

# In the Shade

NEWSLETTER OF  
THE TEXAS CHAPTER,  
INTERNATIONAL SOCIETY  
OF ARBORICULTURE

## Advertising Insertion Order



Advertiser (Company): \_\_\_\_\_ Contact: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_  
 Email: \_\_\_\_\_ Website for ad link: \_\_\_\_\_  
 Contact for Invoicing: \_\_\_\_\_ Phone: (     ) \_\_\_\_\_  
 (If different from above)  
 Signature (REQUIRED): \_\_\_\_\_ Date: \_\_\_\_\_

Reserve your space now. Fax this completed form to John Giedraitis at 979.680.9420

### WHAT DOES IT COST?

Ad size	Black & white rate per Issue			4-color rate per Issue		
	1X	3X	6X	1X	3X	6X
Full page				\$345	\$335	\$320
Half page (horiz.)	\$175	\$170	\$165	\$245	\$235	\$220
Half page (vert.)	\$175	\$170	\$165	\$245	\$235	\$220
Island half page	\$175	\$170	\$165	\$245	\$235	\$220
Quarter page	\$140	\$135	\$125	\$195	\$190	\$175
Business card	\$ 90	\$ 85	\$ 70	\$125	\$120	\$115
Back cover (4c)				\$460	\$440	\$425

### HOW BIG CAN I GET?

Ad size	Dimensions
Full page	7.25" w x 9.75" h
Half page (horiz.)	7.25" w x 4.625" h
Half page (vert.)	3.5" w x 9.75" h
Island half page	4.75" w x 6.125" h
Quarter page	3.5" w x 4.625" h
Business card	3.5" w x 2" h
Back cover (4c)	7.25" w x 4.625" h

Please circle your ad size and frequency (1x, 3x, 6x) above.  
If 1x or 3x, circle the issue(s) you would like.

### WHEN IS IT DUE & WHEN WILL IT RUN?

Issue	Space deadline	Material deadline	Mail date
January	12/7	12/15	1/1
March	2/7	2/15	3/1
May	4/7	4/15	5/1
July	6/7	6/15	7/1
September	8/7	8/15	9/1
November	10/7	10/15	11/1

#### Payment Options:

- Pay now using Visa or MasterCard  
 Pay using Visa or MasterCard when the newsletter is sent

CC#: \_\_\_\_\_

Exp (mmyy): \_\_\_\_\_ CVV Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

- Bill when the newsletter is sent

### WHAT ELSE DO I NEED TO KNOW?

We accept digital ads produced with InDesign, Adobe Photoshop or Adobe Illustrator. High-resolution PDF files with fonts embedded and raster images at 300 ppi are encouraged.

Photos: 300 ppi, CMYK or grayscale. Formats: TIFF, EPS or JPG maximum quality. Line art: 1200 dpi. Formats: TIFF, EPS or PDF.

Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.

File transfer media: DVD, CD, FTP, email (files less than 6MB)

#### Contact:

John Giedraitis  
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 JPG@ISATexas.com  
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 College Station, TX 77845