

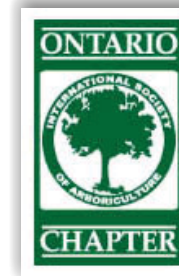
**ARE YOU
On Board**

TO JOIN FORCES
IN 2018?

The
Ontario
Arborist

& www.isaontario.com

2018 ADVERTISING RATES & GUIDELINES



The award winning Ontario Arborist is the bi-monthly magazine of the Ontario Chapter of the International Society of Arboriculture (ISA), a non-profit organization dedicated to research and education on proper tree care in Ontario. *The Ontario Arborist* keeps professionals updated on ISA programs and activities, industry information, leading research and local events. The magazine has a regular distribution to over 900 members and subscribers who are green industry professionals.

Our website, www.isaontario.com, is a vital resource for members. The job bank and classifieds are two of the most popular links on the site and receive high traffic.

FOR MORE INFORMATION

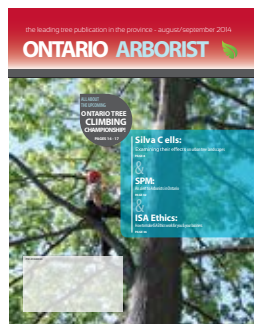
Rebecca Lord, Executive Director

Phone 416-700-1643, Fax 1-855-329-4726

Email: rebecca@isaontario.com



Ontario Arborist Magazine Advertising



The *Ontario Arborist* offers a wide variety of display ads. Prices and sizes for base ads (black + one pantone colour) are listed below. We encourage advertisers to sign up on a continual basis and offer incentives to do so: a 5% discount for advertising in more than one consecutive issue and a 10% discount for advertising in all six issues. If you do not have a regular designer or are on a tight deadline, Kelli Richard offers professional design services at excellent rates - and your ad won't miss any Ontario Arborist deadlines.

* Prices listed below are base rates. Full colour is additional.

MATERIAL REQUIREMENTS

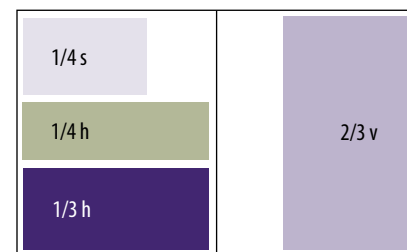
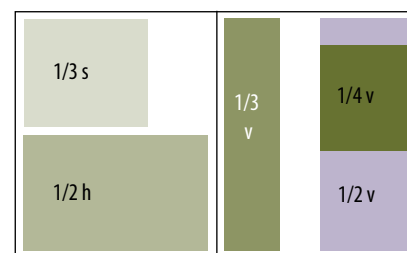
Ads should be in Adobe Acrobat (press quality PDF), Photoshop jpeg or tiff (300 dpi or actual ad size), or Illustrator eps or ai. All document colour modes should be CMYK. Please convert all type to outlines in Illustrator to avoid font substitution. We can accept files up to 20 mbs via email. For larger files, please use www.wetransfer.com (basic accounts are free). Contact Rebecca Lord if you have any questions.

ADVERTISING TERMS

Ads are selected at the discretion of the International Society of Arboriculture, Ontario Chapter (ISAO). The ISAO is not responsible for any errors in electronic files supplied by the client. Similarly, the ISAO accepts no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed or published. Ads not received on deadline may not be run. ISAO reserves the right to dissolve any advertising contracts found to be unsuitable by the ISAO membership and/or board. New advertisers must pay prior to publication of their first ad. Advertisers are invoiced after publication and have 30 days to settle their account.

Ad Size	Price*	Colour Supplement Prices	Issue	Material Due
1/4 page	\$143	1/3 or 1/4 - \$55	Feb/Mar 2018	December 27, 2017
1/3 page	\$204		Apr/May 2018	March 9, 2018
1/2 page	\$276	2/3 – or 1/2 - \$105	Jun/Jul 2018	May 11, 2018
2/3 page	\$357	Full Page inside - \$155	Aug/Sep 2018	July 13, 2018
full page	\$520	Inside Covers - \$205	Oct/Nov 2018	September 14, 2018
inside covers/back	\$572	Back Cover - \$255	Dec/Jan 2019	November 9, 2018
			Feb/Mar 2019	December 27, 2018

Ad Size	Width	Depth
1/4 vert.	3-1/2"	4-3/4"
1/4 hor.	7-1/4"	2-3/8"
1/4 square	4-3/4"	3-1/2"
1/3 vert.	2-1/4"	9-5/8"
1/3 hor.	7-1/4"	3-1/4"
1/3 square	4-3/4"	4-3/4"
1/2 vert.	3-1/2"	9-5/8"
1/2 hor.	7-1/4"	4-3/4"
2/3 vert.	4-3/4"	9-5/8"
full page	7-1/4"	9-5/8"



MAGAZINE INSERTS

Depending on space, ISAO will accept tear-out inserts that can be stitched into the centerfold of the *Ontario Arborist* for an additional fee. These can be 8.5"x11", or a full-sized spread at 11"x17". Design can be provided or set-up for a fee by our designer. Please email Rebecca Lord (rebecca@isaontario.com) for more information.



Website Advertising

VISIT US ONLINE AT WWW.ISAONTARIO.COM

Our comprehensive website is an invaluable member resource. The job bank has been one of our most popular links since we first went online. This is the #1 place arborists search for employment, especially considering the fact that many employers only post jobs online and not always in the *Ontario Arborist* magazine (as it is published bi-monthly).

JOB POSTING AD RATES

Ads are posted for 60 days unless specified otherwise. Cost for a web-only ad is \$120 for ISAO members and \$180 for non-members. A two-month extension is \$50. A print/web combo is also available for those who want to publish their ad in the *Ontario Arborist* magazine. For this option, the price of the web ad drops to \$50 and print ad pricing remains the same.

BUY & SELL: CLASSIFIED AD RATES

The perfect place to search for or get rid of unused equipment. Ads are posted for 60 days unless specified otherwise. Web-only price: \$0.50/word members, \$0.75/word non-members. Minimum charge of \$20/ad. Photographs are \$15 each for equipment selling for <\$1,000 and \$30 for equipment selling for >\$1,000. Two-month extensions/renewals are 50% off the original price. Print/web combo: Place in the classifieds section of the *Ontario Arborist* for only \$10 more!

Other Opportunities

CLIMBING CHAMPIONSHIP & CONFERENCE

The Chapter hosts two main annual events, the Ontario Tree Climbing Championship (held in September) and the Educational Conference & Tradeshow (held in February). Both tradeshow and exhibitor and event sponsor opportunities are available at both. For further information on the climbing championship, contact Mike Raaymaker at guardiantree@bellnet.ca. For the annual conference, please contact either Cor Bultena, via cor@eloquip.com or Laura Catalano, via lcatalano@niscoCanada.com. General information can also be obtained by contacting the ISAO office at 1-888-463-2316, or info@isaontario.com.

SUPPORTING ORGANIZATIONS

Support ISAO by making annual contribution of \$415 and your name will be listed in every issue of the *Ontario Arborist* and on our website! For more information contact the ISA Ontario office at info@isaontario.com.