

2024 Media Kit

INTERNATIONAL SOCIETY OF ARBORICULTURE

Advertising Opportunities

Connecting You to Arborists Around the World



INTERNATIONAL SOCIETY OF ARBORICULTURE

ARBORIST·NEWS

ISA Tree-sources

ISA Today

Climbers' Edge

270 Peachtree Street NW, Suite 1900
Atlanta, GA 30303 USA



corporatesales@isa-arbor.com
+1 678.367.0981

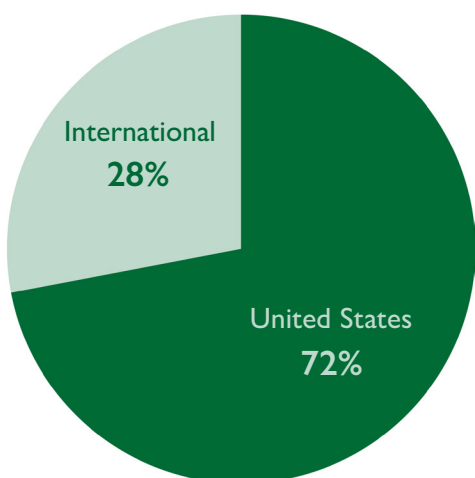
ARBORIST NEWS READERSHIP

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 26,000 members, prospects, and clients.

Area of Practice	
Commercial/ Residential Tree Work	42%
Urban Forestry	22%
Public Works/ Government	22%
Landscaping/Nursery	17%
Municipal Forestry	16%
Utility/Vegetation Management	16%
Education	11%
Training	9%
Other	12%

Job Function	
Manager/Supervisor	19%
Tree Worker/ Climber/Technician	19%
Consultant	12%
Owner/President	11%
Municipal Arborist	6%
Urban Forester	6%
Horticulturist	5%
Other	8%

Country



Years in the Industry	
Less than 1 year	3%
1 to 4 years	17%
5 to 9 years	22%
10 to 14 years	16%
15 to 19 years	12%
20 to 29 years	16%
30 or more years	14%
Training	9%
Average number of years	16.7

**The magazine's subscribers are made up of current ISA members and the statistics shared show the membership breakdown in 2020.*

PRICING

Print and E-news Advertising Opportunities

Arborist News

Arborist News is available via print and online, is the primary member benefit to more than 26,000 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.

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.

Ad Size	1x	3x (8% discount)	6x (20% discount)
Full Page	\$3,530	\$3,248	\$2,598
2/3 H. Page	\$2,868	\$2,639	\$2,111
1/2 Page	\$2,758	\$2,537	\$2,030
1/3 Page	\$1,984	\$1,825	\$1,460
1/4 V. Page	\$1,434	\$1,319	\$1,055
Prem FULL Inside Front	\$3,774	\$3,472	\$2,778
Premium FULL Inside Back	\$3,774	\$3,472	\$2,778
Premium Two Page Spread	\$7,038	NA	NA
Belly Band	Contact ISA for custom pricing	NA	NA

Classified Ads in Arborist News: \$2.50 per word

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

E-News

ISA has developed a variety of email publications that are distributed to members, credential holders and special topic groups. All e-News publications are shared on ISA social media one week after initial publication. Please reach out to us to see how your company can connect with these monthly distribution lists throughout the year.

32,214

Avg. Subscriber
ISA Today

47%

Open Rate
ISA Today

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.

32,059

Avg. Subscriber
Tree-Sources

52%

Open Rate
Tree-Sources

Tree-Sources

This publication was started to help our members and credential holders find useful information and ways to earn CEUs online. This publication has high readership rates and is distributed twice a month.

2,014

Avg. Subscriber
Climbers' Edge

67%

Open Rate
Climbers' Edge

Climbers' Edge

Climbers' Edge is a monthly e-newsletter that features all things climbing! This e-newsletter provides easy access to information specific to the climbing community. It provides the latest news, best practices, as well as an inclusive listing of all Tree Climbing Competitions.

corporatesales@isa-arbor.com



MECHANICAL SPECS

Magazine Size:

Coated stock Trim size: 8.25 × 10.875 inches
Saddle-stitched Bleed size: 8.5 × 11.125 inches

Number of columns: 2

File 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.

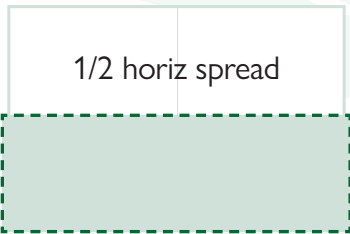
File Delivery Information:

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"

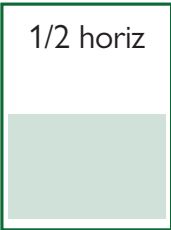


bleed: 8.5" × 11.125"
live area: 8.25" × 10.875"

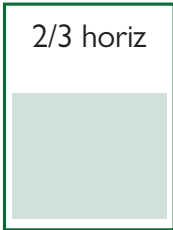


bleed: 4.25" × 11.125"
live area: 4.125" × 10.875"

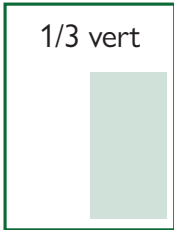
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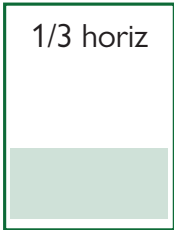
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6.9375" × 4.8125"



live area
6.9375" × 7.0"



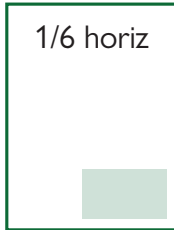
live area
3.75" × 6.4166"



live area
6.9375" × 3.2083"



live area
3.4687" × 4.8125"



live area
3.4687" × 3.2083"

EMAIL OPPORTUNITIES

2024 E-News Advertising Rates

ISA Today

Enhanced Ad:

- Larger ad in a more prominent position
- Ad size: 600 × 200
- \$750 per month

Standard Ad:

- Click-through advertisement
- Ad size: 600 × 100
- \$400 per month

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

Climbers' Edge

Exclusive Ad:

- Only ad in entire email publication
- Space provided toward the top of email for small ad or banner with link to a website of your choice
- Ad size: 600 × 200
- All ads are due by the 15th of each month
- \$600 per month

File type:

JPEG or PNG, RGB, 72 dpi

Email files to jscarroll@isa-arbor.com

Tree-Sources

Exclusive Ad:

- Only ad in entire email publication
- Ad size: 600 × 200
- \$900 per issue

File type:

JPEG or PNG, RGB, 72 dpi

Email files to jscarroll@isa-arbor.com



ARTICLE SUBMISSIONS

Regular feature articles for *Arborist News* address the needs of practicing arborists, experienced researchers, and green-industry contributors around the globe. To be considered for publication, articles must address a topic relevant to the arboricultural industry. Contributions will be considered in the following categories:

Feature Articles

Feature articles make up the main contents of the newsletter and can cover any topic relevant to arboriculture.

Continuing Education Articles

The Continuing Education section of *Arborist News* provides an article related to one of the subject domains of arborist certification and a 20-question Continuing Education quiz equal to 1 hour of continuing education credit. Continuing Education articles are between 2,000 and 3,000 words and include 3 to 5 images. Continuing Education articles must include 3 to 4 learning objectives and a 20-question quiz, which should be provided by the author after technical review.

Climbers' Corner

These short articles discuss topics specifically relevant to tree workers and climbers, from issues related to production arboriculture to recaps of climbing competitions.

Simply Safe

These short articles provide timely, applicable information regarding safety for tree workers and other arboriculture professionals. Simply Safe articles are designed to be shareable, such as at a crew safety briefing, and should promote a culture of safety in the industry.

Letters to the Editor

Arborist News welcomes letters that address the content of articles published in the newsletter within the last year.

Article Review

Acceptance for publication is based on both editorial criteria and technical review. All submitted articles are subject to review by members of the *Arborist News* editorial board and/or external subject matter experts.

Recommendations from reviewers will be provided to the authors by the Managing Editor. In some cases, a revised version of the article may be subject to a second round of review. Publication is contingent upon satisfactory revisions being made to the article based on editorial board feedback. All articles will be edited for brevity, clarity, and editorial style.

For more details on the articles above and to submit pieces, please reach out to: editor@isa-arbor.com.

Arborist News Ad Materials Deadline			
February Issue	December 4, 2023	August Issue	May 31, 2024
April Issue	February 2, 2024	October Issue	August 2, 2024
June Issue	April 5, 2024	December Issue	October 4, 2024