

Timber Framers Guild

Advertising Information for 2010

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 1,500 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

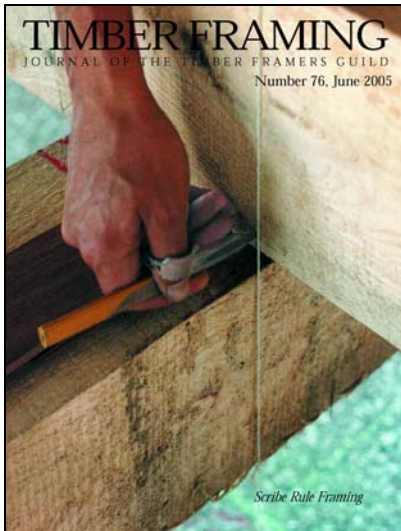
To **arrange for an ad**, please reach **Joel McCarty**, TFG Executive Director, 559/834-8453, joel@tfguild.org.

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

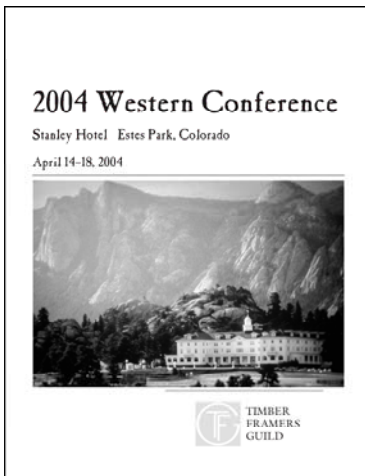
Full bleed

\$1005

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

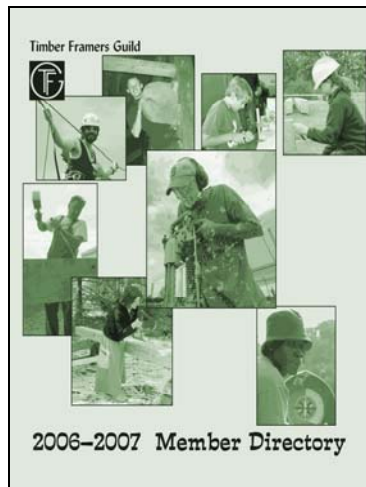
Layout Services—There is a \$50 (1-hour) minimum for *Scantlings* ad layout.

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.