

# In the Shade

NEWSLETTER OF  
THE TEXAS CHAPTER,  
INTERNATIONAL SOCIETY  
OF ARBORICULTURE

## 2017 Advertising Insertion Order

Advertiser (Company): \_\_\_\_\_ Contact: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_  
 Email: \_\_\_\_\_ Website for ad link: \_\_\_\_\_  
 Contact for Invoicing: \_\_\_\_\_ Email: \_\_\_\_\_  
 (If different from above)  
 Payment: Credit Card # \_\_\_\_\_ Exp. Date (MM/YY): \_\_\_\_\_ CVV#: \_\_\_\_\_



Reserve your space for 2017 now—email/fax this completed form

### 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

### HOW BIG CAN I GET?

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 4.625" h
Business card	3.5" w x 2" h

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

Issue	Space deadline	Material deadline	Mail date
January	12/7	12/15	1/1
March	2/7	2/15	3/1
May	4/7	4/15	5/1
July	6/6	6/15	7/1
September	8/7	8/15	9/1
November	10/7	10/15	11/1

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### SO WHAT DO I DO NOW?

- Please circle your **ad size and frequency** (1x, 3x, 6x) above.
- If 1x or 3x, **circle the months** you would like it to run.
- Email or fax** this to John

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#### Send to:

John Giedraitis  
 Tel: 979.324.1929  
**Fax: 979.680.9420**  
**JPG@ISATexas.com**  
 2013 Oakwood Trail  
 College Station, TX 77845

### 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.

File transfer media: DVD, CD, FTP or email (files less than 20MB).