

**Utility Arborist Association**

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2009 W. Broadway Ave. | Suite 400, PMB 315
Forest Lake, MN 55025

Utility Arborist Newsline 2027 INSERTION ORDER

Advertising opens on August 1, 2026

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 2027 advertising request.

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

2027 AD SIZE OPTIONS	AD QTY.	PER AD RATE	
		BY 11/4/26	PAST 11/4/26
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 interior pgs 4 and 48 (or 4 pgs before end)	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		
Video Add-on	\$800		

Issue	Due Date
Jan/Feb	Nov. 2, 2026
Mar/Apr	Jan. 4, 2027
May/Jun	Mar. 1, 2027
Jul/Aug	May 3, 2027
Sep/Oct	Jul. 5, 2027
Nov/Dec	Sep. 6, 2027

Enter number
of video
add-ons here:

Please insert any special
requests here.

Total Owed \$ _____ Date contracted _____

Please refer to the current UAA Media Guide for all submission requirements as well as changes to prices and payment guidelines. 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 2027 are due no later than 12/31/2026. Market prices will increase every 3 years.

Discounts are available for 3 or 6 issues per year:

1. If contract is returned by November 4, 2026, see discount price for the ad that you have opted for in your contract.
2. If contract is received AFTER November 4, 2026, 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 _____