



Utility Arborist

NEWSLINE

THE OFFICIAL PUBLICATION OF
THE UTILITY ARBORIST ASSOCIATION

2023 MEDIA GUIDE

WHO WE ARE

The Utility Arborist Association (UAA) is an organization of more than 5,000 individuals with interest in and a commitment to the maintenance of trees and other vegetation to ensure the safe and reliable distribution of energy, including electric, oil, and gas to businesses and residences in North America.

The UAA is a respected organization for individuals and companies who desire to provide professional utility arboricultural services. Members of the UAA and their employers have a commitment to the public to enhance the practice of arboriculture.

Published 6 times yearly, the *Utility Arborist Newsline* (UAN) is the official publication of the UAA. Grown from a newsletter to a magazine, UAN is a premium feature for members. The UAN is also distributed at regional meetings and other industry events and is regarded as a premium, professional resource for our industry.



ENVIRONMENTAL SUSTAINABILITY



SAFETY



OPERATIONAL EXCELLENCE



EDUCATION



UAA MISSION

We will drive excellence, innovation, and improvement in utility vegetation management through professional development, outreach, research, and the use of best practices.

[GOTOUAA.ORG](https://gotouaa.org)

RELEVANT INDUSTRY TOPICS

WE SPOTLIGHT:

Safety



Environmental
Stewardship



Best Practices



Technology



Diversity, Equality,
and Inclusion (DEI)



Crisis Management



Research




WHY UAN?

WE OFFER:

- Professional utility networking
- Brand connections
- Community involvement
- Webinars and conferences
- Digital and social media platforms

DID YOU KNOW?

 The Newsline is distributed to over **5,000 members**, as well as at Regional Meetings and other industry events.

 The foundation of our culture is based on **safety, environmental sustainability, education, and operational excellence.**

EDITORIAL CALENDAR

THEMES	AD DUE DATES
JANUARY/FEBRUARY Vegetation Industry Perspectives	October 24, 2022
MARCH/APRIL Environmental Stewardship	January 9, 2023
MAY/JUNE The Safety Issue	March 6, 2023
JULY/AUGUST Disease is All Around Us	May 8, 2023
SEPTEMBER/OCTOBER Working with Government Agencies	July 10, 2023
NOVEMBER/DECEMBER UVM Past and Future	September 4, 2023

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AD SPECIFICATIONS

AD SIZE	WIDTH x DEPTH
Full Page	7.5" x 9.875"
Full Page (Bleed)	8.75" x 10.875"
1/2 Page Vertical	3.583" x 9.875"
1/2 Page Vertical (Bleed)	4.08" x 11"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Horizontal (Bleed)	8.75" x 5.75"
1/4 Page	3.583" x 4.75"
Double 1/2 Page Spread *	16" x 4.75"
Double 1/2 Page Spread (Bleed) *	17.25" x 5.25"
Back Cover	7.5" x 6.375"
Back Cover (Bleed) *	8.75" x 6.875"

* NOTE: Keep important text and graphics 1/2" away from fold area. Photos may span the center.

COLOR MODE: Four-color process CMYK or grayscale (no spot colors)

PHOTO RESOLUTION: 300 dpi or higher

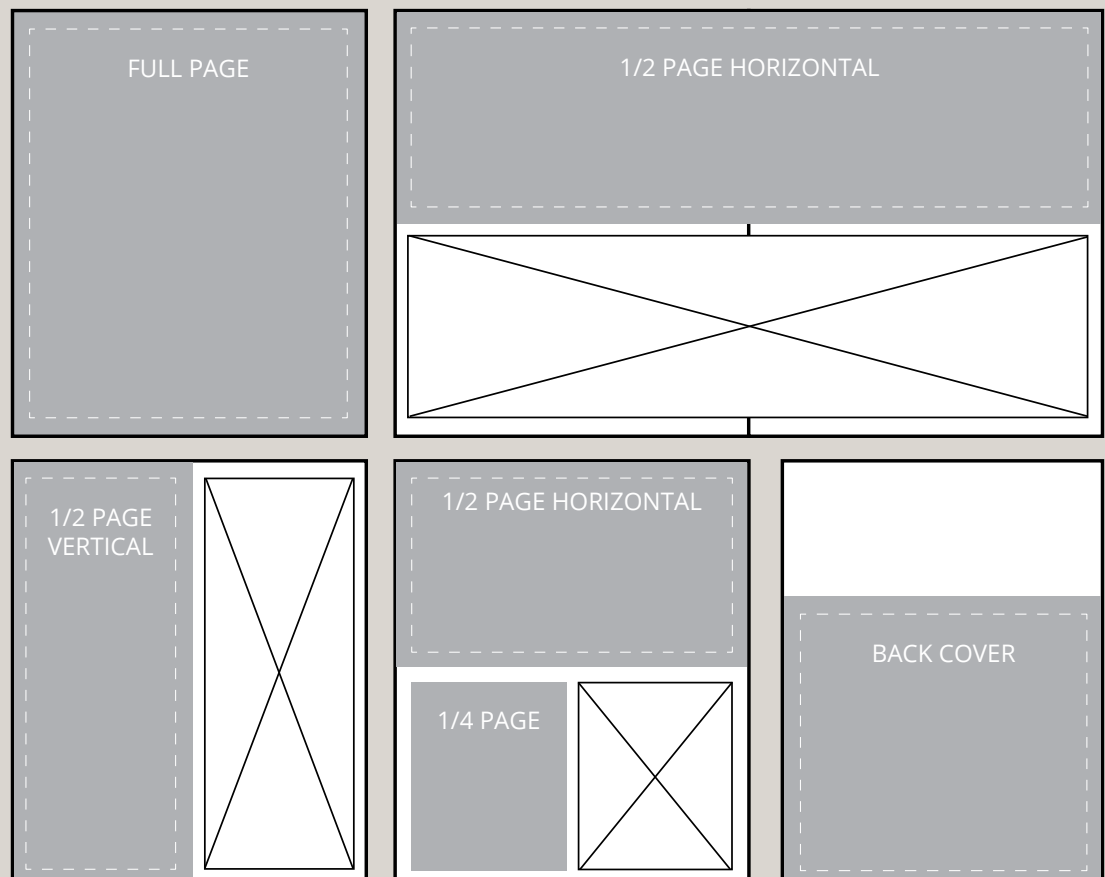
FILE TYPE: High-resolution PDF. Include advertiser's name and publishing month in file title (e.g., BestArboristCo_JanMaySep2021.pdf)

FONTS: Outline all fonts or embed fonts in the PDF

ADS WITH BLEED: Include a 0.167" bleed in the file

POSITION: Keep important text and graphics 1/2" from trim edges

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



RATES



2023 AD TYPES	AD QTY.	4-COLOR		BLACK & WHITE	
		BY 11/1/22	AFTER 11/2/22	BY 11/1/22	AFTER 11/2/22
Full page inside front or inside back cover	1	\$1,111	\$1,223	\$878	\$964
	3	\$3,238	\$3,670	\$2,553	\$2,897
	6	\$6,469	\$7,343	\$5,110	\$5,794
Full page and double 1/2 page spread	1	\$1,052	\$1,157	\$820	\$900
	3	\$3,064	\$3,475	\$2,385	\$2,705
	6	\$6,083	\$6,949	\$4,770	\$5,409
1/2 page vertical and 1/2 page horizontal	1	\$642	\$709	\$410	\$450
	3	\$1,872	\$2,122	\$1,192	\$1,355
	6	\$3,743	\$4,246	\$2,385	\$2,700
1/4 page ad	1	\$294	\$321	\$234	\$257
	3	\$851	\$966	\$684	\$774
	6	\$1,700	\$1,933	\$1,365	\$1,549
Back cover	1	\$791	\$868	\$556	\$612
	3	\$2,299	\$2,607	\$1,619	\$1,835
	6	\$4,650	\$5,213	\$3,238	\$3,671

CONTRACT

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.

All advertisers will receive one *Newsline* edition per run as part of their advertising rate—totaling 6 per year.

PAYMENT

Payment in full is due within 30 days of the invoice. If payment is not received, advertising will be held until payment is received, which may result in an ad not being published in the *Newsline*.

COVER ADS

Ad formats with cover placement are first right of refusal for advertiser of the previous year and they have 5 business days to confirm.

DISCOUNTS

Discounts are available for 3 or 6 issues per year.

If the contract is received on or before November 1, 2022, see discount price(s) for the ad(s) that you have opted for. If after November 1, 2022, no discount is applied and advertising rates increase.

Advertisers can keep the previous year's rate if the 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.

QUESTIONS & SENDING MATERIALS

To submit print-ready ads, please email Newsline@gotouaa.org.

AUTHOR GUIDELINES

The UAA welcomes all contributors who help produce a high-quality and informative magazine. Our goal for each issue is to represent educational, informative, and relevant information for the utility arborist industry and the diverse individuals who represent it. Advertisers and content providers can follow our editorial calendar for a sense of which issues are ideal for their needs.

If you are interested in being published in the UAN, please email us at Newsline@gotouaa.org.

SUBMISSION GUIDELINES

- All articles must be submitted as Microsoft Word documents.
- Submit photos, illustrations, and graphic elements as separate, high-resolution files (not embedded).
- Please consider providing accompanying pieces for the UAA social media streams for added coverage.
- Limit of two article submissions per issue, per company.
- Please note that not all submissions are guaranteed for publication.



COVER & FEATURE ARTICLES

- 500–1,500 words
- 2–5 graphic elements/high-resolution photos
- Determined by the Editorial Committee Chair and Editor-in-Chief
- Authored or co-authored with a utility
- Associated with each issue's theme
- Provide educational and insightful information for the industry

INDUSTRY NEWS

Industry announcements or press releases, such as awards, events, employee promotions (senior level or higher), company acquisitions/mergers, and industry-specific products will be posted on various UAA Social Media platforms on a weekly schedule per UAA staff and is not published in the *Newsline*. Please email Newsline@gotouaa.org to submit Industry News.

OPINION EDITORIALS

- Often located toward the end of the magazine
- Focus on topics related to each issue's theme that are opinion based and share solutions, ideas, and industry information
- 500–800 words (typically)
- 1–2 graphic elements/high-resolution photos (optional)
- Any author (utility, contractor, industry insider, etc.)

OTHER COLUMNS

- Shorter, industry-related articles
- 800–1,000 words
- 1–2 graphic elements/high-resolution photos
- Any author (utility, contractor, industry insider, etc.)
- Provide information related to the following topics: Diversity, Research, Scholarships, Academic Programs, Urban Forestry, Sustainability, among many others

CONTACT US



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SOCIAL MEDIA

