber Framers Guild

Advertising Information for 2011

The Timber Framers Guild publishes *Timber Framing*, a journal of timber framing history, technology, theory, practice, design, and engineering; and *Scantlings*, a newsletter about timber framing events, news, business, and people. It also publishes a conference program (proceedings) for each of its Eastern and Western Conferences, which goes to conference participants and new members who join the Guild during the year after the conference. Finally, the Membership Directory is published in the summer and is used as a handy desk reference for at least a year.

The Timber Framers Guild currently has over 1,400 members. *Timber Framing*, *Scantlings*, and the Member Directory are sent to all of these members. In addition, *Timber Framing* is sent to a few hundred architects and engineers, by subscriptions, who are not Guild members.

Timber Framing appears quarterly, on March 1, June 1, September 1, and December 1. *Scantling* is published 8 times yearly, generally in the months when *Timber Framing* does not appear.

Ad Discounts

Discounts are offered for:

- (1) advertising in both *Scantlings* and *Timber Framing*, for 4%;
- (2) prepaying one year (8 issues of *Scantlings*, 4 issues of *Timber Framing*) in advance for 8%;
- (3) the combination of prepaying and advertising in both publications (1 and 2), for 12%;
- (4) advertising in both Conference Programs and the Membership Directory, for 5%;
- (5) prepaying for the Conference Programs and the Membership Directory in advance for 5%;
- (6) the combination of prepaying and advertising in both Conference Programs and the Membership Directory (4 and 5), for 10%; and
- (7) the combination of prepaying and advertising in all publications: eight issues of *Scantlings*, four issues of *Timber Framing*, both Conference Programs and the Membership Directory, for 15% (applicable only to ads in both Conference Programs and the Membership Directory; *Scantlings* and *Timber Framing* ads are still discounted at 12%). The tables below summarize these discounts.

Note: Discounts apply only to continuous-running ads of the same size (though you can have different sizes in different publications); you cannot switch sizes. Composition assistance is available at reasonable rates.

Contact People

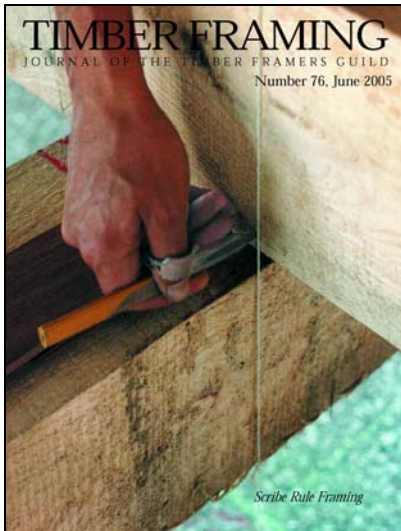
To **arrange for an ad**, please reach **Joel McCarty**, TFG Executive Director, 559/834-8453, joel@tfguild.org.

For **billing information or to send payment**, please reach **Susan Norlander**, Business Manager, 559/834-8453, susan@tfguild.org.

For **questions on ad specifications or to submit ad copy** in *Timber Framing*, please reach **Ken Rower**, editor, 802/866-5684, journal@tfguild.org.

For **questions on ad specifications or to submit ad copy** in *Scantlings*, Conference Programs, or the Member Directory, please reach **Susan Witter**, editor, 360/647-0310, susan@mysoundideas.us.

Timber Framing



4 issues
per year

Scantlings



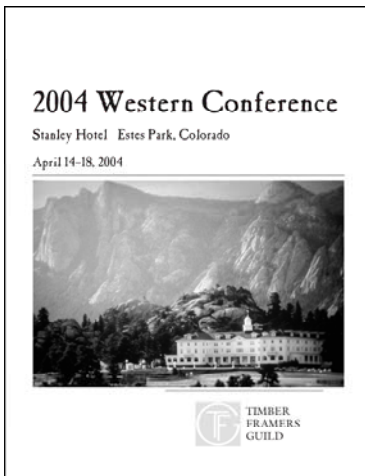
8 issues
per year

| Ad Type | Cost | Ad Type | Cost |
|---------------------------|--------|-------------------------|-------|
| One-sixth page horizontal | \$168 | One-eighth page | \$75 |
| One-third page vertical | \$335 | Quarter-page horizontal | \$150 |
| One-half-page vertical | \$503 | Quarter-page vertical | \$150 |
| Full page | \$1005 | Notice (classified ad) | \$58 |
| Full bleed | \$1005 | | |

Color Ads—For 2-color ads, add 25%.
For 4-color, add 50%.

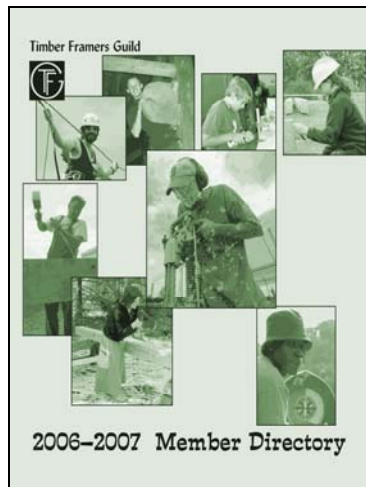
Layout Services—There is a \$50 (1-hour) minimum for *Scantlings* ad layout.

Conference Proceedings



2 conferences
per year

Member Directory



- reference tool published once per year
- used heavily and actively by many members

| Ad Type | Cost | Ad Type | Cost |
|---|--------|---|--------|
| One-quarter page | \$173 | One-quarter page | \$345 |
| One-half page vertical | \$345 | One-half page vertical | \$690 |
| One-half page horizontal | \$345 | One-half page horizontal | \$690 |
| Full page | \$690 | Full page | \$1380 |
| Full page inside cover (limited availability) | \$1380 | Full page inside cover (limited availability) | \$2760 |

Advertising in *Timber Framing*

Ad Types

| Name | Size | Cost (without discounts) |
|---------------------------|---|--------------------------|
| One-sixth page horizontal | 3 ¹⁵ / ₁₆ w x 3 ¹ / ₂ h | \$168 |
| One-third page vertical | 3 ¹⁵ / ₁₆ x 7 ³ / ₁₆ | \$335 |
| One-half-page vertical | 3 ¹⁵ / ₁₆ x 10 ³ / ₄ | \$503 |
| Full page | 8 ¹ / ₈ x 10 ³ / ₄ | \$1005 |
| Full bleed | 9 ¹ / ₄ x 12 ¹ / ₄ | \$1005 |

| Discounts | | Both Pubs Discount | | Prepay One Year Discount | | Prepay + Both Pubs Discount | |
|---------------------------|--------------------------|-----------------------|---------------------------------|--------------------------|--------------------------------|------------------------------|--------------------------------|
| Ad size | Full price per insertion | 4% disc price per iss | savings over full price per iss | 8% disc price per yr | savings over full price per yr | 12% double disc price per yr | savings over full price per yr |
| One-sixth page horizontal | \$168 | \$161 | \$7 | \$618 | \$54 | \$581 | \$81 |
| One-third page vertical | \$335 | \$322 | \$13 | \$1233 | \$107 | \$1179 | \$161 |
| One-half page vertical | \$503 | \$483 | \$20 | \$1851 | \$161 | \$1771 | \$241 |
| Full page | \$1005 | \$965 | \$40 | \$3698 | \$322 | \$3538 | \$482 |
| Full bleed | \$1005 | \$965 | \$40 | \$3698 | \$322 | \$3538 | \$482 |

Color Ads

For 2-color advertisements, add 25% to these prices. For 4-color, add 50%.

Insertion Due Dates – January 15, April 15, July 15, and October 15.

Advertising in *Scantlings*

Ad Types

| Name | Size (inches and picas) | Cost (without discounts) |
|------------------------|---|--|
| Small | 3 ³ / ₈ w x 2.292 h (20,3 x 13,9) | \$75 |
| Wide | 7w x 2.292 h (42 x 13,9) | \$150 |
| Tall | 3 ³ / ₈ w x 4 ³ / ₄ h (20,3 x 28,6) | \$150 |
| Notice (classified ad) | 100 words max | \$58 each; 2 free per year for members |

| Discounts | | Both Pubs Discount | | Prepay One Year Discount | | Prepay + Both Pubs Discount | |
|-----------|--------------------------|-----------------------|---------------------------------|--------------------------|--------------------------------|------------------------------|--------------------------------|
| Ad size | Full price per insertion | 4% disc price per iss | savings over full price per iss | 8% disc price per yr | savings over full price per yr | 12% double disc price per yr | savings over full price per yr |
| Small | \$75 | \$72 | \$3 | \$552 | \$48 | \$528 | \$72 |
| Wide | \$150 | \$144 | \$6 | \$1104 | \$96 | \$1056 | \$144 |
| Tall | \$150 | \$144 | \$6 | \$1104 | \$96 | \$1056 | \$144 |
| Notice | \$58 | | | | | | |

Insertion due dates—December 1, January 1, March 1, April 1, June 1, July 1, September 1, and October 1.

About *Scantlings* Notices

Notices are short text statements describing onetime items for sale; items to buy or find; jobs offered or wanted; and announcements such as ride shares, lost tools, found tools, raisings, milestones. **They are not for services that a business provides routinely.** Members can have two free insertions per year; for non-members or for additional insertions, notices are \$58 each. Whether free or paid, a notice can run two insertions per year maximum. Inclusion as a notice is at the discretion of the *Scantlings* editor.

Conference Programs (Eastern and Western)—Ad Types

| Name | Size | Cost (per insertion, without discounts) |
|---|--|--|
| One-quarter page | 3½ w x 4 ⁵ / ₈ h | \$173 |
| One-half page vertical | 3½ w x 9½ h | \$345 |
| One-half page horizontal | 7¼ w x 4 ⁵ / ₈ h | \$345 |
| Full page | 7¼ w x 9½ h | \$690 |
| Full page inside cover (limited availability) | 7¼ w x 9½ h | \$1380 |

| Discounts for each insertion in Conference Program | | Three Pubs Discount (both Conference Programs & Membership Directory -or- prepay discount In one Program) | | Prepay + Three Pubs Discount (Both Conference Programs & Membership Directory) | | Prepay For Year + <u>Five</u> Pubs Discount (both Conference Programs, the Membership Directory, <i>Scantlings</i> and <i>Timber Framing</i>) | |
|--|--------------------------------|--|----------------------------|---|----------------------------|--|----------------------------|
| Ad size | Full price per insertion | 5% disc price per insertion | Savings over full price | 10% disc price per insertion | Savings over full price | 15% disc price per insertion | Savings over full price |
| One-quarter page | \$173 | \$164 | \$9 | \$156 | \$17 | \$148 | \$25 |
| One-half page | \$345 | \$328 | \$17 | \$311 | \$34 | \$293 | \$52 |
| Full page | \$690 | \$656 | \$34 | \$621 | \$69 | \$587 | \$103 |
| Full page inside cover | \$1380 | \$1311 | \$69 | \$1242 | \$138 | \$1173 | \$207 |

Advertising in the Membership Directory

Ad Types

| Name | Size | Cost (per insertion, without discounts) |
|---|--|--|
| One-quarter page | 3½ w x 4 h | \$345 |
| One-half page vertical | 3½ w x 9½ h | \$690 |
| One-half page horizontal | 7¼ w x 4 ⁵ / ₈ h | \$690 |
| Full page | 7¼ w x 9½ h | \$1380 |
| Full page inside cover (limited availability) | 7¼ w x 9½ h | \$2760 |

| Discounts for each insertion in Membership Directory | | Three Pubs Discount (both Conference Programs & Membership Directory -or- prepay discount In one Program) | | Prepay + Three Pubs Discount (Both Conference Programs & Membership Directory) | | Prepay For Year + <u>Five</u> Pubs Discount (both Conference Programs, the Membership Directory, <i>Scantlings</i> and <i>Timber Framing</i>) | |
|--|--------------------------------|--|----------------------------|---|----------------------------|--|----------------------------|
| Ad size | Full price per insertion | 5% disc price per insertion | Savings over full price | disc price per insertion | Savings over full price | 15% disc price per insertion | Savings over full price |
| One-quarter page | \$345 | \$328 | \$17 | \$311 | \$34 | \$293 | \$52 |
| One-half page | \$690 | \$656 | \$34 | \$621 | \$69 | \$587 | \$103 |
| Full page | \$1380 | \$1311 | \$69 | \$1242 | \$138 | \$1173 | \$207 |
| Full page inside cover | \$2760 | \$2622 | \$138 | \$2484 | \$276 | \$2346 | \$414 |

Insertion dates for conference proceedings are usually a month before the event. Deadline for the Membership Directory is around mid-May. These are moving targets. To learn the definite dates, call the Guild office, 559/834-8453.