



## TIMBER FRAMERS GUILD

299 Pratt Road, Alstead, NH 03602

www.tfguild.org 833-TMBRFRM (833-862-7376)

## 2023 Advertising Rates for Guild Publications

The Timber Framers Guild publishes *TIMBER FRAMING*, a journal of history, technology, theory, practice, design, and engineering; and *Scantlings*, the TFG member magazine of events, news, business, and people.

The Guild has nearly 1,500 members who receive *TIMBER FRAMING* and *Scantlings* in print and/or digital format. In addition, *TIMBER FRAMING* is sent by subscription to libraries and architects, engineers, and aficionados of the craft who are not Guild members. Online editions of these publications include ads.

### Contacts

To **arrange for an ad, billing, or payment**— contact Gretchen Snow, [gretchen@tfguild.org](mailto:gretchen@tfguild.org) or 833-862-7376. For **questions on specs or to submit ad content** to *TIMBER FRAMING* or *Scantlings*— contact Allison Aurand, [allison@tfguild.org](mailto:allison@tfguild.org) or 833-862-7376.

### TIMBER FRAMING



#### Timing and deadlines

*TIMBER FRAMING* ad insertion due dates are January 15, April 15, July 15, and October 15. It is issued quarterly, in March, June, September, and December.

#### Color ads

We accept color ads at no extra charge.

Four issues per year. Read by all TFG members and sent to libraries, architects, engineers, and aficionados of the craft (by nonmember subscription).

Ad Type	W x H: picas	W x H: inches	Cost per ad	Bundle of 4 ads
One-sixth page horizontal	23p4 x 20p10	3.875 x 3.5	\$225	\$855 (save \$45 or 5%)
One-third page vertical	23p4 x 42p4	3.875 x 7	\$450	\$1620 (save \$180 or 10%)
One-half page vertical	23p4 x 64p6	3.875 x 10.75	\$650	\$2120 (save \$390 or 15%)
Full page	48p6 x 64p6	8.125 x 10.75	\$1300	\$4160 (save \$1040 or 20%)

# Scantlings



## Timing and deadlines

Ad insertion due dates are January 1, March 1, May 1, July 1, September 1, and November 1. *Scantlings* is published 6 times yearly: January/February, March/April, May/June, July/August, September/October, and November/December.

Ad layout is available for \$50/hr. We accept color ads at no extra charge.

6 issues per year. Guild news, member news, and related stories. Print format in full color, mailed to members; also digital format (PDF). Digital-format ads contain live hyperlinks to the web location (e.g., site, video, PDF) of your choice.

## Print ads

Ad Type	W x H: picas	W x H: inches	Cost per ad	Bundle of 6 ads
Tiny	20p4 x 6p9	3.375 x 1.00	\$80	\$455 (save \$25 or 5%)
Small	20p4 x 13p6	3.375 x 2.25	\$125	\$675 (save \$75 or 10%)
Wide	42p0 x 13p6	7.00 x 2.25	\$250	\$1275 (save \$225 or 15%)
Tall	20p4 x 28p0	3.375 x 4.65	\$250	\$1275 (save \$225 or 15%)
Half-page Tall	20p4 x 57p6	3.375 x 9.65	\$500	\$2400 (save \$600 or 20%)
Half-page Wide	42p0 x 28p0	7.00 x 4.65	\$500	\$2400 (save \$600 or 20%)
Full-Page	42p0 x 57p6	7.00 x 9.65	\$1000	\$4500 (save \$1500 or 25%)

## About *Scantlings* notices

*Notices* are short text statements of one-time items for sale; items to buy or find; jobs offered or wanted; and announcements like ride shares, lost/found tools, or invitations to unusual raisings. **They are not for services a business provides routinely.** They are comparable to classified ads in a newspaper. Notices are posted on the TFG website as well as in *Scantlings*.

Members can post two free insertions (120 days on the web) per year; for non-members, notices are \$80 for each *Scantlings* insertion. Whether free or paid, a notice can run two issues (120 days)/year maximum. 100 words maximum. Inclusion is decided by the *Scantlings* editor.

For a short invitation to regular services a business provides, we encourage you to purchase an ad in *Scantlings* or *TIMBER FRAMING*. A “tiny” ad size is now offered to fill that need and is less expensive than the cost for a non-member notice.