

TREE CARE INDUSTRY

M A G A Z I N E

BANNER ADS PRINT RATES

MEDIA KIT 2012

SPECIFICATIONS

DIGITAL WEB

EDITORIAL CALENDAR

EQUIPMENT LOCATOR BUYERS' GUIDE TREEWORKEE

JOB BOARD CLASSIFIEDS

Good tweets:

@ChicagoTreeMD : Best industry mag out there!

@thecareoftrees : Organizations like @voiceoftreecare are the leaders in accountability and tree safety #treechat

MORE READERS

MORE DECISION MAKERS

MORE CREDIBILITY

MORE SALES

TREE CARE INDUSTRY MAGAZINE



Simply put, *TCI Magazine* has the highest circulation for audited publications in the tree care industry. With over 24,000* subscribers, *TCI Magazine* has more readers, more decision-makers and more credibility than any other advertising outlet in the industry. We are the official publication of the Tree Care Industry Association and provide the industry with informative articles focusing on science, equipment, services and best practices of commercial tree care. An astounding 90% of readers use *TCI* as a resource when purchasing tree care related products or services. More than 73% percent identify themselves as decision makers or having strong influence in making final purchase decisions.

*Based on an independent annual BPA audit.

IMPORTANT DATES TO SAVE YOUR MONEY:

5% additional discount for commitments by 11/11/11

2% additional discount for commitments by 1/1/12

Feelin' the love:

"... [*TCI Mag* is] absolutely the reference that we are going to check in with to help run our business. We lean heavily on the information that comes in those magazines every month as we grow ... our business."

Andy Ross, RTEC Tree Care
Falls Church, VA

AD RATES The more you purchase - the more you save!
More than a \$500 savings per full page B&W ad!

BLACK AND WHITE

Number of issues	1x	3x	6x	12x
Full Page	\$2780	\$2678	\$2477	\$2271
2/3 Page	\$2379	\$2302	\$2245	\$2119
1/2 Page Island	\$2093	\$2018	\$1957	\$1864
1/2 Page	\$1806	\$1732	\$1674	\$1610
1/3 Page	\$1347	\$1297	\$1251	\$1154
1/4 Page	\$947	\$920	\$889	\$845
1/6 Page	\$792	\$765	\$747	\$699

4-COLOR

Number of issues	1x	3x	6x	12x
Full Page	\$3900	\$3820	\$3619	\$3413
2/3 Page	\$3378	\$3301	\$3246	\$3118
1/2 Page Island	\$2968	\$2893	\$2833	\$2740
1/2 Page	\$2568	\$2495	\$2436	\$2369
1/3 Page	\$1914	\$1863	\$1818	\$1720
1/4 Page	\$1348	\$1321	\$1291	\$1246
1/6 Page	\$1127	\$1100	\$1082	\$1034

15% discount applicable. Ad specs on page 7.

Create an even bigger impact with these options:

PREMIUM COVER POSITIONS (4-color)

Choice of **Inside Front**, **Inside Back** and **Back Cover**.

Premium positions are available on a first-come, first-served basis.

Number of issues	1x	3x	6x	12x
Full Page	\$5200	\$5118	\$4929	\$4712

REGIONAL ADVERTISING – NEW for 2012

Supplemental insert for a select demographic region to run four times a year; see page 3 for details.

INSERTS, FOLDS and SPREADS Call for details.

SPECIAL SUPPLEMENTS Buyers' Guide, Equipment Locator, and Classifieds; see page 3 for details.

TCI MAG SPECIAL SUPPLEMENTS



TCI EQUIPMENT LOCATOR

Twice a year, *TCI Equipment Locator* provides an alternative forum at a discounted ad rate for manufacturers and resellers to advertise new and used equipment. Truly a cost effective resource for advertisers to reach tree care companies looking to buy equipment, this special supplement is a stand-alone piece inserted into the main *TCI Magazine*.

AD RATES Spring and fall issues (April & Sept.), choose one or both for even more savings!

	BLACK AND WHITE		4-COLOR	
	1 issue	2 issues	1 issue	2 issues
2-page spread	\$1716	\$1593	\$2147	\$1992
Full Page	\$884	\$806	\$1103	\$1012
2/3 Page	\$756	\$698	\$951	\$874
1/2 Page	\$576	\$528	\$720	\$659
1/3 Page	\$436	\$399	\$542	\$501
1/4 Page	\$300	\$277	\$375	\$344

15% discount applicable, same specs as *TCI Magazine*.

PREMIUM COVER POSITIONS (4-color)

Inside Front \$1593 **Inside Back** \$1103 **Back Cover** \$1103

Premium positions are available on a first-come, first-served basis.

REGIONAL ADVERTISING – NEW for 2012

Four times a year, *TCI Magazine* provides an insert geared toward select demographic regions. This is an excellent way to support your local dealers and to reach your local customers. Regions include: Northeast; West, Mountain and Pacific; Midwest and Mid-Atlantic.

AD RATES Pricing is at a substantial discount and varies by region, please call for details.

Feelin' the love:

Thank you for providing such an informative and helpful publication. The tree care profession benefits greatly from your efforts.

Michael Sestric, CTSP, Safety Manager,
Trees, Forests & Landscapes, Inc. Kirkwood, MO

BUYERS' GUIDE

Twice a year, *TCI Buyers' Guide* lists the products and services that support the arboriculture industry. This special supplement is a stand-alone piece inserted into the main *TCI Magazine*. Your choice of premium 4-color ad, alphabetical listing and a 4-line minimum marketing message. (Contains a complete listing of TCIA Associate Members)

AD RATES Summer and winter issues (July & Dec.), with savings for TCIA Associate Members!

4-COLOR Ad with image and text

TCIA Associate Members \$706 each issue

Non-Members \$823 each issue

ALPHABETICAL LISTING

TCIA Associate Members FREE

Non-Members \$93 each issue

MARKETING MESSAGE

4 line minimum, as an add-on to alpha listing.

TCIA Associate Members \$13 per line, each issue

Non-Members \$17 per line, each issue

Check out the **Online Buyers' Guide** details on page 5.

Membership matters!

For more information on becoming a **TCIA Associate Member** call **Brenda French** or **David Lee** at **1-800-733-2622**.

CLASSIFIED ADVERTISING

Advertise equipment, products and/or services or hire a new employee!

AD RATES Pricing is based per groups of 250 characters, for 1 month in either print or online.

TCIA Members \$60

Non-Members \$70

Print/Online classified section add-on – additional \$10

Photo or logo add-on – additional \$10

6 month commitment – receives an additional discount.

Call Sue Blanchette at 1-800-733-2622 or email sue@tcia.org for details.

TCI MAGAZINE - DIGITAL EDITION



Every month *TCI Magazine* goes digital! This digital version of our entire print issue is convenient, easy-to-use and interactive. The digital magazine is hosted on the TCIA website as well as sent out via email each month. You can see how many visitors viewed your ad page, clicked on your ad or through to your site. We also provide demographic information on these potential buyers by request.

And, we now offer print advertisers many different types of digital enhancements to further the impact of your ad in our Digital Edition.

TCI EXPO 2012

World's Largest Tree Care Industry Trade Show and Conference

Baltimore, MD

Nov. 8 - 10, 2012

Call to reserve your booth today!

Feelin' the love:

We get results. When you look at just the magazines we advertise in, the highest requests for information come from *TCI Magazine*.

Chip Doolittle, President, ArborSystems
Omaha, Nebraska

DIGITAL ENHANCEMENTS

Interactive Index to Advertisers – FREE

A Reader Service link is automatically added to redirect readers to your listing in our Index to Advertisers.

Basic Hyperlink – FREE

Every display ad in *TCI Magazine* may have one free hyperlink within it to give readers fast, convenient access to your site. If your Web address is in your ad, we'll make it live!

Multiple Hyperlinks – \$25

We'll add hyperlinks to various locations on your site for only \$25 each.

Video/Audio Upgrade – \$200

Who doesn't love video? You can generate greater awareness of a product, service or promotion and provide additional information right at the point of contact by embedding video or sound into your ad online. Demo your product or service right there on the page!

Digital Edition-only Branding – \$250

Be the first name seen when customers open that issue of the Digital Edition for one year. Digital Edition Branding places a modified version of your full-page color ad to the left of the cover on the site's introductory page, and includes one hyperlink upgrade of your choice. All readers must pass through this cover-spread portal to begin viewing the digital edition.

Archive Branding – \$500

Carry through your digital corporate branding for a full year! Available as an upgrade to a print ad of any size in any of the archived issues at this discounted rate, and is available to those who may not have advertised during that archive period for an additional fee. Archive Branding may also be available for individual back issues. Contact *TCI Magazine* for details.

Video file types accepted:

- Flash Video (.FLV), YouTube streaming .FLV video, as well as general streaming .FLV video.
- Audio Video Interleave File (AVI)
- Apple QuickTime Movie (.MOV)
- MPEG-4 Video File (.MP4)
- MPEG Video File (.MPG)
- Windows Media Video File (.WMV)

Note: We do not support Shockwave Flash (.SWF) files

ONLINE ADVERTISING & EXTRAS



WEB BANNERS

Professionals or consumers, you make the call. Place your banner ads on one of TCIA's two websites with heavy traffic from two distinct audiences. TCIA's official site, www.tcia.org, is the industry's home. Approximately 13,000 professionals visit each month for news, safety articles, training and events information and more. These are the engaged buyers of the digital age.

Affluent consumers flock to www.treecaretips.org for information on pests, diseases, tree selection and care, soil management and how to locate a professional company in their area, with a zip-code search available to find TCIA members in their area! More than 3,000 prospective customers visit each month.

www.tcia.org banner ad positions:

1. Home page

Premium placement and exposure. – \$500 per month

2. Program landing pages

Premium positioning on our most-viewed pages:

CTSP, WMC, Accreditation and Membership

– \$250 per month

3. Tertiary pages – content specific pages

– \$150 per month

4. Online Buyer's Guide

3 months – \$155 per month

1 month – \$185

5. Tree Care Job Board – call for details

6. TCI Magazine's publication eblast

Be our featured advertiser in our monthly email

– call for pricing

www.treecaretips.org banner ad positions:

1. Home page

Premium placement and exposure. – \$250 per month

ONLINE BUYERS' GUIDE

The Online Buyers' Guide is a direct link to associate members and their products and services. This directory is used by tree care professionals for their purchasing needs. Associate members can be searched by keywords, company name, location, category (Mfg.; Dist.; Service provider) and subcategory (aerial lift; chipper, etc). Place your Web banner ad, see pricing at left.

TREE CARE JOB BOARD – NEW for 2012

Find qualified employees with our dedicated industry job board. View resumes from potential tree care employees. Place your Web banner ad or classified ad on a JobTarget page. Purchase as a stand-alone or to supplement your print classified.

TCIA's website advertising policy can be accessed here.
www.tcia.org/publications

The TREEWORKER

Written by arborists for field employees, each colorful issue of *The TreeWorker* newsletter gives "How-to" pointers on improving client relations, rigging, safety strategies, crew leadership and diagnostic scenarios. Arborist Quiz and Mr. Safety cartoons also make this monthly publication "must" reading for company owners and field employees alike. *The TreeWorker* is shared and saved for future reference – creating longevity and greater impact for your ad dollars. Advertising is strictly limited, so reserve early!

4-COLOR AD – FULL PAGE 7.5 inches wide x 10 inches high

TCIA Associate Members \$448 each issue

Non-Members \$551 each issue

4-COLOR AD – HALF PAGE 7.5 inches wide x 5 inches high

TCIA Associate Members \$309 each issue

Non-Members \$380 each issue

TCI MAGAZINE MAILING LIST

Rent the TCI Magazine list for your next promotion.

– Mailing contact record: \$150 per thousand

– Additional selects available: \$10 per thousand

Call for more information.

To learn more about all of our advertising options and to develop an advertising package that best suits your needs, call Sachin Mohan (516) 625-1613 or email Mohan@tcia.org for a free consultation.

2012 EDITORIAL CALENDAR



Calendar is subject to change. Materials are due seven days after reservation deadline. TCIA is unable to accept cancellations after due dates.

JANUARY Reservation Deadline: 11/30/11
Machinery & Equipment: Trucks, Chippers
Tools & Supplies: Climbing, Rigging
Services: Standards & Compliance
Safety: Electrical Hazards Awareness CEU Quiz

FEBRUARY Reservation Deadline: 1/4/12
Machinery & Equipment: Right-of-Way Equip., Stump Grinders
Tools & Supplies: Soil Amendments, Pest Management
Services: Sustainable Operations/Practices
Safety: Pesticide Safety

GREEN issue: Green-themed ads and content

MARCH Reservation Deadline: 2/1/12
Machinery & Equipment: Log Loaders/Skid steers
Tools & Supplies: Chain Saws, Hazard Tree Assessment
Services: Fleet Management
Safety: Crane Best Practices, CEU Quiz

Special Regional Section: Northeast

APRIL Reservation Deadline: 2/29/12
Machinery & Equipment: Aerial Lifts
Tools & Supplies: Ropes, Pest Management
Services: Leasing & Financing
Safety: Chipper & Ground Operations Safety

TCI Equipment Locator – Spring Guide to New & Used Equipment

MAY Reservation Deadline: 3/28/12
Machinery & Equipment: Wood Processing/Biofuel/Mulch
Tools & Supplies: Sprayers, Tree Planting
Services: Insurance
Safety: Hazard Tree Assessment, CEU Quiz

Special Regional Focus Section: West, Mountain and Pacific

JUNE Reservation Deadline: 4/25/12
Machinery & Equipment: Cranes, Attachments/Grapples
Tools & Supplies: Biological Herbicides/Pesticides
Services: Consulting
Safety: Climbing Safety

JULY Reservation Deadline: 5/30/12
Machinery & Equipment: Stump Grinders
Tools & Supplies: Pruners and Handsaws
Services: New Technology
Safety: First Aid, CEU Quiz
Special Supplement: Summer Buyers' Guide

AUGUST Reservation Deadline: 6/27/12
Machinery & Equipment: Right-of-Way, Snow Removal
Tools & Supplies: Pest Management, Storm Response
Services: Tree Appraisal
Safety: Ergonomics

Special Regional Focus Section: Midwest

Bonus Circulation: ISA Conference

SEPTEMBER Reservation Deadline: 8/1/12
Machinery & Equipment: Trucks, Chippers
Tools & Supplies: Fertilization
Services: Maintenance & Repair
Safety: Aerial Lift Safety, CEU Quiz
TCI Equipment Locator – Fall Guide to New & Used Equipment

OCTOBER Reservation Deadline: 8/29/12
Machinery & Equipment: Firewood Equipment, Cranes
Tools & Supplies: PPE
Services: New Technology
Safety: Chain Saw Safety

Pre-show issue: TCI EXPO 2012

NOVEMBER Reservation Deadline: 10/3/12
Machinery & Equipment: Aerial Equipment – Mini-Lifts
Tools & Supplies: Ropes, Cabling & Bracing
Services: Consulting, Fleet Management
Safety: Site Set-up, CEU Quiz

Bonus Circulation: TCI EXPO 2012 – Baltimore, Nov. 8-10

Special Regional Focus Section: Mid-Atlantic

DECEMBER Reservation Deadline: 10/31/12
Machinery & Equipment: Wood Processing/Biofuel/Mulch
Tools & Supplies: Climbing Gear
Services: Software Tools
Safety: Driving Safety

Special Supplement: Winter Buyers' Guide

Good tweet:

@WVUForestry : I love to share the articles with our students, faculty and alumni

Call Sachin Mohan at (516) 625-1613
or email Mohan@tcia.org
to reserve your ad today!

AD SPECIFICATIONS



Description	WIDTH/HEIGHT inches decimal equivalent	WIDTH/HEIGHT in inches standard measure
Full page (Trim Size)	8.125 x 10.875	8-1/8 x 10-7/8
Full Page (Live Area)	7.50 x 10.00	7-1/2 x 10
2/3 Page	4.875 x 10.00	4-7/8 x 10
Half-Page Island	4.875 x 7.50	4-7/8 x 7-1/2
Half-Page Horizontal	7.50 x 4.875	7-1/2 x 4-7/8
Third-Page Vertical	2.25 x 10.00	2-1/4 x 10
Third-Page Horizontal	4.875 x 4.875	4-7/8 x 4-7/8
Quarter-Page Vertical	2.25 x 7.50	2-1/4 x 7-1/2
Quarter-Page Horizontal	4.875 x 3.625	4-7/8 x 3-5/8
Sixth-Page Vertical	2.25 x 4.875	2-1/4 x 4-7/8
Sixth-Page Horizontal	4.875 x 2.50	4-7/8 x 2-1/2
Two Page Spread (Trim Size)	16.25 x 10.875	16-1/4 x 10-7/8
Two Page Spread (Live Area)	15.625 x 10.00	15-5/8 x 10
*Full-Page Bleed	Add .125 to Trim Size	Add 1/8 to Trim Size

PC format digital ads required!

Preferred file types are as follows:
PDF, TIFF or EPS.
Color ads must be in CMYK format.

We accept ads on CD, uploaded to our FTP site or via email
Sue@tcia.org.
Call **1-800-733-2622** for information.

To ensure font accuracy, please convert all text to outlines before sending.

SAFE DEPICTIONS OF TREE WORK All ads are required to comply with Z133 Safety Standards (copy available upon request).

The Tree Care Industry Association (TCIA) is proud of the long-term partnership we have with our advertisers, and we appreciate your business. Your advertising dollars allow us to put out the best magazine in the tree care industry – bar none.

Our readership includes the industry's most professional and well-respected arborists and safety professionals. Together we strive to make our profession one of higher standards and clear safety initiatives.

TCIA seeks to lead the industry by encouraging tree care businesses and their employees to follow proper and safe standards and practices. We want your help in being vigilant about safety.

As the saying goes, "a picture is worth a thousand words." In this spirit, TCIA maintains a standard of, at a minimum, prohibiting any image in either editorial or advertising copy that appears to depict improper or unsafe practices according to OSHA requirements as well as the industry's ANSI Z133 standard for safe work practices.

We have a list of some of the most common errors in ads submitted for publication. We will be glad to provide this list to any advertiser, along with a copy of the Z133 safety standard upon request. We are happy to review in advance any images you are considering using in ad materials for *TCI Magazine*, *The TreeWorker* or other TCIA publications. Our goal is to partner with you to improve safety in the industry.

WE KNOW WHY PRINT MEDIA IS SO AWESOME, DO YOU?

If you've been running a regular advertising program in trade publications, you've probably noticed that inquiry counts from your ads have fallen off markedly. An ad that would have pulled 40 to 50 reader service inquiries seven or eight years ago may now produce only 10 to 12. The trend is so pronounced that some publications have done away with their reader service cards, while others are looking to mollify advertisers with Web-based promotions. With advertising rates increasing and inquiries declining, many advertisers are asking themselves,

"Why should we continue to advertise in trade publications?"

It seems that over the last 10 years, in their desire for measurable results, many advertisers have focused exclusively on inquiries – more accurately, reader service card inquiries. These inquiries are easily counted and provide the basis for simple metrics such as cost per inquiry and inquiries per sale. Interestingly, these same advertisers have, in many cases, done an extremely poor job when it comes to capturing, recording, and analyzing the names of people who respond through faster channels such as Web visits, toll-free numbers or email. Since recent studies show that up to 70% of publication readers now use these more immediate response methods, advertisers who consider only reader service inquiries may be making important promotional decisions based on incomplete information.

So, given this significant drop in reader service inquiries, does advertising in trade publications still make sense? Absolutely! Trade publication advertising yields significant benefits beyond inquiries; it builds awareness of your company and products,

which in turn leads to credibility for your salespeople. And, while harder to measure than inquiries, these "intangibles" can still be gauged through brand awareness/brand preference and benchmark studies.

Choosing well-known, established brands not only reduces these anxieties for buyers, it also makes it much easier for them to get purchase approvals from upper management. So, regardless of whether prospects find you in the pages of trade publications, in directories, or on the Web, your company will have a better chance of being considered and your products of being chosen if your brand is well known. And, according to every study we've seen, trade publication advertising is still one of the best means available for building this sort of brand recognition.

Reprinted from Norris & Company www.norrisco.com/literature/adv4.pdf

Feelin' the love:

Bandit recognizes the efforts that the TCIA has put into creating one of the best resource magazines for 21st century arborists. We proudly support the research and development they've invested in their magazine, and we align ourselves with the same core values and high standards of quality and excellence that they extend to their readers. For these and many more reasons, Bandit is excited to partner with the TCIA through our advertising and sponsorships.

**Paula Balhorn, Advertising Coordinator
Bandit Industries, Remus, MI**

According to Freeport press (Q2 2011 newsletter)

The state of magazines is sticky, 43 minutes per issue sticky.

Media continues to proliferate. Attention spans continue to shrink. And free content is available everywhere, from the Internet to the insides of elevators.

Why then are 93% of American adults still so attached to magazines? Why do so many people, young and old, spend so much time with a medium that's paper and ink, a medium you actually have to pay for in order to read?

In a word, engagement. Reading a magazine remains a uniquely intimate and immersive experience. Not only is magazine readership up, readers spend an average of 43 minutes per issue.

Further, those 43 minutes of attention are typically **undivided**. Among all media – digital or analog – magazine readers are least likely to engage in another activity while reading. (Advertisers, take note.)

Stickiness. Another demonstration of the power of magazines.