



ISA Rocky Mountain Chapter Advertising Program

About ISA Rocky Mountain Chapter

Advance the professional practice of arboriculture in the Rocky Mountain Region.

The International Society of Arboriculture is a professional organization dedicated to continuing education for arborists, to tree care research, and to serving tree care consumers around the world. The Rocky Mountain Chapter of the ISA shares this same dedication, with a further commitment to serving the needs particular to the Rocky Mountain Regions' professional arborists and tree care consumers.

The ISA RMC Audience

ISA RMC is the unifying voice of the Rocky Mountain Regions Arborists. We represent all facets of the industry from privately owned tree companies to municipal arborists and city foresters. ISA RMC covers four states including Colorado, Montana, New Mexico and Wyoming with more than 1,000 members. Our association provides you a direct link to those individuals who have ultimate purchasing authority for their businesses. The buying power is impressive, with each company spending approximately \$55,000 annually on equipment, apparel and services alone. We are committed to developing a strong relationship with each of our corporate partners. We look forward to visiting with you and looking at ways we can promote your company to your largest target audience.

ISA RMC Demographics

95% of members are climbers
85% make purchasing decisions
70% have budgets in excess of \$55,000

| Advertising Opportunities | Member Rate | Non-Member Rate |
|---|-------------|-----------------|
| Full page - Full year Ad size: 8.25" wide x 10.75" high File format: High resolution, 300 dpi EPS, TIFF or JPEG | \$500 | \$600 |
| Full Page - Single Issue Ad size: 8.25" wide x 10.75" high Single Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Fall <input type="checkbox"/> Summer | \$150 | \$250 |
| 1/2 Page - Full year Ad size: 4.25" wide x 5.5" high File format: High resolution, 300 dpi EPS, TIFF or JPEG | \$300 | \$400 |
| 1/2 Page - Single Issue Ad size: 4.25" wide x 5.5" high Single Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Fall <input type="checkbox"/> Summer | \$80 | \$180 |
| Business Card - Full year Ad size: 3.5" wide x 2" high File format: High resolution, 300 dpi EPS, TIFF or JPEG | \$200 | \$300 |
| Business Card - Single Issue Ad size: 3.5" wide x 2" high Single Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Fall <input type="checkbox"/> Summer | \$60 | \$160 |
| Website Banner - Full year Ad size: 960 pixels x 300 pixels | \$650 | \$750 |
| Sidebar Banner - Full Year Ad size: 290 pixels x 76 pixels | \$350 | \$450 |

Getting your job ready:

When supplying your digital files to us, all files, source files and fonts need to be included. These are necessary components that the application file will need when sending to the imagesetter. All newsletters are sent in an electronic format to the members via email. All ads will include a clickable link to your company page.

Deadlines: Winter issue – December 8th, Spring issue – March 9th, Summer issue – June 8th, Fall issue – September 14th

2021 ISA Rocky Mountain Chapter Advertising Contract

Ad sizes:

Full page: 8.25" wide x 10.75" high
 1/2 page: 4.25" wide x 5.5 high
 Business Card: 3.5" wide x 2" high
 Web Banner: 960 pixels x 300 pixels
 Sidebar Banner: 290 pixels x 76 pixels

ADVERTISING RATES

| Size/Type | Member | Non-member |
|--|--------|------------|
| <input type="checkbox"/> Full Page - Annually | \$500 | \$600 |
| <input type="checkbox"/> Full Page - Single Issue | \$150 | \$250 |
| Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall | | |
| <input type="checkbox"/> 1/2 Page - Annually | \$300 | \$400 |
| <input type="checkbox"/> 1/2 Page - Single Issue | \$80 | \$180 |
| Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall | | |
| <input type="checkbox"/> Business Card - Annually | \$200 | \$300 |
| <input type="checkbox"/> Business Card - Single Issue | \$60 | \$160 |
| Issue: <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall | | |
| <input type="checkbox"/> Website Banner | \$650 | \$750 |
| <input type="checkbox"/> Sidebar Banner | \$350 | \$450 |

Payment & Cancellation:

Payment must be received in full with signed contract to the ISA RMC office before ads will be placed. Faxes must have credit card payment to be accepted. No phone or money orders accepted. Cancellation requests must be received by **January 29, 2021** to receive a refund. **No refunds will be issued after this date.**

Check enclosed with contract

Make checks payable to ISA-RMC and mail with contract to: ISA-RMC, 12110 Pecos St., Ste. 220, Westminster, CO 80234 **or Fax contract to (303) 458-0002**

Visa MasterCard AMEX Amount \$ _____

Credit Card #

Expiration Date CVC Code

Signature

Billing Address

Return this contract and registration with payment to:

ISA - Rocky Mountain Chapter
 12110 Pecos St., Ste. 220 | Westminster, CO 80234

Phone: 303-433-4446

Fax: 303-458-0002

Email: info@isarmc.org

Please print or type:

Contact Name: _____

Company: _____

Address: _____

City, State and Zip: _____

Phone: _____

Fax: _____

Email: _____

Ad Specifications:

The preferred file formats for ad submission is high resolution, 300 dpi or larger EPS or TIFF.

Web Images:

Images that are collected from web pages are low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

Getting your job print ready:

When supplying digital files to us, all files, source files, and fonts need to be included. These are the necessary components that the application file will need when sending to the imagesetter. A hard copy is also necessary to ensure what we output matches your layout.

Scanned Images:

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image. The dpi is now doubled because it has been reduced in size and now meets the 300dpi criteria. Files that do not fall within this criteria may not meet the customers quality expectations.

Line art (solids, black & white) usually will be scanned at a high 1200dpi resolution as line art. In Photoshop the file will be in Bitmap mode and should be saved as a TIFF. Images that are scanned at a lower resolution may show jagged edges and may not look as clean.

Types of Images:

Vector Images: are comprised of lines and curves and therefore, print crisp and clear no matter what size. Files built from Adobe Illustrator are vector images.

Raster Images:

Are not scalable to the same degree as vector images but can be edited in programs like Photoshop or other paint programs. Raster images are made by the arrangement of dots (pixels) of different color or tone value. When these images are scaled to large, you will begin to see the pixels and images become bit-mapped in appearance.

Authorized Signature

Date

