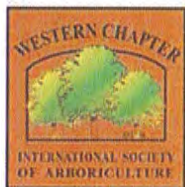


WESTERN ARBORIST



International Society of Arboriculture

Arizona, California, Hawaii, Nevada



2020 Rate Card

WESTERN ARBORIST

2020 Rate Card

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
suzanne@wcisa.net

Western Chapter ISA
31910 Country Club Dr.
Porterville, CA 93257





2020 Western Arborist Insertion Order

Date: _____

Contact Information

Contact Name: _____ Phone _____

Company: _____

Address: _____

City, State, Zip: _____

Email Address: _____

Billing Information

Billing Name: _____ Phone: _____

Company: _____

Address: _____

City, State, Zip: _____

Email Address: _____

Additional Information

- Size of Ad: Full Page Half Page: Vertical or Horizontal
 Business Card Quarter Page: Vertical or Horizontal
- Ad Duration: Single Issue Year (4 issues) Other: _____

Beginning With: Spring Summer Fall Winter

- Signature of Authorized Person: _____ Date: _____

Rates (Per Issue):

Full Page: \$500 Half Page: \$275 Quarter Page: \$175 Business Card: \$85

Inside Front Cover: \$550 Inside Back Cover: \$550

* Please note that all ads are full color.

Payment Options:

- Pay now using Visa, MasterCard or Am Ex:

CC #: _____ Exp: _____

- Bill me once the magazine is printed

Deadlines:

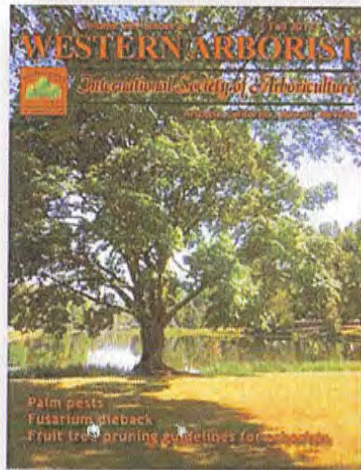
Spring: February 1 Summer: May 1 Fall: August 1 Winter: November 1

Please submit all advertisements as press-ready PDFs to: suzanne@wcisa.net

Direct all inquiries to Suzanne Schuba: Phone: 559-784-8733 Fax: 559-784-8711

WESTERN ARBORIST

2020 Rate Card



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.