



2023 Media Kit

The International Society of Arboriculture serves the largest and most diverse audience of tree care professionals in the world. Representing all aspects of arboriculture, ISA members and certified professionals turn to ISA for research, professional standards, and the best application of tree care science and practices. Through ISA's corporate advertising opportunities, your company or organization gains visibility with more than 25,000 members, prospects, and clients.

270 Peachtree Street NW, Suite 1900
Atlanta, GA 30303 USA
corporatesales@isa-arbor.com
+1 678.367.0981

Advertising in Arborist News Magazine

Arborist News, which is available via print and online, is the primary member benefit to more than 25,000 arborists in all disciplines of arboriculture. Contractors, municipal arborists, utility foresters, business owners, senior management, and climbers are just a few of the individuals responsible for billions of budget dollars. Advertising in *Arborist News* increases the prominence and visibility of your brand within this target market. Increase your exposure with multiple issues and save. Black and White pricing available upon request.

	1x	3x (8% discount)	6x (20% discount)
Full Page	\$3,460	\$3,185	\$2,770
2/3 H. Page	\$2,812	\$2,587	\$2,250
1/2 Page	\$2,705	\$2,488	\$2,165
1/3 Page	\$1,945	\$1,789	\$1,556
1/4 V. Page	\$1,406	\$1,295	\$1,125
1/6 Page	\$1,134	\$1,043	\$907

NEW! premium offerings:

	1x	3x (8% discount)	6x (20% discount)
Full Page Inside Front	\$3,700	\$3,404	\$2,960
Full Page Inside Back	\$3,700	\$3,404	\$2,960
Two Page Spread	\$6,900		
Belly Band	Contact for custom pricing		

Arborist News Deadlines

Arborist News is published six times per year and is distributed in the first week of February, April, June, August, October, and December.

Refer to the Mechanical Specs page for details about ad dimensions and deadlines below for ad materials submission dates.

Please send ad materials to the Partner Relations Manager via e-mail: jscarroll@isa-arbor.com

	Ad Materials Deadline
February Issue	November 16
April Issue	January 18
June Issue	March 22
August Issue	May 17
October Issue	July 19
December Issue	September 20

Article Submission

Contact the ISA Editor (editor@isa-arbor.com) with any inquiries regarding the submission of articles or other editorial content.

Classified Ads in Arborist News

\$2.50 per word

Contact Jessica Carroll at jscarroll@isa-arbor.com

Deadlines for classified ads are the same as the ad materials deadlines for general advertising.

Advertising disclaimer:

Any page of advertising that contains text or design elements that have an editorial appearance must be clearly and conspicuously identified with "Advertisement" horizontally at the center of the top of the page on a one-color contrasting background. The font size used must be no smaller than 12 pt. The word "Advertorial" should not be used.

Mechanical Specifications

Coated stock Trim size: 8.25 × 10.875 inches
Saddle-stitched Bleed size: 8.5 × 11.125 inches
Number of columns: 2

Mechanical Requirements: Electronic Files

Delivery:

Email, ftp site, internet drop box, or flash drive

Format:

Preferred file format is high-resolution PDF files.
EPS (convert all text to outlines), TIF, or
high-quality JPG are also acceptable.

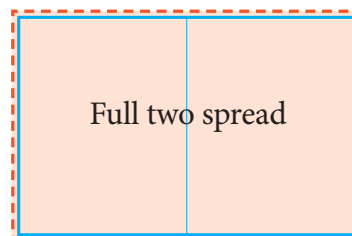
Color and Resolution:

CMYK. Files using RGB or Pantone colors (PMS)
must be converted to CMYK. Resolution: 300 dpi.

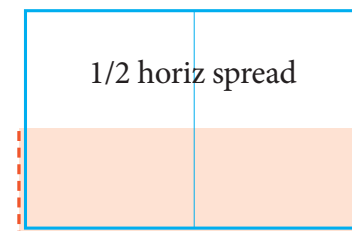
File Delivery Information

Email files to jscarroll@isa-arbor.com

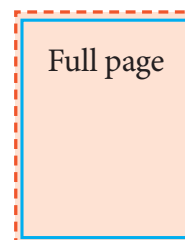
Dimensions



bleed: 16.75" × 11.125"
live area: 16.5" × 10.875"



bleed: 16.75" × 5.56"
live area: 16.5" × 5.4375"

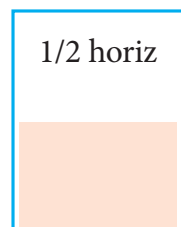


bleed: 8.5" × 11.125"
live area: 8.25" × 10.875"



bleed: 4.25" × 11.125"
live area: 4.125" × 10.875"

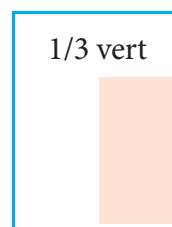
The following do not have bleeds.



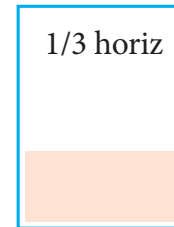
live area
6.9375" × 4.8125"



live area
6.9375" × 7.0"



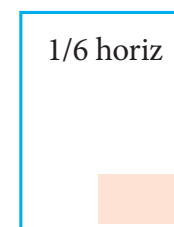
live area
3.75" × 6.4166"



live area
6.9375" × 3.2083"



live area
3.4687" × 4.8125"



live area
3.4687" × 3.2083"

Email Opportunities

corporatesales@isa-arbor.com

Advertising in ISA Today

The *ISA Today* is a web-based publication emailed to members and ISA credential holders monthly. It links readers to the latest news from ISA Headquarters.

- Average Open Rate: 42%
- Average monthly distribution: 38,000
- 83% US, 17% Non-US

Enhanced Ad:

- *ISA Today* enhanced advertisement includes a larger ad in a more prominent position.
 - \$700 per month
 - Ad size: 600 × 200
 - Space provided toward the top of email for small ad or banner with link to a website of your choice.
 - File type: JPEG or PNG, RGB, 72 dpi

Standard Ad:

- Click-through advertisement in *ISA Today*
 - \$400 per month
 - Ad size: 600 × 100
 - Space provided for small ad or banner with link to company website. Advertisements can be inserted into the publication and directed to a website of your choice.
 - File type: JPEG or PNG, RGB, 72 dpi

Email files to jscarroll@isa-arbor.com

Advertising in Tree-Sources

This is a new publication with high readership rates that goes out twice a month. We started this publication to help our members and credential holders find useful information and ways to earn CEUs online.

2022 Email Statistics

- Average Open Rate: 47%
- Average Click Rate: 3.3%

Exclusive Ad:

- Only ad in entire email publication
- \$850 per ad
- Ad size: 600 × 200
- Space provided toward the top of email for small ad or banner with link to a website of your choice.
- File type: JPEG or PNG, RGB, 72 dpi
- Multi-ad discount available, please inquire

Email files to jscarroll@isa-arbor.com

