

City Trees is the bimonthly, online magazine of the Society of Municipal Arborists (SMA)

2022 Ad Rates & Data

Advertiser Discounts

- Year-long placements are discounted 25% when prepaid by December 31, 2021
- For all other placements (ie, not year-long prepaid), 5% off ads is available for SMA Corporate Members. Corporate Membership is \$160/year and must be active at time of ad order.

Full Color Ads

	One time	One year/Six Issues
Full page	\$1164	\$5748
1/2 page	\$716	\$3799
1/4 page	\$484	\$2535



Terms: Advertisers will be billed by Jerri LaHaie, SMA Executive Director (smaurbanforestry@gmail.com). Payment is due within 30 days. If a payment is late, a 5% interest surcharge will apply.

Ad Specifications

Digital Ad Preparation: Adobe PDF, saved for press quality is the preferred ad format for *City Trees*.

Build your ads using high-res 300 dpi or ppi images to the exact ad dimensions below.

For all ads omit crop marks. If yours is a bleed ad, include 1/8" bleed, but no crop marks.

Keep text .375" to .5" away from page edge for improved readability.

We also accept: Illustrator eps with all fonts converted to curves, or Photoshop eps or tif.

If you need design assistance contact Michelle Sutton (citytreeseditor@gmail.com).

Full Page Bleed Ads: 8.5" wide x 11" high Note: copy live area: 7.5" x 10"

1/2 Page Horizontal Ads: 7.5" wide x 4.875" tall. For a bleed ad: 8.5" wide x 5.5" tall

1/2 Page Vertical Ads: 3.675" wide x 9.875" tall. For a bleed ad: 4.15" wide x 11" tall

1/4 Page Ads: 3.675" wide x 4.875" tall

Advertising Calendar

City Trees is an online magazine published six times a year.

Issue	Ads Due
Jan/Feb	November 18
Mar/Apr	February 1
May/June	April 1
July/Aug	June 1
Sept/Oct	August 1
Nov/Dec	September 30

Insertion Orders: Send to Michelle Sutton, *City Trees* editor: citytreeseditor@gmail.com

Please indicate your ad size, color option, frequency, and whether you will pay for a year-long insertion in advance (to get 25% discount for prepayment) or issue by issue. Please ensure your account is current, as we are unable to continue ads for delinquent accounts.