



Massachusetts Arborists Association

8-D PLEASANT STREET SOUTH
SOUTH NATICK, MA 01760
P. 508.653.3320 F: 508.653.4112
www.massarbor.org

NEWS

PRINT AD RATES & SPECS

MAA NEWS is the official publication of the Massachusetts Arborists Association. The newsletter is published quarterly and is distributed to members of MAA as well as allied industry members. Editorial content includes timely information and research that benefits all members of the arboriculture industry. Advertising in the MAA NEWS ensures exposure to the top decision makers of our professional network of members.

MEMBER RATES (30% Savings)

Ad Size	Single Ad	Yearly (25% Savings)
1/4 Page	\$165	\$495
1/2 Page	\$300	\$900
Full Page	\$435	\$1,295
Specialty*	\$550	\$1,595

NON-MEMBER RATES

Ad Size	Single Ad	Yearly (25% Savings)
1/4 Page	\$275	\$825
1/2 Page	\$435	\$1,295
Full Page	\$625	\$1,875
Specialty*	\$755	\$2,195

*Full page only inside front or inside back covers, based on availability.

Submission Deadlines:

Spring Issue: February 20
Summer Issue: May 15
Fall Issue: August 20
Winter Issue: October 15

Acceptable File Formats:

EPS: Grayscale

TIF: Grayscale, 300 dpi

JPG: Max quality, grayscale, 300 dpi

PDF: Press Optimized high resolution images with fonts embedded, grayscale

All print ads are black & white. No bleeds.

WEB BANNER AD RATES & SPECS

Rates: Members: \$250 Non-Members \$350 per period (90 days). 25% disc. available with consecutive periods.

Size: 200w x 250h pixels, ≤ 50KB, 72 ppi

Acceptable File Formats: JPG, GIF, PNG

PLEASE NOTE: Any formatting, size, or layout changes that must be made will be billed to the advertiser at the graphic designer's current rates.

Electronic Submissions To:
Carrie Martin, Editor
CMartin@MassArbor.org

ADVERTISING INSERTION ORDER

Company Information

Company Name _____
Contact Person _____
Street Address _____
City, State & Zip _____
Contact Email _____
Contact Phone _____ Contact Fax _____

Are you an MAA Member: Yes No

Advertising Agency Information (if different from above)

Agency Name _____
Contact Person _____
Contact Email _____
Contact Phone _____ Contact Fax _____

MAA NEWS PRINT ADS

Ad Size

- 1/4 Page 3.75W x 5H
 1/2 Page H 7.5W x 5H
 1/2 Page V 3.625W x 10H
 Full Page 7.5W x 10H

Ad Details

- Repeat my last ad
 Repeat last ad with changes
 New ad attached/to follow
 Pls contact me re: ad changes each issue

Ad Frequency

- Single Issue Spring Summer Winter Fall
 Full Year (4 Issues) Starting with which issue? _____

MAA WEBSITE BANNER ADS

- 3 Months 6 Mos. 9 Mos. 12 Mos.
 (Discounted rates available after 3 months)

Total Enclosed (see rate table in side bar): \$ _____

Payment Method

- Visa MasterCard Invoice Me Check Enclosed
Made payable to : MAA

Card Number _____

Expiration Date _____ Security Code _____

Billing Address if different: _____

Advertising Terms & Conditions:

- All advertising placed in MAA News is done so using the rates in effect on issue date.
- Ad rates and payments are non-commissionable.
- All payments must be made in advance.
- All change orders must be received & confirmed in writing prior to the deadline date.

I confirm the details of this order to be accurate & accept the Terms & Conditions set forth herein.

Authorized Signature _____

Print Name _____ Date _____