



e-CITY TREES

The Online Magazine of the Society of Municipal Arborists

2012 Ad Rates & Data

BLACK AND WHITE

	One time	One year/Six Issues
<i>Full page</i>	\$448	\$2039
<i>1/2 page</i>	\$309	\$1498
<i>1/4 page</i>	\$196	\$963

TWO COLOR

<i>Full page</i>	\$561	\$2405
<i>1/2 page</i>	\$448	\$2008
<i>1/4 page</i>	\$288	\$1416

FOUR COLOR

<i>Full page</i>	\$1015	\$5011
<i>1/2 page</i>	\$623	\$3311
<i>1/4 page</i>	\$422	\$2209

Preferred Position

Back cover, inside front cover, or inside back cover (Four Color)

One time: \$1524

One year/Six times: \$7519

Discounts

Up to 10% savings can be realized:

- A discount of 5% on all advertising is available for SMA Corporate Members. Corporate Membership is \$140/year and must be active at time of ad order.
- Advertisers who pay for 2012 ads in advance (by January 31, 2012) receive an additional 5% discount. Payments received after 01/31/12 will not qualify for the prepayment discount.

Mechanical Requirements

Ads can be submitted in any of the following formats:

Illustrator eps with all fonts converted to curves

Photoshop eps or tif, or

Acrobat PDF files optimized for press.

For best quality, all images should be 300 dpi at the final reproduction size.

City Trees is a full 8.5 x 11

FULL PAGE AD: 8.5" wide x 11" high Note: copy live area: 7.5 x 10

1/2 PAGE HORIZONTAL AD: 7.5" wide x 4.75" high

1/2 PAGE VERTICAL AD: 3.675" wide x 9.875" high

1/4 PAGE AD: 3.675" wide x 4.75" high

BACK COVER AD: 8.5" wide x 11" high Note: copy live area: 7.5 x 10

Graphic Design

SMA's graphic designer can produce or update your ad for you. Submit your ad concepts to Editor Michelle Sutton (citytreeseditor@gmail.com) for a quote from SMA's designer.

Terms

Advertisers will be billed by Jerri LaHaie, SMA Executive Director (urbanforestry@prodigy.net). Payment is due within 30 days. If a payment is late, a 5% interest surcharge will apply.

2012 Calendar

City Trees is published six times a year according to the dates indicated below.

ISSUE	Close Date	Ads Due
Jan/Feb	November 18	December 1
Mar/Apr	January 18	February 1
May/June	March 16	April 2
July/Aug	May 18	June 1
Sept/Oct	July 18	August 1
Nov/Dec	September 18	October 1

Insertion Orders

Please send your requests to Michelle Sutton, *City Trees* editor: citytreeseditor@gmail.com

Please indicate your ad size, color option, frequency, and whether you will pay in advance (to get 5% discount for prepayment) or issue by issue. Please ensure your account is current, as we are unable to continue ads for delinquent accounts.