



Utility Arborist Association
 Contact: Diona Neeser (651) 464-0380
 dneeser@gotouaa.org
 2009 W. Broadway Ave. | Suite 400, PMB 315
 Forest Lake, MN 55025

Utility Arborist Newsline 2024 INSERTION ORDER

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 make the selection(s) for your 2024 advertising request.

2024 AD SIZE OPTIONS	AD QTY.	PER AD RATE	
		BY 11/1/23	PAST 11/1/23
Front Inside / Back Inside <i>Sold Out! Still Available</i>	1	\$3,500.00	\$3,850.00
	3x (8% discount)	\$3,220.00	\$3,542.00
	6x (20% discount) <i>Sold Out!</i>	\$2,800.00	\$3,080.00 <i>Sold Out!</i>
Full Page	1	\$2,850.00	\$3,135.00
	3x (8% discount)	\$2,622.00	\$2,884.20
	6x (20% discount)	\$2,280.00	\$2,508.00
1/2 Double-Page Spread	1	\$2,000.00	\$2,200.00
	3x (8% discount)	\$1,840.00	\$2,024.00
	6x (20% discount)	\$1,600.00	\$1,760.00
1/2 Page Vertical or Horizontal	1	\$1,850.00	\$2,035.00
	3x (8% discount)	\$1,702.00	\$1,872.20
	6x (20% discount)	\$1,480.00	\$1,628.00
1/4 Page	1	\$850.00	\$935.00
	3x (8% discount)	\$782.00	\$860.20
	6x (20% discount)	\$680.00	\$748.00
<i>Sold Out!</i> Back-Cover	1	\$3,850.00	\$4,235.00
	3x (8% discount) <i>Sold Out!</i>	\$3,542.00	\$3,896.20 <i>Sold Out!</i>
	6x (20% discount)	\$3,080.00	\$3,388.00
<i>Sold Out!</i> Full-page front or back interior interior pgs 4 and 48 (or 4 pgs before end)	1	\$3,035.00	\$3,338.50
	3x (8% discount) <i>Sold Out!</i>	\$2,792.20	\$3,071.42 <i>Sold Out!</i>
	6x (20% discount)	\$2,428.00	\$2,670.80
Post Card Insert	Contact for Custom Pricing and Specifications		
Bellyband	Contact for Custom Pricing and Specifications		

Please choose issue dates.
(Please note due dates.)

Issue	Due Date
Jan/Feb	Oct. 23, 2023
Mar/Apr	Jan. 8, 2024
May/June	Mar. 4, 2024
Jul/Aug	Apr. 29, 2024
Sep/Oct	Jul. 8, 2024
Nov/Dec	Sep. 2, 2024

Please insert any special requests here.

Total Owed \$ _____ **Date contracted** _____ **Rate expires on** _____

Please refer to the current UAA Media Guide for all submission requirements for artwork as they have been updated, as well as changes to prices and payment guideline. Ad formats with cover placement are first right of refusal for the advertiser of the previous year and have 5 business days to confirm. The current Media Guide is a binding part of this 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 for the entire year per the insertion order. Payment in full is due upon receipt of the invoice. If payment is not received, advertising will be withheld until payment is fully processed. All payments for 2024 are due no later than 12/29/2023. Market prices will increase every 3 years.

Discounts are available for 3 or 6 issues per year:

1. If contract is returned by November 1, 2023, see discount price for the ad that you have opted for in your contract.
2. If contract is received AFTER November 1, 2023, 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 _____