

WESTERN ARBORIST



International Society of Arboriculture

Arizona, California, Hawaii, Nevada



2018 Rate Card

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About WCISA

The Western Chapter of the International Society of Arboriculture was formed in 1934. It is a nonprofit corporation comprised of over 4000 persons in Arizona, California, Hawaii and Nevada engaged or interested in the practice of arboriculture.

WCISA members are composed of arborists and tree workers across the industry, including municipal arborists, utility arborists, consulting arborists, commercial arborists, educators, non-profits, researchers, and more.

Western Arborist Philosophy

Western Arborist is an award-winning quarterly magazine dedicated to the arboricultural industry of the 4 western states. This indispensable quarterly publication features industry news, events and regional-specific research and is the most widely distributed chapter publication in the ISA. *Western Arborist* keeps readers in touch with all that is happening in the world of Arboriculture.

Western Arborist is committed to printing "GREEN" with FSC certified papers, and non-toxic vegetable based inks. Our inks are far more environmentally friendly to produce than traditional inks, and are biodegradable, making it easier to recycle printed materials. For your added benefit, they are even brighter and more vibrant than traditional inks, making your ad that much more attractive.



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Ad Sizes

INSIDE FRONT COVER	8.5" x 11"	\$550 per issue
INSIDE BACK COVER	8.5" x 8"	\$550 per issue
FULL PAGE	8.5" x 11"	\$500 per issue
HALF PAGE	7.5" x 5" or 5" x 7.5"	\$275 per issue
QUARTER PAGE	5" x 3.5" or 2.5" x 7.5"	\$175 per issue
BUSINESS CARD	2" x 3.5"	\$85 per issue

Closing Dates

<u>Issue</u>	<u>Insertion Order & Artwork Due</u>	<u>Distribution</u>
Spring	February 1st	March 15th
Summer	May 1st	June 15th
Fall	August 1st	September 15th
Winter	November 1st	December 15th

Guidelines

All advertisements MUST be camera ready/electronic format. Please include all external files (links, images, fonts). An invoice will be sent along with a hard copy of the magazine upon distribution.

Reserving ad space

Please contact ad manager, Suzanne Schuba, with any questions regarding our publication.

Suzanne Schuba
559-784-8733
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