



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.

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Arborist News Opportunities

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	Novermber 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

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.

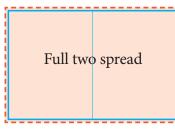
Color and Resolution:

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

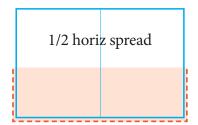
File Delivery Information

Email files to jscarroll@isa-arbor.com

Dimensions



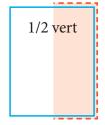
bleed: 16.75" × 11.125" live area: $16.5" \times 10.875"$



bleed: 16.75" × 5.56" live area: $16.5" \times 5.4375"$



bleed: 8.5" × 11.125" live area: $8.25^{\circ} \times 10.875^{\circ}$



bleed: 4.25" × 11.125" live area: $4.125^{\circ} \times 10.875$

The following do not have bleeds.



live area

1/3 vert live area

1/3 horiz live area

 $6.9375" \times 3.2083"$

1/4 vert live area $3.4687" \times 4.8125"$

1/6 horiz live area $3.4687" \times 3.2083"$

 $6.9375" \times 4.8125"$

 $6.9375" \times 7.0"$

2/3 horiz

 $3.75" \times 6.4166"$

International Society

Email Opportunities

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: 38,00083% 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 torward 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



Your ad here

Compliance Continuing Education Consultan

- <u>WEBINAR:</u> Insect Pests of the Landscape; Thu p.m. Eastern (GMT-4)
 <u>WEBINAR:</u> Long term effects of electrical right-
- management on floral and faunal communities; p.m. Central (GMT-5)
- WEBINAR: The Role of Climate Change on Fore Coloration, in the Eastern U.S.; Wednesday, 15 Factorn (GMT.4)
- WEBINAR: Shenandoah Valley Electric Coopera p.m. Central (GMT-5)

Continuing Education Opportunities (Registration I

- WEBINAR: 12th Annual Great NC Tree Confere a.m. Eastern (GMT-4)
- WEBINAR: 2021 ACTC Conference & Pest Man.
- September at 6:30 a.m. Mountain (GMT-7)

 WEBINAR: Survey, Inspection and Risk Asses



ISA Today is your source for the latest information about ISA events, projects, an initiatives worldwide



ISA 2021 Virtual Tree Climber Summit ISA is excited to announce our newest event, the ISA 2021 Virtual Tree Climbe Summit! Join ISA and members of the tree climbing community from around the



Groundle — Learn the skills to become a successful ground wol



Conference & Pest Mar.

Council of Tree & Landscape Appraisers Upd



Apply for the 2021 AREA Student Grant

Your ad here



Deadline Extended for ISA Literature Review Grant Proposals



Register for the 2021 Virtual Tree Climber Summit



