



UTILITY ARBORIST NEWSLINE

THE OFFICIAL PUBLICATION OF THE UTILITY ARBORIST ASSOCIATION

2027 MEDIA GUIDE



WHO WE ARE

The Utility Arborist Association (UAA) is an organization which supports thousands of professionals managing vegetation around power and transportation infrastructure with an interest in ensuring 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
Stewardship**



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



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 **thousands** of UVM professionals and at Regional Meetings and other industry events.

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

WE SPOTLIGHT RELEVANT INDUSTRY TOPICS:



Safety



Environmental Stewardship



Best Practices



Diversity, Equity, and Inclusion (DEI)



Technology



Crisis Management



Research



Education



Operational Excellence

EDITORIAL CALENDAR



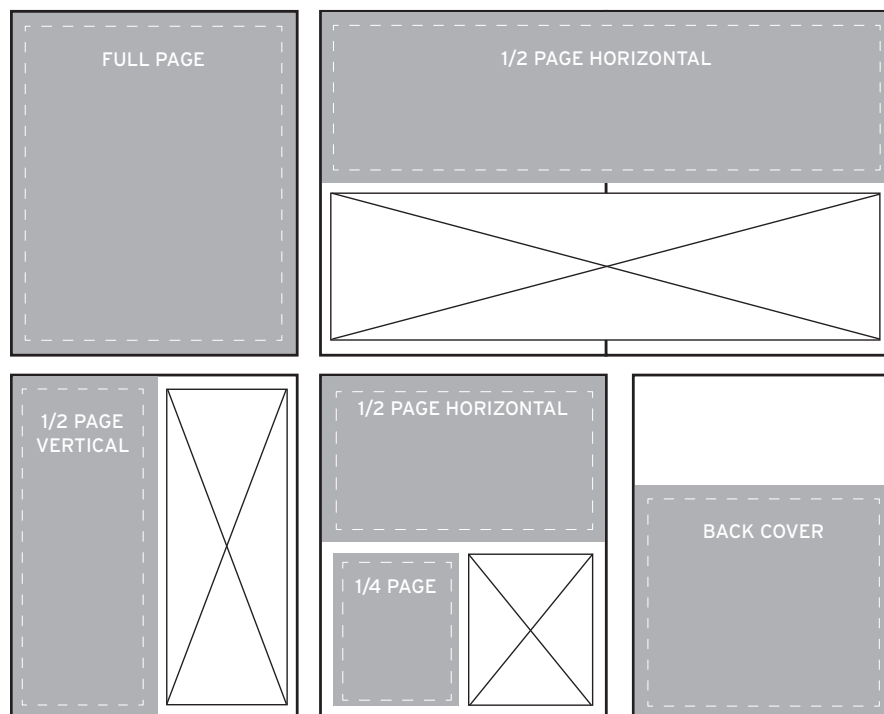
THEMES	AD DUE DATES
JANUARY/FEBRUARY Workforce Development and Diversity	November 2, 2026
MARCH/APRIL Environmental Stewardship	January 4, 2027
MAY/JUNE The Safety Issue	March 1, 2027
JULY/AUGUST Community Engagement and Urban Forestry	May 3, 2027
SEPTEMBER/OCTOBER Weather Extremes and Emergency Response	July 5, 2027
NOVEMBER/DECEMBER The Mental and Physical Well-being of Utility Arborists	September 6, 2027

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, but keep faces and subjects away from the fold.



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

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_JanFeb2027.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 0.5" from trim edges and fold.

NEW THIS YEAR

ADVERTORIALS

In advertorials, your team is invited to share their expertise and weave in some promotional elements. The goal would be at least 50% educational to maintain the high standard of the publication.

Word count: 1,000-1,250

Images allowed: 3

Please consult ad specifications when including images.

VIDEO ADD-ON

Videos are embedded into the digital publication of UAN. Print editions will include a thumbnail and QR code.

RATES



2027 AD AND ADVERTORIAL SIZE OPTIONS	AD QTY.	PRICE PER ISSUE	
		BEFORE 11/4/26	AFTER 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		

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 3, 2026**.

DISCOUNTS

Discounts are available for 3 or 6 issues per year.

If the contract is received on or before **November 4, 2026**, see discount price(s) for the ad(s) that you have opted for. If after November 4, 2026, no discount is applied and advertising rates increase.

We are pleased to share that despite rising costs for production, publishing, and mailing, we are moving forward with the pricing as-is. We will re-evaluate the pricing structure again for the 2029 publishing season.

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).
- Articles may include up to five external hyperlinks (excluding references) to accessible educational content.
- 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.

FEATURE ARTICLES

- 1,000-1,800 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
- 500-700 words (typically)
- 1-2 graphic elements/high-resolution photos (optional)
- Any author (utility, contractor, industry insider, etc.)

OTHER COLUMNS

- Shorter, industry-related articles
- 500-1,000 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

NEW THIS YEAR

Authors or the author's company can now share a PDF of their article on social media or in e-newsletters! When sharing, contributors must include a link to member.gotouaa.org/Login.aspx and encourage audience to log in or become UAA members.

CONTACT US



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