

In the Shade

NEWSLETTER OF
THE TEXAS CHAPTER,
INTERNATIONAL SOCIETY
OF ARBORICULTURE

ADVERTISING RATES AND INFORMATION



In The Shade is the International Society of Arboriculture Texas chapter's bi-monthly newsletter. This is the publication our members turn to for information about the latest issues and advancements affecting the tree care industry. We also cover events and training opportunities being offered in the area. Don't miss the opportunity to reach the leading tree care professionals throughout the state of Texas. Advertise in *In The Shade*.

HOW MANY PEOPLE READ IT?

Print circulation is 1,000 and email circulation is 3,200. All issues are posted on the chapter website, <http://www.isatexas.com>, increasing readership and ad life. **Ads in our website edition are linked to the advertiser's site.**

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

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

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

THE BIG PICTURE

Format: 2 and 3 column
Color: 4-color
Page size: 8.5" x 11"
Bleed: NO BLEEDS
Printing: Offset on coated paper
Binding: Saddle-stitched (stapled)
Pages: 20

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)

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