



## ADVERTISING RATE CARD

# 24th EDITION OF ITGA FORESTRY & TIMBER YEARBOOK



The **2013 Edition** of the Forestry & Timber Yearbook and Online Directories will feature a Directory of companies, consultants, enterprises and organisations involved in the Irish forestry industry and forest products sector. It will also include comprehensive industry statistics, details of current grants, premium rates and forestry taxation. The Yearbook and websites will be employed as the forest industry reference source over 2013 giving all advertisements and Directory listings a considerably longer lifespan than other publications.

*A continuous advertising campaign further promotes the Yearbook and its online Directories.*



## ADVERTISING RATE CARD

### 2013 ITGA FORESTRY & TIMBER YEARBOOK

Following the continued success of the *ITGA Forestry and Timber Yearbook* and its associated online directories, [www.forestryyearbook.ie](http://www.forestryyearbook.ie), [www.forestry.ie](http://www.forestry.ie) and [www.itga.ie](http://www.itga.ie), ITGA are currently planning the 2013 Forestry & Timber Yearbook and Directory.

The Yearbook and online directories are promoted through ongoing advertising in the farming media and the websites have been receiving a combined total of approximately **1.2 million hits over the past 12 month period.**

Bookings for advertisements and listings in the 2013 Yearbook and Directories can now be made. **Our advertisement rates remain unchanged.**

**All those who take a listing in the Yearbook will be included in the online Directories** and where Yearbook advertisements are taken, the listings for these advertisers will be inserted in large font in the online Directories.

The closing date for receipt of all advertising copy and directory listing is **31<sup>st</sup> August 2012.**

The Forestry and Timber Yearbook is circulated to all sectors of the forest, timber and wood-energy industries. All advertisers will receive a complimentary copy.

Contact: **Roger Cole, Silchester Marketing**  
Email: [roger@silchestermarketing.com](mailto:roger@silchestermarketing.com)  
Tel: + 353 1 2859111

## ADVERTISEMENT RATES

*Please tick (or highlight) advertisement required:*

- Inside Back Cover Full Colour € 1360
- Full Page Colour\*(Front Section to P.15)€1190
- \*Subject to availability*
- Full Page Colour € 990
- Half Page Colour € 595
- Half Page (Black & White) € 395
- Additional Spot Colour € 150
- Alphabetical Directory Listing of Product/Service (up to 25 words) € 90

*\*There is an additional charge of € 12.50 per every 10 additional words or portion thereof Where you indicate over that the Product/Service is to be included in a number of different sections in the Directory a charge of € 15.00 per referral entry is applicable.*

Logo in online directories € 49  
(please email logo to [info@forestryyearbook.ie](mailto:info@forestryyearbook.ie))

**Cheques should be made payable to FORESTRY YEARBOOK**

**NOTE: All the above rates are VAT exclusive. VAT will be charged at 23% on all advertisements.**

### TECHNICAL DATA

- Full Page (including bleed) (151mm x 216mm)
- Full Page (type area) (118mm x 180mm)
- Half Page (horizontal only) (118mm x 90mm)

**COPY** Please tick where appropriate:

- Artwork (to be supplied by advertiser)
  - High Res pdf's required
- Requiring Design\*
  - \* There will be an additional charge for producing artwork. For advertisements requiring design please request quotation.

**Please forward all advertisements to [roger@silchestermarketing.com](mailto:roger@silchestermarketing.com)**

## DIRECTORY LISTING

For inclusion in the Directory of Services please complete the form below and tick the category in which you wish your entry to be placed (overleaf).

*NOTE: All full and half page Advertisers should also complete details of their products/services as they can avail of up to 25 words in the Directory free of charge. Full and half page advertisers can also have their logo inserted free of charge in the online directories with a link to their advertisement*

*Please use block capitals*

COMPANY NAME.....

ADDRESS.....

TEL NO(s) (Incl. Prefix).....

FAX NUMBER.....

EMAIL.....

WEBSITE ADDRESS.....

PLEASE DETAIL SERVICE/PRODUCT.....

CONTACT.....

## DIRECTORY OF SERVICES

*Please tick (or highlight) the category in which you wish your entry to appear.*

*(If you wish to include one or more referrals under different*

*Directory categories, please indicate by marking X opposite (or underlining) the additional category(s)*

*Please note there is a charge of €15 for each additional referral)*

- |  |   |
|--|---|
| <input type="checkbox"/> ACCOUNTANCY                     | <input type="checkbox"/> MAPPING & DATA SERVICES          |
| <input type="checkbox"/> AERIAL PHOTOGRAPHY              | <input type="checkbox"/> MOBILE SAWMILLING                |
| <input type="checkbox"/> ARBORICULTURE                   | <input type="checkbox"/> NATIVE WOODLAND CONTRACTORS      |
| <input type="checkbox"/> ARCHAEOLOGY                     | <input type="checkbox"/> NURSERIES                        |
| <input type="checkbox"/> AUCTIONEERING                   | <input type="checkbox"/> ORGANISATIONS AND SOCIETIES      |
| <input type="checkbox"/> BANKS                           | <input type="checkbox"/> PLANT HIRE                       |
| <input type="checkbox"/> BULK BAGS, NET BAGS & PACKAGING | <input type="checkbox"/> PRUNING                          |
| <input type="checkbox"/> CERTIFICATION                   | <input type="checkbox"/> RENEWABLE ENERGY                 |
| <input type="checkbox"/> CHEMICALS/FERTILISERS           | <input type="checkbox"/> RESEARCH                         |
| <input type="checkbox"/> CHRISTMAS TREES                 | <input type="checkbox"/> ROADING CONSULTANTS              |
| <input type="checkbox"/> COLLEGES                        | <input type="checkbox"/> SAWMILLS & TIMBER PROCESSORS     |
| <input type="checkbox"/> COMMUNICATIONS                  | <input type="checkbox"/> STATE SECTOR                     |
| <input type="checkbox"/> CONSULTANTS                     | <input type="checkbox"/> SURVEYING                        |
| <input type="checkbox"/> CONTRACTORS                     | <input type="checkbox"/> TIMBER MERCHANTS                 |
| <input type="checkbox"/> CONTRACTORS INSURANCE           | <input type="checkbox"/> TIMBER PRESERVATION & PROCESSING |
| <input type="checkbox"/> CO-OPERATIVES                   | <input type="checkbox"/> TOOLS & EQUIPMENT                |
| <input type="checkbox"/> ECOLOGICAL CONSULTANTS          | <input type="checkbox"/> TRAINING                         |
| <input type="checkbox"/> EDUCATION & TRAINING            | <input type="checkbox"/> TREE MARKING PAINT               |
| <input type="checkbox"/> ENERGY CROPS                    | <input type="checkbox"/> TREE SHELTERS                    |
| <input type="checkbox"/> ENVIRONMENT                     | <input type="checkbox"/> TREE SURGERY                     |
| <input type="checkbox"/> FENCING                         | <input type="checkbox"/> VALUATION                        |
| <input type="checkbox"/> FIREWOOD                        | <input type="checkbox"/> VERMIN CONTROL                   |
| <input type="checkbox"/> HARDWOODS (BUYERS & PROCESSORS) | <input type="checkbox"/> WOOD BURNING STOVES              |
| <input type="checkbox"/> HARVESTING & HAULAGE            | <input type="checkbox"/> WOOD CHIP MANUFACTURE            |
| <input type="checkbox"/> HELICOPTER COMPANIES            | <input type="checkbox"/> WOOD ENERGY/FUEL                 |
| <input type="checkbox"/> HOTELS/CONFERENCE FACILITIES    | <input type="checkbox"/> WOOD PELLET MANUFACTURE          |
| <input type="checkbox"/> HURLEY MANUFACTURERS            |   |
| <input type="checkbox"/> INSURANCE                       | OTHER (SPECIFY): _____                                    |
| <input type="checkbox"/> INVENTORY                       |   |
| <input type="checkbox"/> INVESTMENT                      |   |
| <input type="checkbox"/> JOURNALS, MAGAZINES, NEWSPAPERS |   |
| <input type="checkbox"/> KILN DRYING & HEAT TREATMENTS   |   |
| <input type="checkbox"/> LABORATORY SERVICES             |   |
| <input type="checkbox"/> MACHINERY/EQUIPMENT             |   |

**Advertisement copy (including artwork or film) and Directory entries are required by 31<sup>st</sup> August 2012.**

**Please return to the address below:**

**Roger Cole, Silchester Marketing Email: [roger@silchestermarketing.com](mailto:roger@silchestermarketing.com)  
or by post to: Roger Cole, Silchester Marketing,  
Dalkey Business Centre, 17 Castle Street, Dalkey, Co. Dublin, Ireland**