

# Utility Arborist Newsline Insertion Order – 2018

Company Name (Advertiser) \_\_\_\_\_ Contact Person for ads \_\_\_\_\_  
 Billing Address \_\_\_\_\_ Contact's Email \_\_\_\_\_  
 City \_\_\_\_\_ Contact's Phone \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Billing Person's Name \_\_\_\_\_  
 Phone \_\_\_\_\_ Billing Person's Email \_\_\_\_\_

Please complete your 2018 advertising request.

## 1. Choose an ad format (and cover placement, if applicable). Ad price group [A-E] shown in brackets.

### Ad formats with cover placement. Placement is filled on a first-come, first-served basis.

- Full-page ad (*inside front cover*) [A]
- Full-page ad plus bleed (*inside front cover*) [A]
- Full-page ad (*inside back cover*) [A]
- Full-page ad plus bleed (*inside back cover*) [A]
- Back cover ad (*on back cover*) [E]
- Back cover ad plus bleed (*on back cover*) [E]

### Inside page ad fomats:

- Full-page ad [B]
- Full-page ad plus bleed [B]
- Half-page vertical ad [C]
- Half-page vertical ad plus bleed [C]
- Half-page horizontal ad [C]
- Quarter-page ad [D]
- Double half-page spread [B]
- Double half-page spread plus bleed [B]

## 2. Select the ad color mode"

Color      Black & White

## 3. Choose publication date(s). Note ad submission due dates. List any special notes, requests, etc.

2017 Newsline Edition	Submission Deadline	List any special notes, requests, etc.
January–February	November 15, 2017	_____
March–April	January 5, 2018	_____
May–June	March 2, 2018	_____
July– August	May 4, 2018	_____
September–October	July 6, 2018	_____
November–December	September 7, 2018	_____

## 4. Total price for 2018 advertising including any discounts.

\$ \_\_\_\_\_

Please refer to the UAA Media Guide for all submission requirements for artwork as they have changed and been updated as well as details on prices and payment guideline. The Media Guide is a binding part of the Insertion Order Contract.

**Payment Terms:** Advertisers must sign an Insertion Order prior to any ad being published. Advertisers are then billed by the UAA for payment in full per the insertion order. Payment in full is due within 30 days of invoice. If payment is not received, advertising will be held until payment is received, which may result in an ad not going in a Newsline edition. All payments for 2018 are due no later than 12/31/2017.

Discounts are available for 3 or 6 issues per year:

1. If paid in full by December 1, 2017, see discount price for the ad that you have opted for in your contract.
2. If paid AFTER December 1, 2017, no discount is applied and ad rates increase. No exceptions.

The undersigned agrees to adhere to this insertion order as stated above and warrants that the information contained in this application is true to the best of his/her knowledge.

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_



Utility Arborist Association  
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