

# FOREST LANDOWNERS



DIGITAL MEDIA KIT



# ABOUT

The Forest Landowners Association is the only national representative of the economic interests of family forest landowners and their unique natural resource assets.

While there are other organizations that lobby at the state level on behalf of forest landowners, FLA is the only organization that exclusively represents forest landowners and their economic interests at the national level regardless of size, corporate structure, location, certification status, or tax classification.



## OUR MEMBERSHIP

Our members manage over 55 million acres of private forestland in the U.S. They range from large forest businesses whose land has been in their families for generations to those who have become forest landowners because they view forests as a long-term investment. Regardless of property size, our members manage their land with a sustainable approach, ensuring the prosperity of their forests for future generations. We are comprised of members whose land has remained in their family for generations, and others who are recent investors, REITs, and business owners.



**2,000+**  
MEMBERS



**43**  
STATES



**55M+**  
FOREST ACRES  
MANAGED

[forestlandowners.com](http://forestlandowners.com)



# AD OPPORTUNITIES

## Email Options

**FLA FOCUS Banner Ads**  
**\$500/month**

**FLA FOCUS affiliate ads**  
**\$750/month**

**One-time email ad to list:**  
**\$1,000/email**

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## AD SIZES

Banner Ad: 468 x 60

Leaderboard banner: 728 x 90

Vertical banner: 160 x 600 or  
120 x 600

15% discount for corporate  
members



**2,700+**  
EMAIL SUBSCRIBERS



**56%**  
OPEN RATE



**5%**  
CLICK RATE

**FLA FOCUS is Forest Landowners monthly newsletter for private forest landowners. It is a must-read for our membership showcasing FLA's work, important tips for private forest landowners and more.**



# ONLINE LEARNING SESSIONS

Forest Landowners holds online landowner learning sessions monthly to educate and inform our membership on markets, policy, taxes, forest sustainability and management. Sessions are live and recorded. Recorded sessions are posted on the Forest Landowners website, YouTube, shared on social media, and in FLA FOCUS.

## AD OPPORTUNITIES

### **Sponsorship**

Includes verbal and logo recognition at the beginning and end of the session, recognition by logo and link in all emails promoting the session and the follow up email after.

**\$500/session**

### **Host Session through FLA**

A full online learning session hosted by FLA. You bring the speaker and content and we provide the audience and promotion.

**\$1500/session**

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**[forestlandowners.com](http://forestlandowners.com)**



## CONTACT

Michelle Cain, Director of  
Communications  
Forest Landowners  
Association



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Michelle Cain joined the FLA team as the Director of Communications in May 2021. She worked for the state of Indiana for 15 years serving as the Director of Communications for the Department of Revenue, Wildlife Information Specialist, and Assistant Fisheries Biologist for the Department of Natural Resources.

She has transformed FLA's communications in the three short years she has been at the helm. She has increased open rates from 25% to 56%, strengthened brand recognition through design, and provided consistency to outgoing communications.