

Advertising Information for Indiana Arborist Association

HOOSIER

Arborist

Indiana Arborist Association
195 Marsteller Street
W. Lafayette, Indiana 47907-2033
Phone: (765) 494-3625
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www.indiana-arborist.org

The **Hoosier Arborist** is the newsletter of the Indiana Chapter (Indiana Arborist Association, IAA) of the International Society of Arboriculture (ISA). **Hoosier Arborist** strives to keep professionals updated on ISA and IAA programs and activities, industry information, research and local events. The IAA communicates to 450-500 members but maintains a database of members and additional green industry professionals totaling 1500-2000.

CONTACT:
Julie Rubsam, Advertising, at
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Print Newsletter Rates

<u>Ad Size</u>	<u>Rate</u>
1/4 page (2" x 3")	\$125.00
1/3 page (4" x 6")	\$150.00
1/2 page (5" x 8")	\$175.00
1/2 page- Back Cover (5" x 8")	\$250.00
Full page (8" x 10")	\$325.00
E-Newsletter Sponsor	\$250.00

A 10% discount will be applied to advertiser's invoice if two or more consecutive ads are purchased for print newsletter / and or website.

Advertising Prices/Deadlines

The *Hoosier Arborist* offers a variety of display ads. Sizes and prices are listed below. Advertising may be printed in black and white or full-color. We encourage advertisers to purchase advertising in more than one consecutive issue. A 10% discount is applied to your invoice for advertising in two or more issues or on the IAA website. Space reservations, ad material deadlines and release dates are provided below for each issue.

<u>Issue</u>	<u>Material Due</u>	<u>Mail Date</u>
Winter Issue (electronic)	January 30th	February 21st
Spring Issue (print)	April 30 th	May 21 st
Summer Issue (electronic)	June 30th	July 21st
Fall Issue (print)	September 30 th	October 21 st

Advertising Inserts

Depending on space, *Hoosier Arborist*, will accept brochures or one-page 8-1/2 x 11" advertising inserts (single or double-sided) to include in the *Hoosier Arborist*, mailing. Price for inserts is \$600 per issue. Advertisers can either mail the appropriate number of copies or pay to have them made. The IAA does not provide its mailing lists to advertisers.

Material Requirements

Hoosier Arborist prefers electronic files. Ads should be sent in .pdf files. Additional charges may be incurred if ad design and layout is needed.

Advertising Terms

Ads are selected at the discretion of *Hoosier Arborist*. *Hoosier Arborist* is not responsible for poor reproductions as a result of client-supplied materials or for any errors in electronic files supplied by the client. Ads not received on deadline may not be run. *Hoosier Arborist* reserves the right to dissolve any advertising contracts found to be unsuitable by IAA membership and/or board. Advertisers are invoiced after publication and have 30 days to settle their account.

Web Advertising

The IAA now offers great Internet advertising opportunities! We are accepting banner ads on a first-come-first serve basis for six to twelve month intervals. Pricing is as follows.

<u>Options</u>	<u>6 months</u>	<u>12 months</u>
Members	\$250.00	\$450.00 (less 10% discount incl.)
Non-members	\$400.00	\$720.00 (less 10% discount incl.)