

# In the Shade

NEWSLETTER OF  
THE TEXAS CHAPTER,  
INTERNATIONAL SOCIETY  
OF ARBORICULTURE

## 2018 Advertising Rates and Information



*In the Shade* is the International Society of Arboriculture Texas Chapter's bi-monthly newsletter. Our members turn to this publication to get information on the latest issues and advancements affecting the tree care industry. We also cover events and training opportunities being offered in the state. Don't miss the opportunity to reach the leading tree care professionals throughout the state of Texas. Advertise in *In the Shade*.

### HOW MANY PEOPLE READ IT?

Print circulation is 1,200 and email circulation is 4,200. All issues are posted on the chapter website, [www.isatexas.com](http://www.isatexas.com), increasing readership and ad life.

Ads in our website edition are linked to the advertiser's site.

### WHAT DOES IT COST?

(4-color rate per issue)

Ad Size	1X	3X	6X
Full page	\$345	\$335	\$320
Half page (horiz.)	\$245	\$235	\$220
Half page (vert.)	\$245	\$235	\$220
Island half page	\$245	\$235	\$220
Quarter page	\$195	\$190	\$175
Business card	\$125	\$120	\$115

### WHEN IS IT DUE & WHEN WILL IT RUN?

Issue	Space deadline	Material deadline	Mail date
February	1/7	1/12	2/1
April	3/7	3/12	4/1
June	5/7	5/12	6/1
August	7/6	7/12	8/1
October	9/7	9/12	10/1
December	11/7	11/12	12/1

### WHAT ELSE DO I NEED TO KNOW?

We accept digital ads produced with InDesign, Adobe Photoshop or Adobe Illustrator. High-resolution PDF files with fonts embedded and raster images at 300 dpi are encouraged.

Photos: 300ppi, CMYK or grayscale. Formats: TIFF, EPS or JPG maximum quality.

Line art: 1200 dpi. Formats: TIFF, EPS or PDF.

Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.

Your ad will be run until you submit a new ad.

### THE BIG PICTURE

Ad Size	Dimensions
Full page	7.25"w x 9.75"h
Half page (horiz.)	7.25"w x 4.625"h
Half page (vert.)	3.5"w x 9.75"h
Island half page	4.75"w x 6.125"h
Quarter page	3.25"w x 4.625h
Business card	3.5"w x 2"h

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