Published six 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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General Ad Specifications

Display advertising in the *Newsline* is available in the 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_JanMaySep2021.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.

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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

Full-page ad

Provide art at this size:
Inches: 7.5" wide x 9.875" high
Picas: 45p0 wide x 59p3

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

Rate: Group B
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

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

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

Note Live Area! Keep important text and graphics 1/2" from trim edges.
Single-Page Ad Formats

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 C
Placement on any inside page, at top or bottom 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 D
Placement on any inside page, in any quadrant of a page

Back cover ad

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

Rate: Group E
Placement on the back cover

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

Note Live Area! Keep important text and graphics 1/2” from trim edges.
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 November 1, 2020 see discount price for the ad that you have opted for in your contract. If AFTER November 1, 2020, no discount is applied, and advertising rates increase. No exceptions.

2. Advertisers can keep “last year’s” rate, if contract is received by November 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.

<table>
<thead>
<tr>
<th>2021 Rates for a Single Ad</th>
<th>B&amp;W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Nov 1</td>
<td>After Nov 1</td>
<td></td>
</tr>
<tr>
<td>Group A</td>
<td>$860</td>
<td>$1,090</td>
</tr>
<tr>
<td>Group B</td>
<td>$804</td>
<td>$1,032</td>
</tr>
<tr>
<td>Group C</td>
<td>$402</td>
<td>$630</td>
</tr>
<tr>
<td>Group D</td>
<td>$230</td>
<td>$288</td>
</tr>
<tr>
<td>Group E</td>
<td>$545</td>
<td>$775</td>
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</tbody>
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<table>
<thead>
<tr>
<th>2021 Rates for Placement of Three Ads</th>
<th>B&amp;W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Nov 1 After Nov 1st</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group A</td>
<td>$2,503</td>
<td>$3,174</td>
</tr>
<tr>
<td>Group B</td>
<td>$2,338</td>
<td>$3,004</td>
</tr>
<tr>
<td>Group C</td>
<td>$1,168</td>
<td>$1,835</td>
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<tr>
<td>Group D</td>
<td>$670</td>
<td>$835</td>
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<td>Group E</td>
<td>$1,587</td>
<td>$2,253</td>
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</table>

<table>
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<th>2021 Rates for Placement of Six Ads</th>
<th>B&amp;W</th>
<th>4-Color</th>
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</thead>
<tbody>
<tr>
<td>By Nov 1 After Nov 1st</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group A</td>
<td>$5,009</td>
<td>$6,342</td>
</tr>
<tr>
<td>Group B</td>
<td>$4,675</td>
<td>$5,965</td>
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<tr>
<td>Group C</td>
<td>$2,338</td>
<td>$3,669</td>
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<tr>
<td>Group D</td>
<td>$1,338</td>
<td>$1,671</td>
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<tr>
<td>Group E</td>
<td>$3,174</td>
<td>$4,558</td>
</tr>
</tbody>
</table>

GET A DISCOUNT!
Sign a contract and pay in full by November 1, 2020.