



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 2025 INSERTION ORDER

Advertising opens on August 15, 2024

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 2025 advertising request.

2025 AD SIZE OPTIONS	AD QTY.	PER AD RATE	
		BY 11/1/24	PAST 11/1/24
Front Inside / Back Inside	1	<input type="checkbox"/> \$3,500.00	<input type="checkbox"/> \$3,850.00
	3x (8% discount)	<input type="checkbox"/> \$3,220.00	<input type="checkbox"/> \$3,542.00
	6x (20% discount)	<input type="checkbox"/> \$2,800.00	<input type="checkbox"/> \$3,080.00
Full Page	1	<input type="checkbox"/> \$2,850.00	<input type="checkbox"/> \$3,135.00
	3x (8% discount)	<input type="checkbox"/> \$2,622.00	<input type="checkbox"/> \$2,884.20
	6x (20% discount)	<input type="checkbox"/> \$2,280.00	<input type="checkbox"/> \$2,508.00
1/2 Double-Page Spread	1	<input type="checkbox"/> \$2,000.00	<input type="checkbox"/> \$2,200.00
	3x (8% discount)	<input type="checkbox"/> \$1,840.00	<input type="checkbox"/> \$2,024.00
	6x (20% discount)	<input type="checkbox"/> \$1,600.00	<input type="checkbox"/> \$1,760.00
1/2 Page Vertical or Horizontal	1	<input type="checkbox"/> \$1,850.00	<input type="checkbox"/> \$2,035.00
	3x (8% discount)	<input type="checkbox"/> \$1,702.00	<input type="checkbox"/> \$1,872.20
	6x (20% discount)	<input type="checkbox"/> \$1,480.00	<input type="checkbox"/> \$1,628.00
1/4 Page	1	<input type="checkbox"/> \$850.00	<input type="checkbox"/> \$935.00
	3x (8% discount)	<input type="checkbox"/> \$782.00	<input type="checkbox"/> \$860.20
	6x (20% discount)	<input type="checkbox"/> \$680.00	<input type="checkbox"/> \$748.00
Back Cover	1	<input type="checkbox"/> \$3,850.00	<input type="checkbox"/> \$4,235.00
	3x (8% discount)	<input type="checkbox"/> \$3,542.00	<input type="checkbox"/> \$3,896.20
	6x (20% discount)	<input type="checkbox"/> \$3,080.00	<input type="checkbox"/> \$3,388.00
Full-page front or back interior <i>interior pgs 4 and 48 (or 4 pgs before end)</i>	1	<input type="checkbox"/> \$3,035.00	<input type="checkbox"/> \$3,338.50
	3x (8% discount)	<input type="checkbox"/> \$2,792.20	<input type="checkbox"/> \$3,071.42
	6x (20% discount)	<input type="checkbox"/> \$2,428.00	<input type="checkbox"/> \$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
<input type="checkbox"/> Jan/Feb	Nov. 4, 2024
<input type="checkbox"/> Mar/Apr	Jan. 6, 2025
<input type="checkbox"/> May/Jun	Mar. 3, 2025
<input type="checkbox"/> Jul/Aug	May 5, 2025
<input type="checkbox"/> Sep/Oct	Jul. 7, 2025
<input type="checkbox"/> Nov/Dec	Sep. 1, 2025

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 from the time advertising opens.** 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 2025 are due no later than 12/31/2024. 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, 2024, see discount price for the ad that you have opted for in your contract.
2. If contract is received AFTER November 1, 2024, 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 _____