

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

## 2019 Ad Rates & Data

### Advertiser Discounts

- Year-long placements are discounted 25% when prepaid by December 31, 2018
- For all other placements (ie, not year-long prepaid), 5% off ads is available for SMA Corporate Members. Corporate Membership is \$150/year and must be active at time of ad order.

### Full Color Ads

	One time	One year/Six Issues
<b>Full page</b>	\$1066	\$5263
<b>1/2 page</b>	\$655	\$3478
<b>1/4 page</b>	\$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.

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](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

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

Issue	Ads Due
Jan/Feb	December 10
Mar/Apr	February 8
May/June	April 10
July/Aug	June 10
Sept/Oct	August 9
Nov/Dec	October 10

**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.