

2018 Media Kit



INTERNATIONAL SOCIETY OF ARBORICULTURE

ARBORIST·NEWS

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 24,000 members, prospects, and clients.



International Society of Arboriculture • ISA Corporate Sales
P.O. Box 3129 • Champaign IL • 61826-3129 • USA
+1 217.355.9411 • corporatesales@isa-arbor.com

2018 ISA Advertising Information

- *Arborist News* magazine
- ISA Membership Directory
- ISA Annual Conference and Trade Show

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Advertising in *Arborist News* magazine

Arborist News, which is available via print and online is the primary member benefit to more than 24,000 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.

		1x	3x (8% discount)	6x (20% discount)
Full Page	Full Color	\$3,360	\$3,091	\$2,688
	Black /White	\$2,835	\$2,608	\$2,268
2/3 Page	Full Color	\$2,730	\$2,512	\$2,184
	Black /White	\$2,415	\$2,222	\$1,932
1/2 Page	Full Color	\$2,625	\$2,415	\$2,100
	Black /White	\$1,575	\$1,419	\$1,260
1/3 Page	Full Color	\$1,785	\$1,642	\$1,511
	Black /White	\$1,302	\$1,198	\$1,102
1/4 Page	Full Color	\$1,365	\$1,256	\$1,092
	Black /White	\$840	\$773	\$672
1/6 Page	Full Color	\$1,134	\$1,043	\$907
	Black /White	\$735	\$676	\$622

Arborist News is published six times per year and is distributed on the first of February, April, June, August, October, and December. Refer to the Advertising Specs page for details about ad dimensions and deadlines and to the Deadlines page for ad materials submission dates.

Advertising in the ISA Membership Directory

The ISA Membership Directory is distributed to 24,000 ISA members. The publication is distributed in May of each year. *All advertising in the membership directory is black and white.*

Full Page	\$2,268
1/2 Page	\$1,260
1/4 Page	\$672

Advertising space in the ISA Membership Directory is limited strictly to those organizations that have committed to advertisements in *Arborist News* within the same calendar year. Advertising space in this publication is limited, so reserve your space early.



Promotional inserts in attendee bags at the ISA Annual International Conference and Trade Show

The ISA Annual International Conference and Trade Show attracts more than 2,000 ISA members, credential holders, vendors, and industry partners. The conference is the leading educational opportunity for those in the profession.

Discounts may be available for multi-item insertions.

Single insert of one (1) promotional literature item, such as a flier, brochure, or special-offer coupon	\$600
Single insert of one (1) promotional product, such as a pen, key chain, or any other multi-dimensional item	\$750

Promotional insert advertising is limited strictly to those organizations that have committed to advertisements in *Arborist News* within the same calendar year. Discounts may be available for multi-item insertions. Contact ISA for availability and pricing. Shipping costs are the responsibility of the vendor. Items must arrive at the designated location by the appropriate date in order for insertion to be completed.



Arborist News Deadlines

Arborist News is published six times per year and is distributed on the first of February, April, June, August, October, and December. If deadline falls on a holiday or weekend, please use the following business day as the deadline.

Please send ad materials* to Aaron H. Bynum via e-mail, U.S. mail, or overnight service:

Email: abynum@isa-arbor.com

	Ad Materials Deadline	Editorial Deadline
February Issue	December 22	December 13
April Issue	February 26	February 15
June Issue	April 25	April 16
August Issue**	June 1	May 17
October Issue	August 27	August 15
December Issue	October 25	October 15

Article Submission

Contact ISA editorial (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

Phone: +1 217.355.9411 x221

Email: corporatesales@isa-arbor.com

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

* Specifications and mechanical requirements are included on a separate page.

** Conference issue

Mechanical Specifications

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

Mechanical Requirements

Electronic Files

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

Software:
Macintosh or PC formats accepted. Preferred file format is high-resolution PDF files. InDesign, Illustrator (saved as EPS or convert all text to outlines), or Photoshop (saved as TIF, EPS, or high-quality JPG) are also acceptable.

Color:
CMYK. Files using RGB or Pantone colors (PMS) must be converted to CMYK before we receive the files.

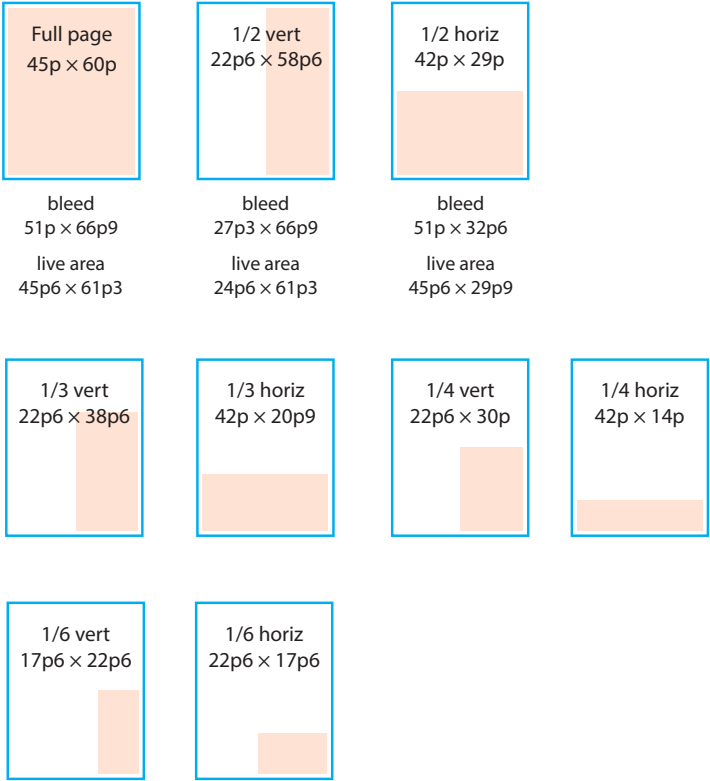
Resolution: 300 dpi.

Support Files:
If necessary, include all screen and printer fonts used. Include all graphic support files following the software, color, and resolution specifications above.

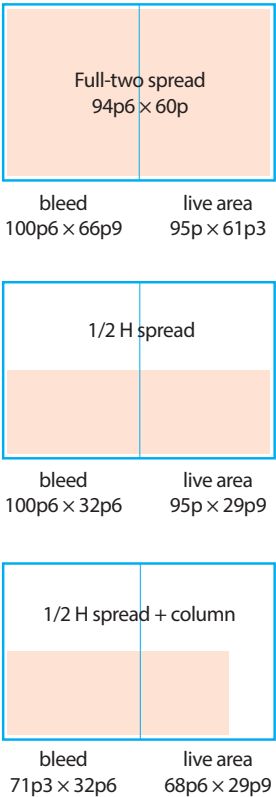
Shipping Information

Email files to abynum@isa-arbor.com

Dimensions



Specialty sizing:



* Dimension samples available upon request.

ISA Digital Advertising Offerings 2018

- *Arborist News*
- Online Learning Center
- Podcasts
- *ISA Today*
- Job Board

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ISA Digital Advertising Offerings 2018

Arborist News

Existing and new advertisers have the opportunity to include links, contact-us forms, and/or video links in their submitted advertisements displayed in the digital version of *Arborist News*.

Opportunities:

- *Arborist News* Hyperlink—FREE
–Link in advertisement will open new web page with user initiated click.
- *Arborist News* Classifieds Ads—\$25
–Link added to online issue.
- *Arborist News* Multiple Links per Ad—\$25
–Links in advertisement will open new web page with user-initiated click. You'll be charged for \$25 for each link.
- *Arborist News* Contact Form—\$150
–User clicks on advertisement, contact form comes up, and contact information is filled out and sent to advertiser.
- *Arborist News* Coupon—\$150
–Link included in advertisement with predesigned coupon that links to advertiser website to utilize coupon code.
- *Arborist News* Multi-Media Links—\$500
–Link in advertisement will display/redirect to a video with user-initiated click. Limit two per issue.
- *Arborist News* Featured Sponsor—\$1500
–Advertorial exclusive offered for sponsor to highlight company, product, or service. Limit one per issue.



Average Online publication
Engagement (per issue)

1,964

Job Bank

The current Job Bank is a useful tool for ISA Members.

Opportunities:

- Online display advertisement on Job Bank page—
\$350 per month
–Provide a small company banner directly linking job searchers to the career section of your company website.

Annual Site Visits

45,710



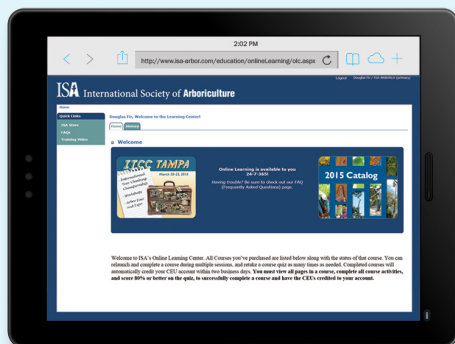
Online Learning Center

The ISA Online Learning Center is a portal to learning and professional development in the field of arboriculture. Here, ISA members can utilize training courses no matter where they are located to earn important continuing education units 24 hours a day.

Opportunities:

- Logo recognition on OLC website with link to company website

Please contact ISA for pricing information on this opportunity.



Active Users

5,800

Annual Site Visits

49,701

Podcasts

ArborPod is a series of free educational podcasts. Users can earn CEUs by purchasing, taking, and passing a quiz based on the podcast content.



Opportunities:

- Podcast Series—\$5,000 (12 months)
 - Logo recognition on Podcast page of ISA website.
 - Opportunity for sponsor designated talent in each Podcast (1 Representative to record each intro and outro).
 - Logo recognition on each podcast in series.

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.

Opportunities:

- Click-through advertisement in *ISA Today*—\$270 per month
 - 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. Limit 2 per issue.

Monthly distribution

38,000	83% US
	17% Non US