



# City TREES

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

## 2017 Ad Rates & Data

### Advertiser Discounts

- Year-long placements are discounted 25% when prepaid by December 30, 2016
- For all other placements (ie, not year-long prepaid), 5% off ads is available for SMA Corporate Members. Corporate Membership is \$140/year and must be active at time of ad order.

### Full Color Ads

	One time	One year/Six Issues
Full page	\$1066	\$5263
1/2 page	\$655	\$3478
1/4 page	\$444	\$2320

### Black & White Ads

Full page	\$469	\$2140
1/2 page	\$324	\$1573
1/4 page	\$206	\$1012



**Terms:** Advertisers will be billed by Jerri LaHaie, SMA Executive Director ([urbanforestry@prodigy.net](mailto:urbanforestry@prodigy.net)). 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. Omit crop marks. Omit bleed. Keep text .375 to .5 away from 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](mailto: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 5.3 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

2017 Calendar *City Trees* is an online magazine published six times a year.

Issue	Close Date	Ads Due
Jan/Feb	Dec 1	December 15
Mar/Apr	Feb 1	February 15
May/June	March 31	April 14
July/Aug	June 1	June 15
Sept/Oct	August 1	August 15
Nov/Dec	October 2	October 13

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