



SOUTHEASTERN WOOD PRODUCERS ASSOCIATION

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Below are the rates and specifications for the SWPA “Out of the Woods” Volume 37, 2026:

2026 AD RATES:

Back Cover Full Page: Color (full bleed) \$1200.00 per issue – **Annual Commitment Required** (8.5” x 11” full bleed ink space)

Inside Front Cover Full Page: Color (full bleed) \$1000.00 per issue – **Annual Commitment Required** (8.5” x 11” full bleed ink space)

Inside Back Cover Full Page: Color (full bleed) \$1000.00 per issue – **Annual Commitment Required** (8.5” x 11” full bleed ink space)

Full Page: Color (full bleed) \$860.00 per issue / Grayscale \$700.00 per issue (8.5” x 11” full bleed ink space)

Half Page: Color \$565.00 per issue / Grayscale \$425.00 per issue

Vertical Placement: 9.75” H x 3.57” W final size - Horizontal Placement: 5” H x 7.5” W final size

1/4 Page: Color \$425.00 per issue / Grayscale \$290.00 per issue (4” x 5.25” ink space)

Bus Card: Color \$425.00 Annually / Grayscale \$350.00 Annually (3.5” x 2.1” ink space)

SPECIFICATIONS:

File Types accepted: FLAT PDF or TIFF, CMYK color profile, 300 DPI or better, IBM Format, no compression.

ADVERTISING FILE SUBMISSION:

Out of The Woods	1 st Issue	2 nd Issue	3 rd Issue	4 th Issue
Copy Ad Deadline	Jan 16, 2026	Apr 3, 2026	Jul 17, 2025	Oct 9, 2026
Graphic Design	Jan 16 – 30, 2026	Apr 3 - 17, 2026	Jul 17 – 31, 2026	Oct 9 - 23, 2026
Files uploaded to printer by (or before)	Jan 30, 2026	Apr 17, 2026	Jul 31, 2026	Oct 23, 2026
Projected Delivery to SWPA Members via USPS	Feb 13, 2026	May 1, 2026	Aug 14, 2026	Nov 6, 2026

Please call if you have any questions.

SWPA reserves the right to alter dates to better suit the association’s needs to respond and coordinate information and events.