

Utility Arborist Newsline

2020 GUIDE FOR ADVERTISERS AND AUTHORS

Published 6 times yearly, the *Utility Arborist Newsline* is the official newsletter of the Utility Arborist Association. The *Newsline* is distributed to over 5,000 members as well as at Regional Meetings and other industry events.

A content calendar and theme has been developed for each edition of the *Newsline* and is included in this guide. This serves as a working agenda for the newsletter production. It also gives advertisers and content providers a sense of which issues are ideal for their needs.

UAA appreciates all the contributors who help produce a high quality and informative magazine. We also thank the many advertisers that have helped the UAA maintain six issues of the *Newsline*.

Let us know if we can supply additional information on contributing submissions or advertising in the *Utility Arborist Newsline*.

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Advertising Guidelines

General Ad Specifications

Display advertising in the *Newsline* is available in following ad formats:

- Full-page ad*
- Full-page ad plus bleed*
- Half-page vertical ad
- Half-page vertical ad plus bleed
- Half-page horizontal ad
- Quarter-page ad
- Back cover ad
- Back cover ad plus bleed
- Double half-page spread
- Double half-page spread plus bleed

* *Placement is available on the inside front cover, or on the inside back cover for an additional price.*

Specifications for formatting the ads are listed on the following pages. ***Please prepare ad artwork according to these instructions. If the guidelines are not met, the color and quality of print reproduction may vary.***

Provide artwork as a high resolution pdf.

File name should include the advertiser's name and the months to publish the ad, for example: BestArboristCo_JanMaySep2020.pdf

Photo resolution: 300 dpi.

Color mode: Four-color process CMYK or grayscale. All spot colors must be converted to process color.

Outline all fonts or embed fonts in the pdf.

For ads that bleed, a .167" (or 1 pica) bleed must be included in the file.

Restrict text and important graphics to live areas.

Note: Ads may be placed on right- or left-hand pages.

Ad Submission Deadlines for 2020

2020 *Newsline* Edition Ad Due Dates

January/February	November 19, 2019
March/April	January 7, 2020
May/June	March 4, 2020
July/August	May 6, 2020
September/October	July 8, 2020
November/December	September 9, 2020

Glossary of Terms



Page edges are shown as orange lines. The *Newsline* page dimensions are:
Inches: 8.5" wide x 10.875" high
Picas: 51p0 wide x 65p3 high



Final or trim size of ads are shown in green. The final size of an ad within its margins, or the dimensions of an ad after excess bleeds have been cropped or cut off, is the trim size.

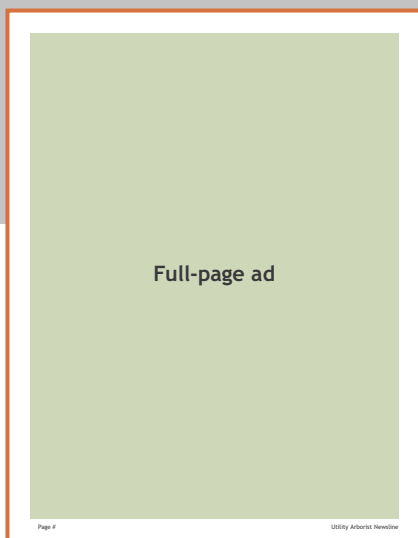


Bleed is a printing term that describes elements which extend to the edge of a page leaving no margin. To achieve this effect, these pages must be printed on a sheet larger than the finished size, and then be trimmed down. For ads that bleed, a .167" (or 1 pica) bleed must be included. Bleed allowances are shown in blue.



Live area is a safe zone for important text or images. This is the area within your ad that is safe from cropping. Keep text and important graphics inside the live area. Live areas are shown as dotted black lines.

Single-Page Ad Formats



Rate: Group A
Placement on the inside front cover or inside back cover

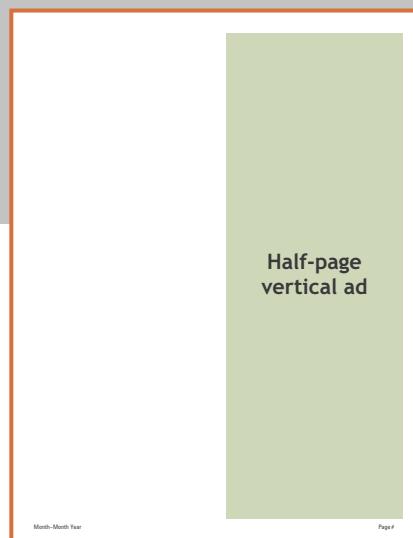
Rate: Group B
Placement on any inside page

Full-page ad

Provide art at this size:

Inches: 7.5" wide x 9.875" high

Picas: 45p0 wide x 59p3



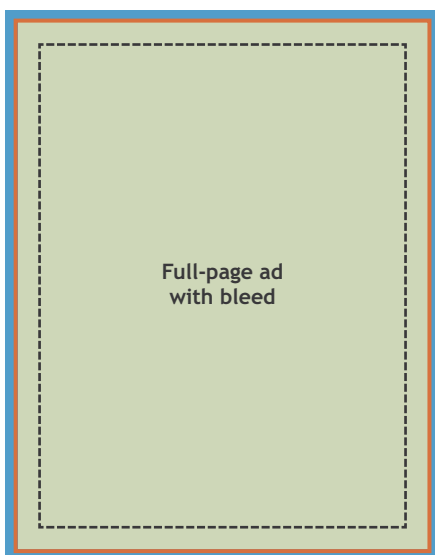
Rate: Group C
Placement on any inside page

Half-page vertical ad

Provide art at this size:

Inches: 3.583" wide x 9.875" high

Picas: 21p6 wide x 59p3 high



Rate: Group A
Placement on the inside front cover or inside back cover

Rate: Group B
Placement on any inside page

Note Live Area! Keep important text and graphics 1/2" from trim edges.

Full-page ad with bleed

Final Size or Trim Size:

Inches: 8.5" wide x 10.875" high

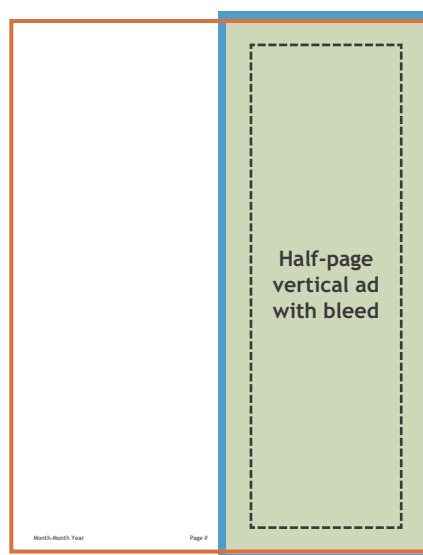
Picas: 51p0 wide x 65p3 high

This ad requires a bleed which will be cropped or trimmed off. Bleed size = .167" or 1 pica.

Provide art at this size (includes bleed):

Inches: 8.83" w x 11.2" high

Picas: 53 picas wide x 67p3 high



Rate: Group C
Placement on any inside page

Note Live Area! Keep important text and graphics 1/2" from trim edges.

Half-page vertical ad with bleed

Final Size or Trim Size:

Inches: 4.08" wide x 10.875" high

Picas: 24p6 wide x 65p3 high

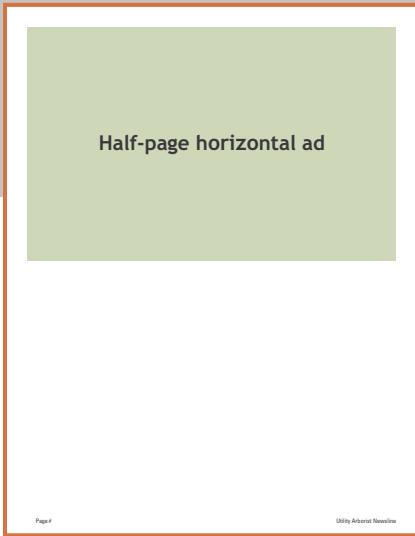
This ad requires a bleed which will be cropped or trimmed off. Bleed size = .167" or 1 pica.

Provide art at this size (includes bleed):

Inches: 4.42" wide x 11.2" high

Picas: 26p6 wide x 67p3 high

Single-Page Ad Formats



Rate: Group C
Placement on any inside page, at top or bottom of a page

Half-page horizontal ad

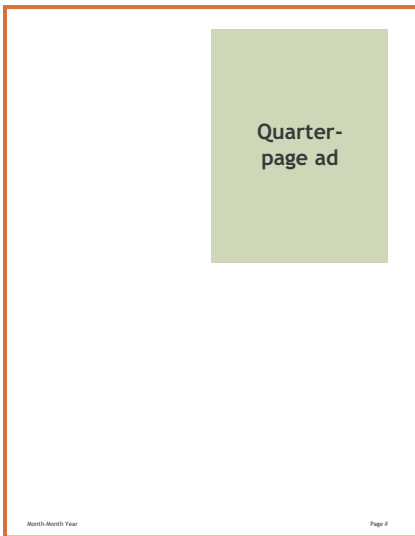
Provide art at this size:
Inches 7.5" wide x 4.75" high
Picas: 45p0 wide x 28p7 high



Rate: Group E
Placement on the back cover

Back cover ad

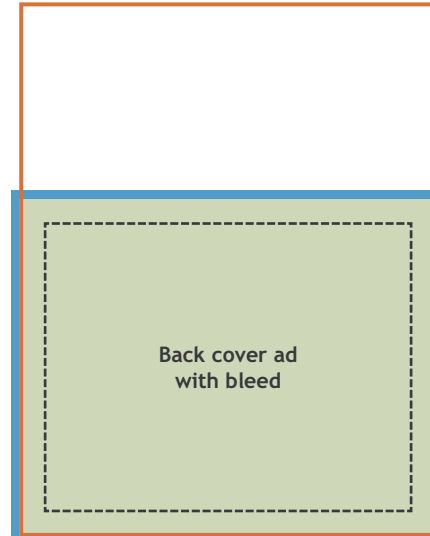
Provide art at this size:
Inches: 7.5" wide x 6.375" high
Picas: 45p0 wide x 38p3 high



Rate: Group D
Placement on any inside page, in any quadrant of a page.

Quarter-page ad

Provide art at this size:
Inches: 3.583" wide x 4.75" high
Picas: 21p6 wide x 28p7 high



Rate: Group E
Placement on the back cover

Note Live Area! Keep important text and graphics 1/2" from trim edges.

Back cover ad with bleed

Final Size or Trim Size:
Inches: 8.5" wide x 6.875" high
Picas: 51p0 wide x 41p3 high

This ad requires a bleed which will be cropped or trimmed off. Bleed size = .167" or 1 pica.

Provide art at this size (includes bleed):
Inches: 8.83" w x 7.2" high
Picas: 53p0 wide x 43p3 high

Double-Page Ad Formats

Double half-page spread

Ad covers two half-pages across a spread.

Rate: Group B

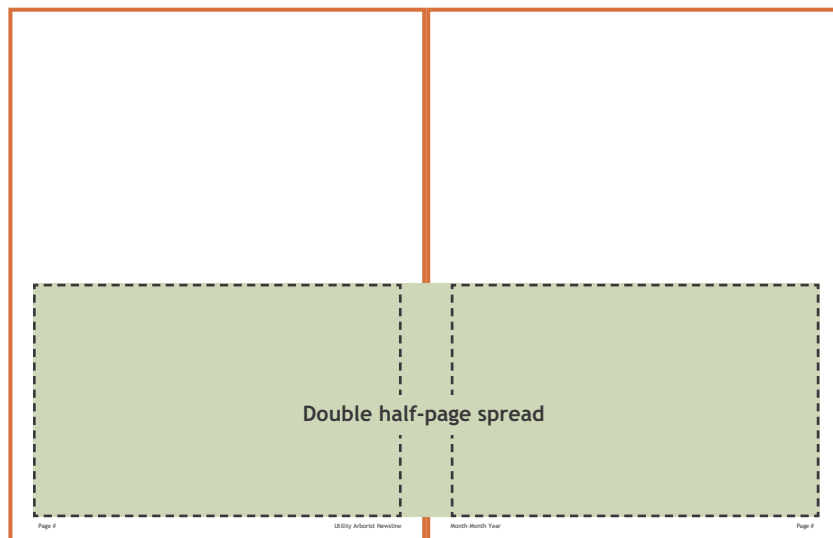
Placement on any inside page spread

Provide art at this size:

Inches: 16" wide x 4.75" high

Picas: 96p0 wide x 28p7 high

NOTE: Keep important text and graphics 1/2" away from fold area (see dotted black line). Photos may span the center.



Double half-page spread with bleed

Ad covers two half-pages across a spread.

Rate: Group B

Placement on any inside page spread

Final Size or Trim Size:

Inches: 17" wide x 5.25" high

Picas: 102p0 wide x 31p6 high

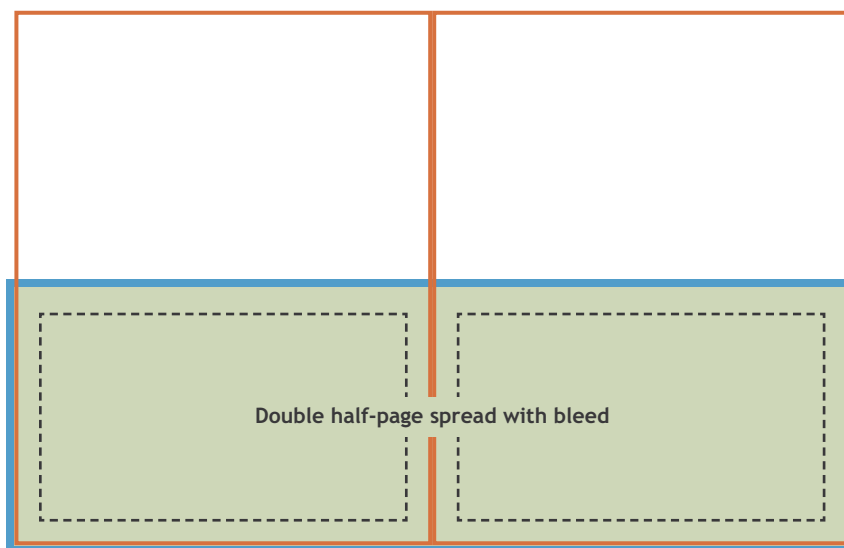
This ad requires a bleed which will be cropped or trimmed off. Bleed size = .167" or 1 pica.

Provide art at this size (includes bleed):

Inches: 17.33" wide x 5.6" high

Picas: 104p0 wide x 33p6 high

NOTE: Keep important text and graphics 1/2" away from fold area. Photos may span the center. Also, keep important text and graphics 1/2" away from the trim edges.



Advertising Terms and Rates

Advertisers will be given an insertion order (contract) that must be signed prior to any ad being published. Advertisers are billed by the UAA for payment in full for all ads to be run for the year based on the insertion order once it is received by UAA staff. 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. Ad formats with cover placement are first right of refusal for advertiser of previous year and they have 5 business days to confirm. All Advertisers will receive one Newsline edition per run as part of their advertising rate, totaling 6 per year.

Discounts are available for 3 or 6 issues per year:

1. If contract is received by December 1, 2019 see discount price for the ad that you have opted for in your contract. If AFTER December 1, 2019, no discount is applied, and advertising rates increase. No exceptions.
2. Advertisers can keep “last year’s” rate, if contract is received by December 1 of the contract year—otherwise a 1% increase will be charged annually. Please note that the price will be honored for 3 years then an increase of 1% is applied to that held rate.

2020 Rates for a Single Ad

	B&W By Dec 1	B&W After Dec 1
Group A	\$ 851	\$ 936
Group B	\$ 796	\$ 873
Group C	\$ 398	\$ 438
Group D	\$ 227	\$ 249
Group E	\$ 540	\$ 594

	4-Color By Dec 1	4-Color After Dec 1
Group A	\$ 1,079	\$ 1,187
Group B	\$ 1,022	\$ 1,124
Group C	\$ 624	\$ 688
Group D	\$ 285	\$ 312
Group E	\$ 767	\$ 842

Rates	Ad Formats (and Placement)
Group A	<ul style="list-style-type: none"> • Full-page ad with placement on inside front cover or on inside back cover • Full-page ad plus bleed with placement on inside front cover or on inside back cover
Group B	<ul style="list-style-type: none"> • Full-page ad • Full-page ad plus bleed • Double half-page spread • Double half-page spread plus bleed
Group C	<ul style="list-style-type: none"> • Half-page vertical ad • Half-page vertical ad plus bleed • Half-page horizontal ad
Group D	<ul style="list-style-type: none"> • Quarter-page ad
Group E	<ul style="list-style-type: none"> • Back cover ad • Back cover ad plus bleed

2020 Rates for Placement of Three Ads

	B&W By Dec 1	B&W After Dec 1st	4-Color By Dec 1	4-Color After Dec 1st
Group A	\$ 2,478	\$ 2,812	\$ 3,143	\$ 3,563
Group B	\$ 2,315	\$ 2,625	\$ 2,974	\$ 3,373
Group C	\$ 1,156	\$ 1,316	\$ 1,817	\$ 2,060
Group D	\$ 664	\$ 750	\$ 827	\$ 938
Group E	\$ 1,571	\$ 1,781	\$ 2,231	\$ 2,530

2020 Rates for Placement of Six Ads

	B&W By Dec 1	B&W After Dec 1st	4-Color By Dec 1	4-Color After Dec 1st
Group A	\$ 4,959	\$ 5,624	\$ 6,279	\$ 7,127
Group B	\$ 4,629	\$ 5,250	\$ 5,906	\$ 6,745
Group C	\$ 2,315	\$ 2,621	\$ 3,633	\$ 4,121
Group D	\$ 1,325	\$ 1,504	\$ 1,654	\$ 1,877
Group E	\$ 3,143	\$ 3,563	\$ 4,513	\$ 5,059

GET A DISCOUNT!
Sign a contract and pay in full by December 1, 2019.

Contact UAA for more information on agency discounts and other potential discounts.

Newsline Themes and Deadlines for 2020

Newsline Edition	Themes	Submission Due Dates
2020 January / February	The State of the Industry	November 19, 2019
2020 March / April	Workforce Retention	January 7, 2020
2020 May / June	Technology	March 4, 2020
2020 July / August	Safety	May 6, 2020
2020 September / October	Environmental Stewardship	July 8, 2020
2020 November / December	UVM Research	September 9, 2020

Submission Preferences

Utility Arborist Association produces 6 issues of the UAA *Newsline* annually. This is accomplished by our fearless leaders Nelsen Money and Renee Bissett, editor-in-chief Nadia, design extraordinaire Deb, professional cat herder Diona, communications and administrative specialist Renee, and a team of amazing volunteers. We cannot do it without you. Thank you.

Our goal is to publish a solid magazine that represents our diverse industry. To that note, we'd ask that you limit your submissions per issue to two per company. No submission is guaranteed for publication.

For added coverage, please consider providing an accompanying piece for our social media streams.

Photographs submitted for publication should be high resolution. Do not embed photos in your text document. Please submit them as separate files.

Cover Story

- 500 words
- 3-5 graphic elements
- Authored or co-authored with a utility

Feature Article

- 1,500 words
- 2-4 graphic elements
- Authored or co-authored with utility

Industry News

- 300 words
- 1 picture
- Content
 - Senior level management or higher promotions
 - Product launches
 - Acquisitions, mergers

Opinion Editorials

- 800 words
- 1-2 graphic elements
- Any author (utility, contractor, industry insider, etc.)

Other Columns

- Topics
 - Utility Arborist Profile
 - College Corner
 - UVM Around the World
 - Reflections of the Past
- 1,000 words
- 1-2 graphic elements
- Any author (utility, contractor, industry insider, etc.)



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