

THE ARBORICULTURAL Consultant

2010-2011 Rate Card



“Because it keeps me current, I read *The Arboricultural Consultant* from cover to cover!”



What is ASCA?

The American Society of Consulting Arborists (ASCA) consists of more than 500 of the leading consulting arborists in North America. The members are professionals who bring comprehensive, objective viewpoints to the diagnosis, appraisal and evaluation of arboricultural issues.

Some of the variety of needs members serve include diagnosis of tree problems, recommending and/or administering tree care programs, specifying tree preservation measures and appearing in court as expert witnesses. Knowledge of products and services affecting tree health and growth patterns is very important to their work.

In addition to their expert training, comprehensive approaches and objective voices, ASCA members must also adhere to ethical standards as an everyday part of their professional approach to arboricultural issues.

Why Advertise in The Arboricultural Consultant?

Every quarter, consulting arborists read *The Arboricultural Consultant*. These articles range from the latest arboricultural news, issues involving ethics and maintaining a consulting practice, calendar listings of upcoming meetings and other items to keep each professional member informed.

Reach Your Target Market

Your products and services are seen by hundreds of ASCA members allowing you to effectively target this influential audience.

Timeliness, Relevance, and Responsiveness

The Arboricultural Consultant offers electronic publication dates you can rely on, interesting and informative articles and a staff who listens to what our readers and advertisers have to say.

Cost Effective

Competitive rates and a quality format.

Quality

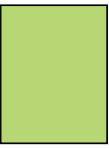





A full-color, electronic publication produced by a professional designer, including knowledgeable writers and guest articles by industry experts.

A Publication of the American Society of Consulting Arborists

Your advertising support is appreciated and acknowledged by ASCA members and the Board of Directors. Your support helps ASCA to provide educational and other learning opportunities to its members.



Ad Sizes

<p>Full Page</p>  <p>7.125" x 9.75"</p>	<p>1/2 Horizontal</p>  <p>7.125" x 4.875"</p>	<p>Quarter Page</p>  <p>3.5" x 4.875"</p>
<p>2/3 Vertical</p>  <p>4.675" x 9.75"</p>	<p>1/2 Vertical</p>  <p>3.5" x 9.75"</p>	<p>1/3 Vertical</p>  <p>2.25" x 9.75"</p>

Ad Rates

	Members		Non Members	
	1 issue	4 Issues	1 issue	4 Issues
Full-color				
Full Page	\$145	\$505	\$270	\$930
2/3 Vertical	\$120	\$430	\$220	\$780
1/2 Horizontal	\$95	\$335	\$170	\$590
1/2 Vertical	\$95	\$335	\$170	\$590
1/4 Page	\$80	\$290	\$140	\$500
1/3 Vertical	\$80	\$290	\$140	\$500

Black and white ads subtract \$20 per issue

Classified Ads

Classified ads are a great way to find new employees or announce business opportunities. Payment must accompany copy. Send your classified ads to ASCA office by fax or email.

\$1 per word—minimum charge \$20

\$2 for each word in bold

\$3 for each word in color

\$10 each for special ad set-up (logo, borders, etc.)

Design Services

ASCA offers in-house design services to help you with your ad design needs. Please call ASCA at (301) 947-0483 for rates. Any ads submitted that are not camera-ready or do not meet the proper ad size will be re-set and production charges will be incurred at advertiser's expense. Materials will be stored by the publisher for six months and then destroyed unless advertiser or agency instructs otherwise.

Closing Dates

Issue	Space Reservation	Payment/Artwork
One	12/15/10	12/31/10
Two	3/15/11	3/31/11
Three	6/15/11	6/30/11
Four	9/15/11	9/30/11

Publisher Indemnities

Publisher reserves the right to mark "advertisement" on copy which readers might confuse with editorial content and to refuse copy which offends good taste or takes unfair competitive advantage. No rebates made for errors in key numbers or for omissions or errors in Advertisers Index.

Mechanical Requirements

- Files must be sent via Email, FTP or CD ROM.
- Acceptable formats are EPS, JPEG, Tiff, and PDF (with fonts embedded)
- Disks will only be returned if properly labeled and accompanied by a postage-paid, self-addressed disk mailer.

General Information

- Advertising rates are effective October 1, 2010 through September 30, 2011.
- *Payment is due with signed contract and artwork by final closing date for each issue.*
- Signed contract must accompany ad copy.
- There are no refunds on advertising payments. If ASCA membership is not renewed, member ad rates revert to non-member ad rates.
- When change of copy is not received by artwork closing date, publisher reserves right to print ad from previous issue.
- All advertisers needing original materials returned, please specify and enclose a stamped, self-addressed envelope with ad submittal.

Reserve your advertising space today!

9707 Key West Avenue • Suite 100
Rockville, MD 20850

T (301) 947-0483

F (301) 990-9771

E asca@mgmtsol.com

W www.asca-consultants.org

Contact Information

Company _____ Date _____

Contact _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Website _____

Authorized Signature

Ad Information

Ad Size	Issue
<input type="checkbox"/> Full Page	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<input type="checkbox"/> 2/3 Vertical	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<input type="checkbox"/> 1/2 Horizontal	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<input type="checkbox"/> 1/2 Vertical	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four
<input type="checkbox"/> 1/3 Vertical	<input type="checkbox"/> One <input type="checkbox"/> Two <input type="checkbox"/> Three <input type="checkbox"/> Four

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Use 2010 Artwork

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Payment Information

We agree that this order is subject to the terms and provisions of the Rate Card. Rates for space do not include production costs.

2011 ASCA Member..... YES NO

Total Amount Due..... \$

Method of Payment

Check (*made payable to ASCA*) MasterCard VISA

Account # _____

Expiration Date _____ Security Code _____

Name on Card _____

Authorized Signature

Questions?

Contact Jon Benjamin, Communications Manager
(240) 404-6486 / jbenjamin@mgmtsol.com

 AMERICAN SOCIETY of
CONSULTING ARBORISTS

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