

2016 Editorial Features Calendar

(Subject to change without notice)

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| January: | Private Landownership
Materials Due: December 10, 2016 | August: | Pre-Great Lakes Logging & Heavy Equipment Expo Issue
Materials Due: July 10, 2016 |
| February: | CCC Camp Histories
Materials Due: January 10, 2016 | September: | Historical Logging Operations
(Additional distribution at 2016 Logging Expo)
Materials Due: August 11, 2016 |
| March: | Results of the Forest Practices Study
Materials Due: February 10, 2016 | October: | Reaching Out to Forest Landowners
Materials Due: September 10, 2016 |
| April: | The Cost of Natural Gas and the Effect it has on Biomass
Materials Due: March 10, 2016 | November: | 2016 Great Lakes Logging & Heavy Equipment Expo Wrap-Up
Materials Due: October 10, 2016 |
| May: | Markets – What Happens to the Wood We Cut? (2016 Spring Celebration Recap)
Materials Due: April 10, 2016 | December: | MI & WI Christmas Tree/Log A Load for Kids®
Materials Due: November 10, 2016 |
| June: | Forest Fires and Forest Management
Materials Due: May 9, 2016 | | |
| July: | Specialty Wood Product Companies
Materials Due: June 10, 2016 | | |

Publication distribution sent approximately the 4th of each month

Product Showcase \$510

An alternative to direct advertising and great for companies with a limited advertising budget, the Product Showcase provides a focus on your company.

- Cost \$510
- Advertiser can reserve 2 spots per year
- One Product Showcase allowed per issue of the *Great Lakes TPA* (January–December)
- Receive 2 pages, full-color spread in the *TPA* publication
- Receive 3 complimentary *Great Lakes TPA* issues; Additional issues: \$5 plus shipping
- Advertiser to provide article: Maximum word count 1500 (if less words, Editor of *Great Lakes TPA* has right to reduce to 1-page spread)
- Visuals welcome: 4 to 5 photos, graphs, tables and captions
- Copy deadline: 10th of the month prior to next month's publication
- Receive a Product Showcase "Teaser" with company logo on assigned *Great Lakes TPA* magazine cover
- Product Showcase text, images, PDF link, company link and logo to appear on *TPA* Magazine/Current Issue page of www.gltpa.org
- Product Showcase image and teaser text link to appear on monthly GLTPA e-newsletter (link directed to www.gltpa.org)
- Promoted on GLTPA social media pages including Twitter and Facebook
- GLTPA staff provides a friendly reminder 2-week prior to due date
- Placement is based on right of refusal from 2015 calendar
- Advertising Agreement Contract to follow all verbal confirmations
- Payment due net 30 days from invoice
- Cancellation fee of \$100 will be applied for reserved months that the commitment is not fulfilled
- Contact Heather Zimmer to schedule for 2016 at 715-282-5828 or email heatherzimmer@gltpa.org

Press Releases

If your organization has news that you would like share and reach thousands, please send your press releases to: gltpaadvertising@gltpa.org. Press releases are not subject to automatic printing. Press releases will be reviewed with subject matter that is pertinent to the forest industry readers and are used as an on-need-basis within the *Great Lakes TPA*.

PRODUCT showcase

JOHN DEERE

John Deere's First Eight-Wheeled Harvester in North America Exceeds Expectations with Stability and Superior Climbing Ability

In the woods, it's all about productivity and uptime. Productivity is not about how many hours are spent on the job, but how much work you can get out of every one of those hours, no matter the terrain or conditions. For today's logger, operating with the terrain has always been a fact of life. Working in the woods is inherently tough on machines and operator alike, but when the terrain gets steep, the level of difficulty is magnified.

On many jobsites throughout the Great Lakes region, logging takes place on steep hills and difficult terrain. This presents a number of challenges and requires a highly skilled operator. Every move must be precise and measured, which has the potential to affect operator fatigue and productivity. But, skilled operators are just part of the equation. Having durable, productive and versatile forestry equipment is crucial to help lighten the load of logging in demanding conditions.

To help loggers meet the challenges of these unique applications, John Deere offers several machines that are specifically designed for steep terrain and soft soil. One highlight is the 1270E wheeled harvester that delivers maximum stability no matter the conditions, delivers maximum productivity boosting innovations and adding enhancements to its fleet of harvesters over time, and the 1270E is the most powerful and productive yet.

For LaFleur, the decision to purchase an eight-wheeled harvester from John Deere was one he could make with complete confidence. Having already owned six 1270 Harvesters, he knew what John Deere machines were capable of based on the great success and uptime he experienced over the years. "The eight-wheeled 1270E is by far the nicest one yet – it is so stable for the hills we work on, the new 415 hand saws faster, measures more accurately, defines better and cleans up the wood a lot nicer," said LaFleur.

Stability
Stability was on the top of David LaFleur's list of reasons to buy the eight-wheeled Harvester, and it has exceeded his expectations to date. The eight-wheeled drive provides superior traction and stability even in the most difficult of conditions. It also offers more power, higher ground clearance, a large approach angle and strong Durasteel™ bogie axles with customized balancing gear seats. "I'm amazed by the stability of the machine," said LaFleur. "Even on steep hills at full boom, I can cut and the machine does not move. It's like the tires have Velcro, and I don't have to worry about tipping over."

Power & Productivity
LaFleur saw a significant boost in horsepower with his machine, which is making a big difference in production. His eight-wheeled 1270E harvester has the optional new 415 Harvesting head and comes standard with John Deere's 6000 PowerTech™ Plus turbocharged engine. This increase in power and improved head delivers a level of productivity previously unseen in this size class. "On average, I'm gaining about a 15-18 percent increase in production over my previous machine, which will translate to a lot of money in my pockets over the course of the year," he said.

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Operator Comfort
LaFleur was also impressed by the machine's rotating and auto-leveling cabin that provides exceptional visibility and operator comfort. The revolutionary rotating cab tracks the boom up to 80 degrees in each direction so the operator can concentrate on the harvester head and work at hand. The innovative auto-leveling cabin also stays balanced and comfortable, no matter how steep or uneven the terrain.

Customer Support
With the most comprehensive range of machines on the market, Nortrax, John Deere Construction and Forestry's premier Equipment Dealer, prides itself on its ability to provide complete solutions that drive productivity and profitability for its customers. Because of the support and dedication Nortrax has provided over the years, when it came time to purchase a new harvester, there was no question for LaFleur. "I can't say anything bad about Nortrax – they've been there wherever we've called," he said. "If they can't get there that day, they'll definitely make an effort to get there as quick as they can and always go above and beyond to assist us."

From the game-changing M-Series Tracked Harvesters to the E-Series Wheeled Harvesters, John Deere delivers durability and operator comfort to help loggers maximize time in the forest. These machines, combined with John Deere's technology and Nortrax dealer support provide a fully integrated solution, adding value to the logging operation. For more information, visit www.johndeere.com or contact your local Nortrax Representative. ■

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