



The Longleaf Leader Magazine has been educating and informing The Longleaf Alliance supporters for years. A publication devoted exclusively to the restoration of the longleaf pine ecosystem with current feature writing, beautiful photography, and the most recent research.

Advertising with *The Longleaf Leader* which is considered the premier resource on the longleaf pine provides opportunities to reach out to a minimum of 1,800 readers with a growing readership. The quarterly *The Longleaf Leader* magazine attracts readers who are seeking information on the longleaf pine, its restoration and the unique ecosystems it supports. You should not miss an opportunity to reach a dedicated and informed audience of private landowners, professional forest managers, researchers, wildlife professionals and those who simply love the longleaf pine and want to help restore it to its former native range.

ADVERTISING RATE OPTIONS* (full color)

Size	1x	2x	3x	4x
Full Page	\$950	\$925	\$900	\$850
Half Page	\$550	\$525	\$500	\$450
Quarter Page	\$350	\$325	\$300	\$250

DEADLINES

Issue	Closing Date	Publication Date
Spring	February 1	April 1
Summer	May 1	July 1
Fall	August 1	October 1
Winter	November 1	January 1

Send all contracts, materials,
and inquiries to:

Sarah Crate at 816.217.9461
or sarah@longleafalliance.org



12130 Dixon Center Road
Andalusia, AL 36420
334-427-1029
www.longleafalliance.org

THE LONGLEAF LEADER SPECIFICATONS

Full Page

With bleed: Trim size = 8.5" x 11"

Bleeds: Add 0.125" on all sides

Nonbleed: 7.5" X 10"

Live Area: Allow 0.25" in from trim

Partial Pages

	Width	Height
Half, horizontal (nonbleed)	7.5"	4.8125"
Half, horizontal (with bleed) Add 0.125" bleed on all sides	8.5"	5.3125"
Half, vertical (nonbleed)	3.625"	10"
Quarter, vertical (nonbleed)	3.512"	5"

DEADLINES

Spring: February 1

Summer: May 1

Fall: August 1

Winter: November 1

MAILING SCHEDULE

Spring: April 1

Summer: July 1

Fall: October 1

Winter: January 1

MECHANICAL SPECIFICATIONS

Trim Size 8.375" X 10.876"

Binding: saddle stitched

FILE PREPARATION

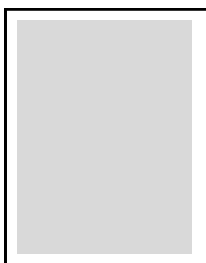
- File types: PDF, linked InDesign, flat Pho-toshop, outlined Illustrator
- CMYK for color ads
- 300 dpi at 100% resolution

MEDIA

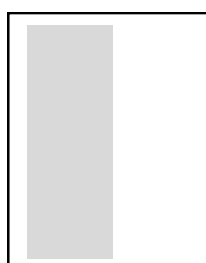
Please include all fonts and support documents, laser proofs so that we may check our output and a contact name and phone in case we have questions.



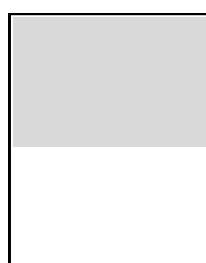
Full page
with bleed



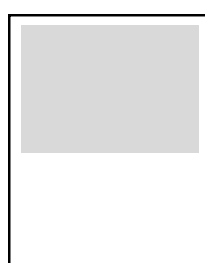
Full page
no bleed



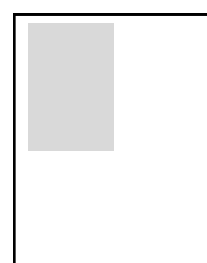
Half page
vertical
no bleed



Half page
horizontal
with bleed



Half page
horizontal
no bleed



Quarter page
vertical
no bleed

Send all contracts, materials, and inquiries to:
Sarah Crate at 816.217.9461 or sarah@longleafalliance.org



THE
LONGLEAF
ALLIANCE

PRINT ADVERTISING INSERTION ORDER

The Longleaf Alliance, publisher of *The Longleaf Leader* is hereby authorized to insert advertising for:

Name of Advertiser _____

Represented by _____

Mailing Address _____

Ad Production Contact _____

Phone _____

Email _____

Billing contact _____

Phone _____

Email _____

Billing Address _____

(if different from mailing)

Frequency:

Spring

Summer

Fall

Winter

Size of Advertisement

Full-Page

Half-Page

One-Fourth Page

Total Charges

\$ _____ Cost of ad per insertion

X _____ Number of insertions per

\$ _____ **Total**

How to Place Your Order

Fill out the insertion order on this page. Complete only the blanks that apply to you. Fax the order to our office at 334-427-1419. You can also scan/email the form to sarah@longleafalliance.org

Send us your Ad File:

Before the deadline of the issue in which you wish to advertise, email your electronic ad file to sarah@longleafalliance.org

Remember that accepted file format is high-resolution (300 dpi) at the correct size purchased, with crop marks, 1/8" bleeds on all sides, all colors converted to cmyk. Please label the file with company name.

Questions?

Please call Sarah Crate at 816-217-9461 or contact her via email at sarah@longleafalliance.org

Please sign, then fax the completed form to The Longleaf Alliance office at 334-427-1419 or email it to sarah@longleafalliance.org.

Typing your name in the signature line is acceptable as we will follow up with you to confirm that the signature is yours.

Date _____

Signature _____

Ad Policy: Publisher reserves the right to refuse any ad. Terms and conditions: All fees will be due upon receipt of invoice. Advertiser indemnifies The Alliance against losses or liabilities arising from this advertising. The Alliance assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specifications in the next publication, if any proven or admitted errors or omissions have occurred.