

Timber Framers Guild

Advertising Information for 2007

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 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 1,800 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 subscription, who are not Guild members.

Timber Framing appears quarterly, on March 1, June 1, September 1, and December 1. *Scantlings* 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, get a detailed brochure on ad sizes and specifications, for billing information, or to send payment, please call Sue Warden, Business Manager, 413/623-9926, sue@tfguild.org.

For questions on ad specifications or to submit ad copy in *Timber Framing*, please call 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 *Membership Directory*, please call Susan Witter, editor, 360/647-0310, witter@nas.com.

Advertising in *Timber Framing*

Ad Types

Name	Size	Cost (without discounts)
One-sixth page horizontal	3 ¹⁵ / ₁₆ w x 3 ¹ / ₂ h	\$146
One-third page vertical	3 ¹⁵ / ₁₆ x 7 ³ / ₁₆	\$291
One-half-page vertical	3 ¹⁵ / ₁₆ x 10 ³ / ₄	\$437
Full page	8 ¹ / ₈ x 10 ³ / ₄	\$874
Full bleed	9 ¹ / ₄ x 12 ¹ / ₄	\$874

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	\$146	\$140	\$6	\$536	\$47	\$513	\$70
One-third page vertical	\$291	\$280	\$11	\$1072	\$93	\$1025	\$140
One-half page vertical	\$437	\$419	\$18	\$1608	\$140	\$1538	\$210
Full page	\$874	\$839	\$35	\$3216	\$280	\$3076	\$420
Full bleed	\$874	\$839	\$35	\$3216	\$280	\$3076	\$420

Color Ads

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

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)	\$65 (non-members \$85)
Wide	7w x 2.292 h (42 x 13,9)	\$130 (non-members \$150)
Tall	3 ³ / ₈ w x 4 ³ / ₄ h (20,3 x 28,6)	\$130 (non-members \$150)
Notice (classified ad)	100 words max	\$50 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	\$65	\$62	\$3	\$478	\$42	\$458	\$62
Wide	\$130	\$125	\$5	\$957	\$83	\$915	\$125
Tall	\$130	\$125	\$5	\$957	\$83	\$915	\$125
Notice	\$50						

About 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 \$50 each.

Advertising in Conference Programs (Eastern and Western)

Ad Types

Name	Size	Cost (per insertion, without discounts)
One-quarter page	3½ w x 4½ h	\$150
One-half page vertical	3½ w x 9¼ h	\$300
One-half page horizontal	7¼ w x 4½ h	\$300
Full page	7¼ w x 9¼ h	\$600
Full page inside cover (limited availability)	7¼ w x 9¼ h	\$1200

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	\$150	\$142.50	\$7.50	\$135	\$15	\$122.50	\$22.50
One-half page	\$300	\$285	\$15	\$270	\$30	\$255	\$45
Full page	\$600	\$570	\$30	\$540	\$60	\$510	\$90
Full page inside cover	\$1200	\$1140	\$60	\$1080	\$120	\$1020	\$180

Advertising in the Membership Directory

Ad Types

Name	Size	Cost (per insertion, without discounts)
One-quarter page	2¾ w x 3⅝ h	\$300
One-half page vertical	2¾ w x 7½ h	\$600
One-half page horizontal	5¾ w x 3⅝ h	\$600
Full page	5¾ w x 7½ h	\$1200
Full page inside cover (limited availability)	5¾ w x 7½ h	\$2400

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	10% disc price per insertion	Savings over full price	15% disc price per insertion	Savings over full price
One-quarter page	\$300	\$285	\$15	\$270	\$30	\$255	\$45
One-half page	\$600	\$570	\$30	\$540	\$60	\$510	\$90
Full page	\$1200	\$1140	\$60	\$1080	\$120	\$1020	\$180
Full page inside cover	\$2400	\$2280	\$120	\$2160	\$240	\$2040	\$360