2020 IAA Advertising Rates - Contact April at 877-617-8887 or april@illinoisarborist.org



"Illinois Trees" Newsletter

presented by the
Illinois Arborist Association
www.illinoisarborist.org

Illinois Trees is the quarterly newsletter distributed exclusively to members of the Illinois Arborist Association – one of the International Society of Arboriculture's (ISA) largest single state chapters. According to preliminary results from the 2002 IAA Membership Survey, total *Illinois Trees* readership *per issue* exceeds 2,000 professionals.

Readership includes: Arborists, Urban Foresters, Tree Care Companies and Commercial Arborists, Park Managers, Community Foresters, Utility Foresters, Educators, Grounds Maintenance Personnel, Municipal, County and State Urban Forestry Personnel, Recreation Site Managers or Owners, Nursery and Landscape Professionals, Educators, and Natural Resource Managers.

QUESTIONS & TO RESERVE AD SPACE – Email April Toney at april@illinoisarborist.org to reserve your ad space. Email message must include company name, ad size, invoice contact and billing address.

2020 Advertising Rates for the "Illinois Trees" Newsletter

Commercial advertising space is limited as not to exceed 25% of the 24-32 page quarterly newsletters. Sample newsletters are available upon request and will be provided in a PDF format. If you don't act quickly, your next opportunity to advertise in "Illinois Trees" will be Winter 2020.

Size	Dimensions	1 X ad run per issue	2 X ad run per issue (10% discount)	3 X ad run per issue (15% discount)	4 X ad run per issue (20% discount)
Full Page	7 1/2" wide x 10" high	$300	$270	$255	$240
½ Page	Horizontal orientation: 7 1/2" wide x 4 7/8" high	$180	$162	$153	$140
¼ Page	Horizontal orientation: 4 7/8" wide x 3 5/8" high Vertical orientation: 3 ½" wide x 4 7/8" high	$100	$90	$85	$80
Business Card	Horizontal orientation: 3 ½" wide x 2" high	$60	$54	$51	$48

Issue Date	Material Due Date
April 2020	March 13, 2020
July 2020	June 12, 2020
October 2020	September 18, 2020
January 2021	December 11, 2020

Confirmation of multiple ad runs must be placed at one time, in one email, to receive the frequency discount. When confirming ad space for multiple issues, the advertiser must specify in which issues ads are to run (Spring, Summer, Fall and Winter). The same ad will run in multiple issues *unless* the advertiser has provided a replacement ad prior to the closing date of the specified issue.

AD SPECIFICATIONS: Electronic, camera-ready ad. 300 dpi minimum. TIFF preferred (JPEG and EPS acceptable). Ads should be 100% in scale. If sending EPS, fonts must be embedded. Files fewer than 30 MB can be sent by email to april@illinoisarborist.org. Files over 30 MB can be uploaded to free storage sites, i.e., Dropbox,etc.

BILLING: No need to send a check now. You will be invoiced for your advertisement approximately one week after the mail date of the issue your ad appears in. Please confirm invoicing contact person and billing address by email. Payment will be due within 30 days unless other credit arrangements have been requested and approved.

2020 ”Illinois Trees” Newsletter Advertising Contract

Company Name:	
Contact Person:	
Billing Address:	
Email Address:	
Phone Number:	
Fax Number:	
Ad Size:	
Number of Issues: Preferred Start Date:	
Total Cost:	

If you wish to pay now with a credit card, please include the following information:

Credit Card Number:	
Expiration Date:	
3-Digit Code:	

Disclaimer: IAA and its' professional contractors and volunteers cannot be held responsible for misdirected files or packages, and cannot be held responsible for the non-publication of advertising which was not provided to IAA contractors by the published closing date and/or in an unacceptable format as stated herein. All advertisements are subject to acceptance by Illinois Arborist Association (IAA), in accordance with its' mission, tax status and policies. IAA, the publisher, reserves the right to determine the parameters of acceptable advertising and to refuse or cancel any advertising for any reason at any time.