

# In the Shade



*In The Shade* is a Bi monthly publication of the Texas chapter of the International Society of Arboriculture. As a member publication *In The Shade* strives to keep our members informed of the latest issues and advancements affecting the tree care industry. In addition our contributors provide up to date information regarding legislation being considered in Austin that will affect the ability of our readers to perform the services necessary to protect the trees of Texas as well as 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*

## Here is what you need to know to get started

### How many People Read It?

(6 issue publication – rates are per issue, circulation 1,000 print, 1500 email)  
All issues are posted on chapter website, increasing readership and ad life!

### What Does It Cost?

| Ad Size           | Black & White Rate |       |       | 4 Color Rate |       |       |
|-------------------|--------------------|-------|-------|--------------|-------|-------|
|                   | 1X                 | 3X    | 6X    | 1X           | 3X    | 6X    |
| Full Page         |                    |       |       | \$275        | \$265 | \$250 |
| Half Page(Horiz.) | \$140              | \$135 | \$130 | \$195        | \$185 | \$175 |
| Quarter Page      | \$110              | \$105 | \$100 | \$155        | \$150 | \$140 |
| Business Card     | \$70               | \$65  | \$60  | \$100        | \$95  | \$90  |
| Back cover(4c)    |                    |       |       | \$375        | \$355 | \$340 |

### When Is It Due and 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 10" h    |
| Half Page(Horiz.) | 7.25" w x 4.625" 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 |

### What Else Do I Need To Know?

Digital ads.  
Produced in Macintosh with InDesign, Adobe Photoshop or Adobe Illustrator.

High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.

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

File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 6MB)

Images: 350 dpi, CMYK or grayscale TIFF or EPS; line art: 1200 dpi, TIFF or EPS Mechanical.

### The Big Picture

**Format:** 3 Column  
**Color:** 4-Color  
**Page Size:** 8.5" x 11"  
**Bleed:** NO BLEEDS  
**Printing:** Offset on coated paper  
**Binding:** Saddle Stitched (Stapled)  
**Pages:** 17+ cover