

ONTARIO 2024 Arborist ADVERTISING PACKAGE



Connect and engage with thousands of arborists across Ontario through the publication and digital media they go-to first.



Print and Digital Media in a niche market

Our Proven Readership

The niche market of professional arborists and their suppliers in Ontario look to **Ontario Arborist** and ISA Ontario as their leading source of provincial industry information.

1200+	Active ISA Ontario Members
3600+	Social Media Followers
9500+	Expected Readers
1750+	Email Audience
58%	Email Newsletter Open Rate

The Magazine

The award-winning **Ontario Arborist** magazine is the bi-monthly publication 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 Website

ISAOntario.com is a vital resource for members and provides a great advertising opportunity for our partners. Our educational and informative content provides our members with event updates, certification options, business development opportunities and a very popular job bank.



Ontario's Leading Magazine for the arboriculture industry

Advertising Options

The Ontario Arborist offers a wide variety of ad sizes. 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 15% discount for advertising in all six issues.

We can offer design services at excellent rates – and your ad won't miss any print deadlines.



2024 Production Schedule

Issue	Space Closes	Materials Due	Delivery
Feb/Mar 24	15 DEC 2023	20 DEC 2023	15 FEB 2024
Apr/May 24	15 FEB 2024	25 FEB 2024	15 APR 2024
Jun/Jul 24	15 APR 2024	25 APR 2024	15 JUN 2024
Aug/Sep 24	15 JUN 2024	25 JUN 2024	15 AUG 2024
Oct/Nov 24	15 AUG 2024	25 AUG 2024	15 OCT 2024
Dec/Jan 24	15 OCT 2024	25 OCT 2024	15 DEC 2024

Advertising Terms

Ads are selected at the discretion of 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 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. Invoices are issued after publication and are payable within 30 days.

Print Ad Sizes & Rates

Build brand awareness.



Advertising Options & Discounts

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Material Requirements

Ads should be in Adobe Acrobat (press quality PDF), 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. Files up to 20 megs are acceptable via email. For larger files, use www.WeTransfer.com (basic account is free).

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 x 11" or a full-sized spread at 11 x 17". Design can be provided or setup for a fee by our designer. Please email info@ISAOntario.com for more information.

Ad Sizes, Trim & Bleed

Double Page Spread

Trim: 17 x 11"
Bleed: 0.25"

1/2 Page Spread

Trim: 17 x 5.4688"
Bleed: 0.25"

Full page

Trim: 8.5 x 11"
Bleed: 0.25"

2/3 Page

Vertical: 4.6875 x 9.625"
Square: 7.125 x 6.3542"

1/2 Page

Vertical: 3.4688 x 9.625"
Island: 4.0781 x 7.1719"
Horizontal: 7.125 x 4.7188"

1/3 Page

Vertical: 2.25 x 9.625"
Square: 4.6875 x 4.7188"
Horizontal: 7.125 x 3.0833"

1/4 Page

Vertical: 3.4688 x 4.7128"
Horizontal: 7.125 x 2.2657"

4 Colour Ad Rates

Double Page Spread	\$ 1265
Inside Covers	\$ 855
Back Cover	\$ 910
Half Page Spread	\$ 791
Full Page	\$ 743
2/3 Page	\$ 508
1/2 Page	\$ 419
1/3 Page	\$ 285
1/4 Page	\$ 218

ISAO Event Sponsorship & More Ad Opportunities

For further information on sponsorship, product demonstrations and exhibition opportunities for these and other ISAO events, please call 1-888-463-2316 or email info@isaontario.com.



Women in Arboriculture Tree Fest

Date TBC

This is a free event for everyone interested in supporting women in arboriculture. Participants interact with sponsors through workshops, climbing stations, new gear demos, prizes and more.



Ontario Tree Climbing Championship

Date TBC

The OTCC is a fantastic spectator event and is free to the public! We have over 200 in attendance and the event includes an outdoor tradeshow with plenty of sponsorship opportunities.



75th Annual Educational Conference & Tradeshow February 21 - 23, 2024

Every year over 600 arborists, foresters, urban foresters, consultants, researchers, educators and students to come together with top industry professionals to learn, network, enjoy a large indoor trade show, and have fun!



SOCIAL MEDIA

ISAO Instagram & Facebook Story

With over 1,700 followers on each platform, this is an opportunity to reach a large audience of industry related followers.

15-Second Story Rate

\$ 250 per ad

Advertisements are limited to one per month and will appear on ISAO's Instagram and Facebook stories (visible for 24-hours). Ads will be pre-approved by ISAO. The story must be received a minimum of two weeks in advance. All ads must meet our existing advertising terms. Videos should be created with the following dimensions: 1080 px wide by 1920 px tall with a 9:16 aspect ratio. Videos should be in MP4 or MOV format with a maximum length of 15-seconds (max. size 4GB). Advertiser agrees to protect the publisher against any legal action based on libelous statements or unauthorized use of photographs or other materials used under this contract.

DIGITAL NEWSLETTER

ISAO E-Blast Advertising Opportunity

Advertise in the monthly ISAO Email Newsletter. With an average open rate of 58% and a click rate of 10.7% this is an opportunity to reach a highly engaged audience.

Ad Sizes

Large Ad:

Featured close to the top of E-Blast
Size: 600 px by 240 px

Small Ad:

Featured at the end of the E-Blast
Option 1: 600 px by 100 px, or
Option 2: 300 px by 240 px

The number of ads per month are limited. All advertising is subject to ISAOs approval. Ads must be received by the 15th of the month prior to the newsletter. Ads provided should be in JPEG or PDF format with a high resolution of 300 dpi. All document colour modes should be RGB. Advertisers should provide a link for the ad. Advertiser agrees to protect the publisher against any legal action based on libelous statements or unauthorized use of photographs or other materials used under this contract.

4 Colour Ad Rates

\$ 550 per ad

\$ 300 per ad