



Ontario Arborist

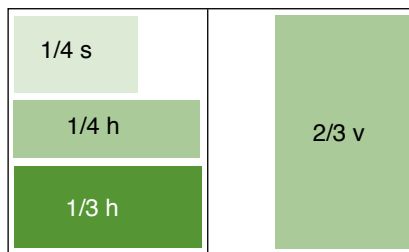
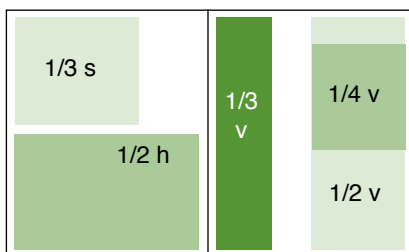
THE LEADING TREE CARE PUBLICATION IN THE PROVINCE

The *Ontario Arborist* is the bi-monthly magazine of the Ontario Chapter of the International Society of Arboriculture (ISAO), 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 650 members and subscribers and an expanded distribution in November when it is circulated to all members and more than 700 additional green industry professionals. We embarked on a new publishing era in 2007. The *Ontario Arborist* is now printed in full colour on glossy recycled paper throughout.

The *Ontario Arborist* offers a wide variety of display ads. Prices and sizes for regular ads (black + “Arborist Green” 60/0/100/27 = CMYK values) are listed below. Full colour ads incur additional costs as follows: \$250 back cover; \$200 inside covers; \$150 full page inside; \$100 2/3 or 1/2 page ad; and \$50 for 1/3 or 1/4 page ads. 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.

Ad Size	Price	Issue	Space	Material Due	Release
1/4 page	125	Jan/Feb 2011	December 20/10	January 3	January 28
1/3 page	180	March/April 2011	February 14	February 22	March 28
1/2 page	240	May/June 2011	April 11	April 18	May 16
2/3 page	320	July/August 2011	June 6	June 13	July 11
full page	460	Sept/Oct 2011	August 29	September 12	October 3
inside covers or back	500	Nov/Dec 2011	October 24	October 31	November 28

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"



Layout Service

Don't spend big bucks getting your ad designed elsewhere! New Paradigm Communications (NPC) guarantees a professional job at excellent rates – and your ad won't miss any *Ontario Arborist* deadlines. We can prepare both your print and banner ads.

NPC also offers website consulting, design and maintenance services. Spruce up your business image with NPC! See the back page for contact information.

ADVERTISING INSERTS

Depending on space, ISAO will accept brochures or one page 8-1/2 x 11" advertising inserts to include in the *Ontario Arborist* mailing package. Price for inserts is \$500 per issue (\$600 for November expanded circulation). Advertisers can either mail the appropriate number of copies to ISAO or pay to have them made. New Paradigm Communications offers layout/design and printing services for both black and white and colour inserts. Please call NPC to check for availability and reserve space.

MATERIAL REQUIREMENTS

We prefer electronic files. If camera-ready ads are provided, scanning and/or additional digital costs will be extra. Ads should be in Adobe Illustrator (.eps or .ai) or Acrobat (.pdf). Please convert all type to outlines in Illustrator and ensure the pdf file is high resolution. If Photoshop files are submitted, ensure that all black type is not specified as CMYK. Contact New Paradigm Communications if you have any questions or require ftp information.

ADVERTISING TERMS

Ads are selected at the discretion of New Paradigm Communications and the International Society of Arboriculture, Ontario Chapter (ISAO). Neither NPC nor ISAO is responsible for any errors in electronic files supplied by the client. Similarly, NPC and ISAO accept 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. NPC and ISAO reserve the right to dissolve any advertising contracts found to be unsuitable by the ISAO membership and/or board. Advertisers are invoiced after publication and have 30 days to settle their account.



Web advertising...

Check out our comprehensive website at www.isaontario.com. We offer great internet advertising opportunities!

EMPLOYMENT ADS

Web-only: \$100 ISAO members; \$150 non-members

Print/web combo: add \$50 to price of any size newsletter ad

Photos: \$30 each

Ads are posted for 60 days.

Web Renewal/Extensions: \$25/month

EQUIPMENT FOR SALE/CLASSIFIED ADS

Web-only: \$0.50/word ISAO members; \$0.75/word non

Minimum charge: \$20 per ad

Print/web combo: add \$10

Photos: \$15 each for equipment selling for <\$1000;

\$30 for equipment selling for >\$1000

Ads are posted for 60 days.

Web Renewal/Extensions: 50% off original ad price



Give us a call today!

For all advertising inquiries, contact Joy Black at New Paradigm.

**new
paradigm**
COMMUNICATIONS & CONSULTING

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