



# “Illinois Trees” Newsletter

presented by the  
Illinois Arborist Association  
[www.illinoisarborist.org](http://www.illinoisarborist.org)

**Illinois Trees** is the quarterly newsletter distributed exclusively to members of the Illinois Arborist Association – one of the International Society of Arboriculture’s (ISA) largest single state chapters. The IAA e-mail list exceeds 4,000 professionals located in the State of Illinois.

**Readership includes:** Arborists, Urban Foresters, Tree Care Companies and Commercial Arborists, Park Managers, Community Foresters, Utility Foresters, Educators, Grounds Maintenance Personnel, Municipal, County and State Urban Forestry Personnel, Recreation Site Managers or Owners, Nursery and Landscape Professionals, Educators, and Natural Resource Managers.

**QUESTIONS & TO RESERVE AD SPACE** – Email April Toney at [april@illinoisarborist.org](mailto:april@illinoisarborist.org) to reserve your ad space. Email message must include company name, ad size, invoice contact and billing address.

# 2025 Advertising Rates for the “Illinois Trees” Newsletter

Commercial advertising space is limited as not to exceed 25% of the 24-32 page quarterly newsletters. Sample newsletters are available upon request and will be provided in a PDF format.

Size	Dimensions	1 X ad run per issue	2 X ad run per issue (10% discount)	3 X ad run per issue (15% discount)	4 X ad run per issue (20% discount)
<b>Full Page</b>	7 1/2" wide x 10" high	\$330	\$300	\$280	\$265
<b>½ Page</b>	Horizontal orientation: 7 1/2" wide x 4 7/8" high	\$200	\$178	\$168	\$154
<b>¼ Page</b>	Horizontal orientation: 4 7/8" wide x 3 5/8" high Vertical orientation: 3 ½" wide x 4 7/8" high	\$110	\$100	\$93	\$88
<b>Business Card</b>	Horizontal orientation: 3 ½" wide x 2" high	\$66	\$60	\$55	\$52

Material Due Date	Issue Date
March 7, 2025	March 14, 2025
June 6, 2025	June 13, 2025
September 5, 2025	September 12, 2025
December 5, 2025	December 12, 2025

Confirmation of multiple ad runs must be placed at one time, in one email, to receive the frequency discount. When confirming ad space for multiple issues, the advertiser must specify in which issues ads are to run (Spring, Summer, Fall and Winter). The same ad will run in multiple issues *unless* the advertiser has provided a replacement ad prior to the closing date of the specified issue.

**AD SPECIFICATIONS:** *Electronic ad, 300 dpi minimum. JPG, TIFF and EPS are acceptable.*

*Ads should be at 100% to scale. If sending EPS, fonts must be embedded. Files under 30 MB can be sent by email to [april@illinoisarborist.org](mailto:april@illinoisarborist.org). Files over 30 MB can be uploaded to free storage sites, i.e., Dropbox, etc.*

**BILLING:** No need to send a check now. You will be invoiced for your advertisement approximately one week after the mail date of the issue your ad appears in. Please confirm invoicing contact person and billing address by email. Payment will be due within 30 days unless other credit arrangements have been requested and approved.

# 2025 "Illinois Trees" Newsletter Advertising Contract

Company Name:	
Contact Person:	
Billing Address:	
Email Address:	
Phone Number:	
Fax Number:	
Ad Size:	
Number of Issues: Preferred Start Date:	
Total Cost:	

*If you wish to pay now with a credit card, please include the following information:*

Credit Card Number:	
Expiration Date:	
3-Digit Code:	

Disclaimer: IAA and its' professional contractors and volunteers cannot be held responsible for misdirected files or packages, and cannot be held responsible for the non-publication of advertising which was not provided to IAA contractors by the published closing date and/or in an unacceptable format as stated herein. All advertisements are subject to acceptance by Illinois Arborist Association (IAA), in accordance with its' mission, tax status and policies. IAA, the publisher, reserves the right to determine the parameters of acceptable advertising and to refuse or cancel any advertising for any reason at any time.