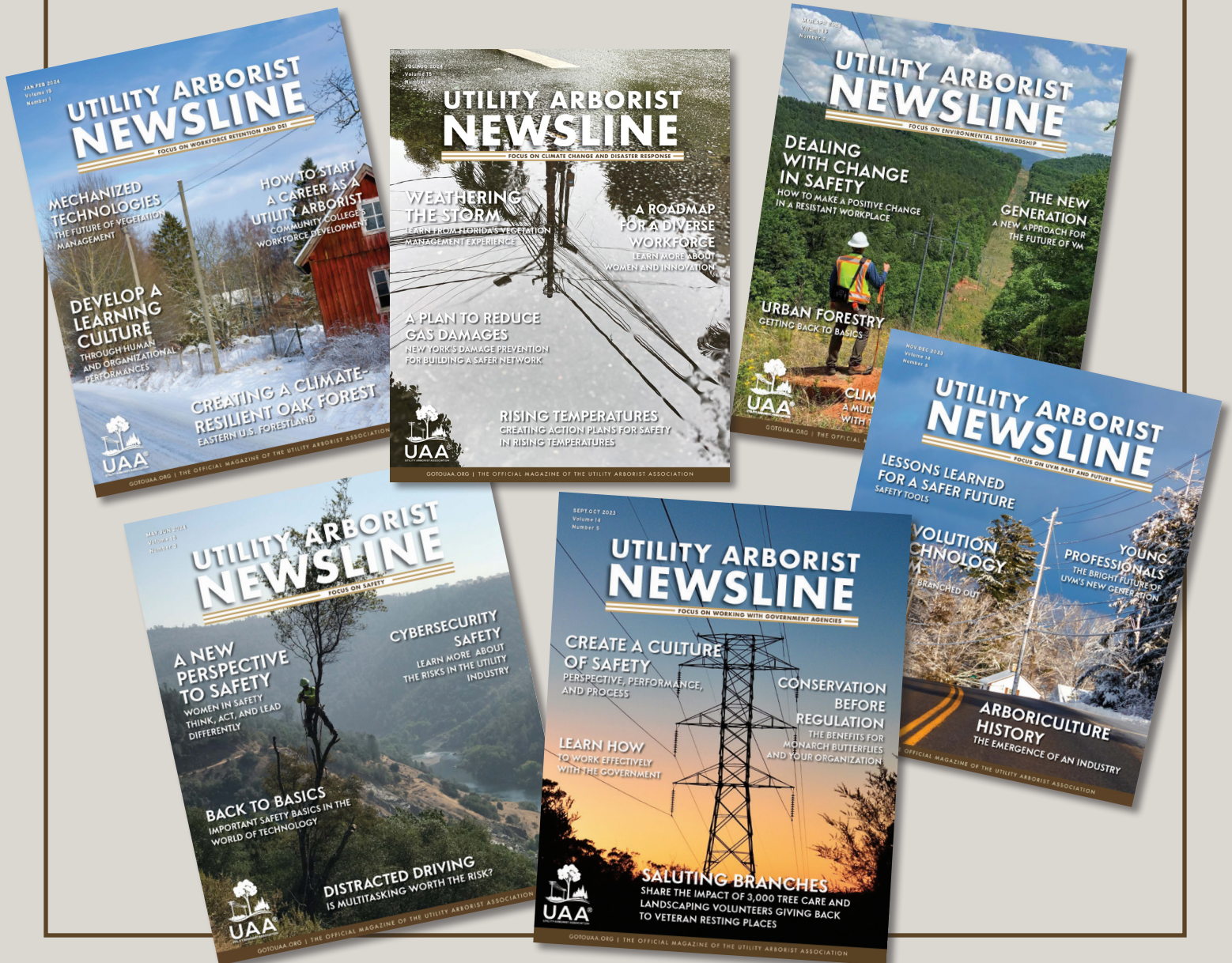




# UTILITY ARBORIST NEWSLINE

THE OFFICIAL PUBLICATION OF THE UTILITY ARBORIST ASSOCIATION

## 2025 MEDIA GUIDE





# WHO WE ARE

The Utility Arborist Association (UAA) is an organization of more than 6,500 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
<b>JANUARY/FEBRUARY</b> Community Engagement and Outreach	November 4, 2024
<b>MARCH/APRIL</b> Environmental Stewardship	January 6, 2025
<b>MAY/JUNE</b> The Safety Issue	March 3, 2025
<b>JULY/AUGUST</b> Technology and Innovation	May 5, 2025
<b>SEPTEMBER/OCTOBER</b> Sustainability and Environmental Conservation	July 7, 2025
<b>NOVEMBER/DECEMBER</b> Workforce Development and Education	September 1, 2025

2025





# AD SPECIFICATIONS

AD SIZE	WIDTH x DEPTH
Full Page (Without Bleed)	7.5" x 9.8333"
Full Page (With Bleed)	8.5" x 10.8333"
1/2 Page Vertical (Without Bleed)	3.5475" x 9.8333"
1/2 Page Vertical (Bleed)	4.235" x 10.8333"
1/2 Page Horizontal (Without Bleed)	7.5" x 4.8057"
1/2 Page Horizontal (Bleed)	8.5" x 5.3056"
1/4 Page (Without Bleed)	3.5475" x 4.6807"
Double 1/2 Page Spread* (Without Bleed)	16" x 4.8057"
Double 1/2 Page Spread (With Bleed) *	17" x 5.3056"
Back Cover (With Bleed) *	8.5" x 7.25"

\* 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

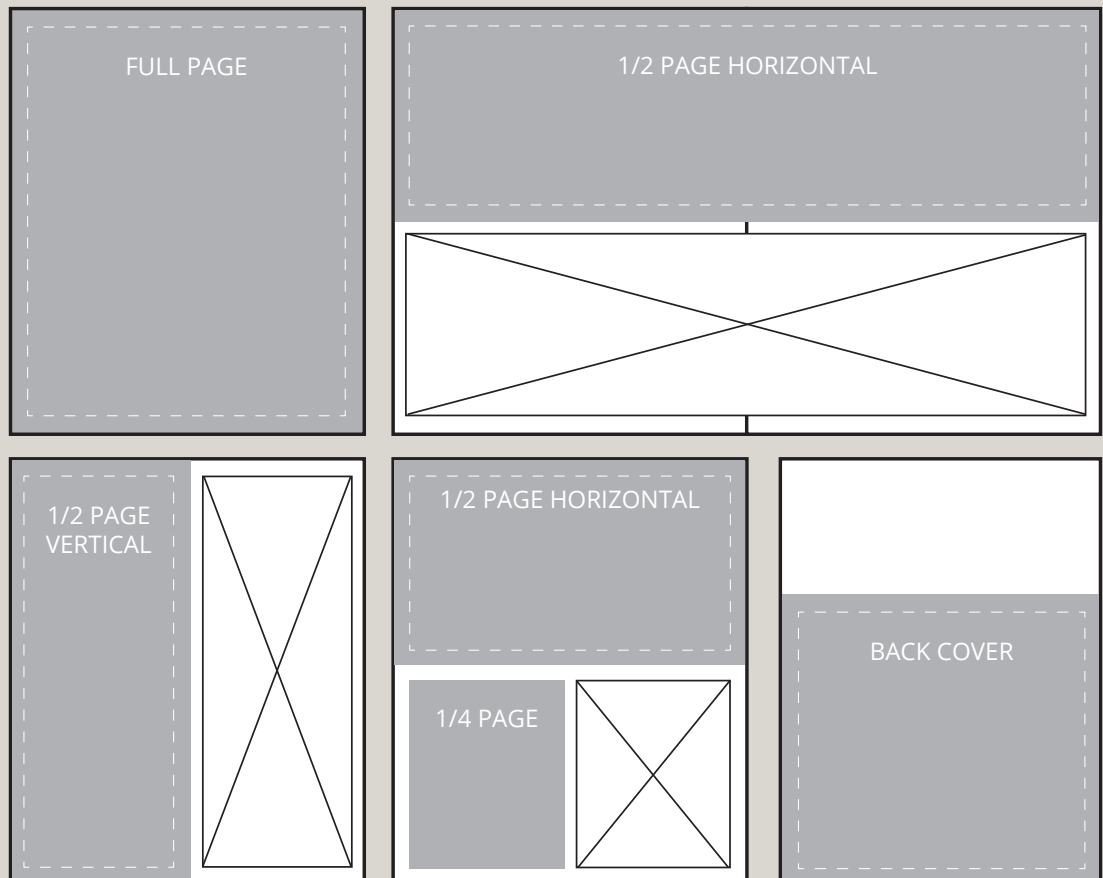
**FILE TYPE:** High-resolution PDF.  
Include advertiser's name and  
publishing month in file title (e.g.,  
BestArboristCo\_JanFeb2024.pdf)

**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



2025 AD SIZE OPTIONS	AD QTY.	PRICE PER ISSUE	
		BY 11/1/24	PAST 11/1/24
Front Inside / Back Inside	1	\$3,500.00	\$3,850.00
	3x (8% discount)	\$3,220.00	\$3,542.00
	6x (20% discount)	\$2,800.00	\$3,080.00
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
Back Cover	1	\$3,850.00	\$4,235.00
	3x (8% discount)	\$3,542.00	\$3,896.20
	6x (20% discount)	\$3,080.00	\$3,388.00
Full-page front or back interior <i>interior pgs 4 and 48 (or 4 pgs before end)</i>	1	\$3,035.00	\$3,338.50
	3x (8% discount)	\$2,792.20	\$3,071.42
	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		

## 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 after **August 15, 2024**.

## DISCOUNTS

Discounts are available for 3 or 6 issues per year.

If the contract is received on or before **November 1, 2024**, see discount price(s) for the ad(s) that you have opted for. If after **November 1, 2024**, no discount is applied and advertising rates increase.

Effective in 2023, all prices will be held for 3 years per print industry standards, then print costs will be reevaluated and increased if needed. Note the Price Revised Date in the footer for next price increase date. *UAA will always do its best to keep costs down.*

## QUESTIONS & SENDING MATERIALS

To submit print-ready ads, please email [Newsline@gotouaa.org](mailto:Newsline@gotouaa.org).



# AUTHOR GUIDELINES

**T**he 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](mailto: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](mailto: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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## FOLLOW US ON SOCIAL MEDIA

