



Massachusetts Arborists Association

The MAA Newsletter is the official publication of the Massachusetts Arborists Association. The newsletter is published quarterly and is distributed to members of MAA, as well as allied industry members. Editorial content includes timely information and research that benefits all members of the arboriculture industry. Advertising in the MAA newsletter ensures exposure to the top decision makers of our professional network of members.

All ads are black and white and must be received in camera-ready form or sent as Mac-compatible hi-res (300 dpi or more) electronic files in .pdf, .eps, .jpg, or .tif format.

DEADLINES

Winter issue	-December 10th	Summer issue	-June 10th
Spring issue	-March 10 th	Fall issue	-September 10th

ADVERTISING RATES & DIMENSIONS

<u>Rate per issue</u>	<u>Member</u>	<u>Non Member</u>	<u>Dimensions (h x w)</u>
1/4 Page	\$ 250.00	\$350.00	5" x 3 3/4"
1/2 Page	\$ 300.00	\$400.00	5" x 7 1/2"
Full Page	\$ 350.00	\$450.00	10" x 7 1/2"
Specialty* (Inside Front or Back)	\$ 550.00	\$650.00	10" x 7 1/2"
<u>Annual Rate (4 consecutive issues)</u>			
1/4 Page	\$730.00	\$1070.00	
1/2 Page	\$900.00	\$1240.00	Same as above
Full Page	\$1070.00	\$1410.00	
Specialty* (Inside Front or Back)	\$1750.00	\$2090.00	

DIMENSIONS

<u>Size</u>	<u>Ad Dimensions (h x w)</u>		
Full Page	10"	x	7 1/2"
Half Page	5"	x	7 1/2"
Quarter Page	5"	x	3 3/4"

* Specialty ads based on availability. Please contact the MLP office before submitting payment.

All rates are subject to change and are non-commissionable.

Payment for ad space must be made in advance of publication.

The publisher reserves the right to refuse or edit any advertisement for any reason it deems necessary.

Please return this rate sheet, the insertion order form, camera-ready artwork and payment to:

Diane Zinck, Publications Manager
 dzinck@MassArbor.org • www.MassArbor.org
 Thank you for your support of MAA

MAA Newsletter Advertising Insertion Order

Company: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ Fax: _____

Are you an MAA member? _____ Yes _____ No

Advertising Agency (if different from above): _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ Fax: _____

Would you like invoices and renewal notices to be sent directly to your advertising agent?
_____ Yes _____ No

It is the responsibility of the advertising agency to inform MAA of its invoicing requirements.

Please check one for each category:

Size:

_____ 1/4 pg _____ 1/2 pg _____ Full pg _____ Inside Front _____ Inside Back
(see accompanying rate sheet for dimensions)

Frequency:

_____ 1 issue _____ 4 issues (full year) starting with the _____ issue

Format:

____ Repeat my last advertisement _____ Camera ready artwork enclosed
____ Repeat my last advertisement with changes _____ Camera ready artwork to arrive by deadline
____ Hi-res Mac-compatible file emailed to dzinck@MassArbor.org as ____ .eps ____ .tif ____ .jpg ____ .pdf

Any formatting, size alterations, or layout changes that must be made will be billed to the advertiser at the graphic designer's current rates.

Authorized signature: _____ Date: _____

Payment:

Please make checks payable to **MAA** and mail to the association office, or complete credit card information below:

Total Enclosed: (please refer to accompanying rate sheet) \$ _____

____ Visa ____ MasterCard Card #: _____ Exp Date: _____ Sec Code: _____

Billing Address of cardholder: (if different from above): _____

Signature: _____ Date: _____