

TREE CARE INDUSTRY

M A G A Z I N E

More **READERS**
More **DECISION MAKERS**
More **CREDIBILITY**
More **SALES**



2010 Media Planner

WHAT WE OFFER

Tree Care Industry Magazine. Simply the best all-around publication available on caring for trees, shrubs and other woody plants. With more readers, more owners and more credibility, you can be certain to reach your target market.

Have equipment to sell? **TCI classifieds** are a cost effective way to put your products in the magazine and online each month.



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. *TreeWorker* is shared and saved for future reference – creating longevity and greater impact for your ad dollars. Advertising is strictly limited, so reserve early!



Four times a year *TCI Magazine* publishes **Specialized Supplements**. In the spring (April) and fall (September), **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.

From aerial lifts to wood processors, the **TCI Buyers' Guide** lists the products and services that support the arboriculture industry. Published twice a year, in July and December, the supplements stay on owners' shelves all year round.



Professionals or consumers, you make the call. Place your banner ads on one of TCIA's two Web sites with heavy traffic from two distinct audiences. TCIA's official site, **www.tcia.org**, is the industry's home. More than 11,000 professionals visit each month for news, safety articles, training and events information and more. These are 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.



And, our all new...
...Digital Edition
of TCI Magazine



NEW FOR 2010 – TCI Magazine Digital Edition

This is what you've been waiting for – MEASURABLE RESULTS!

For ads in *TCI Magazine's* Digital Edition, we can report how many visitors viewed your ad page, how many clicked on your ad or through to your own site, and more. We can also provide demographic information on these potential buyers. All *TCI* print ads are automatically digitized for the online version – FREE of charge. AND, we now offer print advertisers the following digital enhancements to further the impact of your ad in our Digital Edition.

Digital Enhancement Options & Introductory Rates

Interactive Index to Advertisers: **FREE**

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

Basic Hyperlink: **FREE**

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

Multiple Links: **\$25**

to various locations on your site or sites for \$25 each.

Hyperlink ANIMATION upgrade: **\$100**

Advertisements are more attractive with Flash animation! Purchase one of our hyperlink upgrades to draw readers' attention to your ad and bring potential customers to your site:

- **Pulsate:** flashes your ad or link
- **Frame:** zooms in on your ad or link when the reader's mouse passes over it.
- **Fade:** fades your ad or link from white to visible when the reader's mouse passes over it.

VIDEO/AUDIO Files Upgrade: **\$200**

Generate greater awareness of a product, service or promotion and provide additional information at the point of contact in *TCI's* Digital Edition by embedding video or sound into your ad online. You can demo your product or service right there on the page! Upgrades any print ad.

DIGITAL EDITION BRANDING: **\$500**

With *TCI* Digital Edition Branding, yours will 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. Upgrades a full-page color print ad.

eTOOLBAR BRANDING: **\$750**

eToolbar Branding puts your company logo at the top of the screen throughout one Digital Edition for a full year. With one exclusive eToolbar logo per online issue, your logo – linked to your Web site – will remain at the top of the screen, where it will be visible on every page of that issue. This offer upgrades a print ad of any size or coloration.

ARCHIVE BRANDING: **\$1,000**

Archive Branding combines the Digital Edition and the eToolbar Branding offers, but is for an entire year (12 months) of back issues. It is 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.



Check out *TCI Magazine's* Digital Edition at www.tcia.org

Or, for more information, contact Sachin Mohan via mohan@tcia.org or (516) 625-1613

Why Should You Consider Print Advertising?

Why advertise in *TCI Magazine*?

First and foremost, *TCI Magazine* provides the industry with informative articles focusing on the science, equipment, services and best practices used in commercial tree care. TCI has the highest circulation for audited publications in the industry: 27,247 (BPA International, June 2009). **More readers, more owners, more credibility.** We are the official publication of the Tree Care Industry Association. An astounding 96 percent of readers use *TCI* as a resource and/or reference while purchasing tree care related products and services. More than 80 percent of readers are decision-makers or have a strong influence in making final purchasing decisions.

Strong indicators point to economic recovery

Financial executives across the country believe that the recession is fading, and a period of recovery is in the process of beginning, according to the results of the Survey of Business Conditions, conducted by Tatum, LLC. Nearly 300 chief financial officers and other executives participated in that survey, which identifies key strengths and weaknesses in business conditions for U.S. organizations. In the survey, executives reported rising capital expenditure commitments, rising backlogs that suggest inventory liquidations are ending and an improvement in the availability of capital. The Tatum Index of Business Conditions has been rising steadily, and by Fall 2009 had reached a level not seen since Spring 2008. Though the recession isn't over, CFOs are confident that the tough decisions made in the last year will help them emerge stronger and more profitable. Now is the time for all businesses, whether or not they were severely affected by the downturn, to take advantage of this opportunity to rethink strategic budgeting and planning processes to prepare for a gradual recovery.

Why print advertising works

A McGraw-Hill Research study showed that between 1980-1985 business-to-business companies that maintained or increased advertising spending during the 1981-1982 recession experienced higher sales growth, both during the recession and the three years that followed. In fact, by 1985, companies that continued aggressive advertising saw a 256 percent increase in sales. Another advertising agency that tracked sales from several recessionary periods showed that during and after the recessions of 1949, 1954, 1958 and 1961, companies that cut back on advertising saw sales and profits drop. After the slowdowns had ended, those who cut ad budgets during the recession continued to fall behind other companies who had maintained the same level of advertising during those times.

More reasons to maintain advertising during slow times:

- ▶ The competition may be cutting back, which puts your company's products and services in the spotlight
- ▶ It costs more to rebuild branding lost during downturns than to maintain it during those tough times
- ▶ Your company is identified with strength, security and reliability, establishing you as a leader in the market

Print advertising sells

Yes, the Internet provides an additional avenue for advertising – and a good one, which is why we are excited to also now offer *TCI Magazine* in a digital format. But print advertising still sells. A December 2008 study by communications firm MS&L and Ipsos Public Affairs found that 84 percent of “digital influencers (people who gather and share information online) go online to find out more about a product or topic after first reading about it in magazines or newspapers. And, print advertising has shelf life – being shared with peers and co-workers!

WHO WE ARE

The **Tree Care Industry Association** is a trusted information provider, advocate, educator and industry catalyst for professionalism. We are consultants, safety trainers, compliance specialists, researchers and work-in-the-field arborists. We foster cooperation, fight unfair practices and demand the highest standards of professionalism, worker safety and business conduct.

Our role as ally to thousands of commercial tree care businesses cannot be matched by less integrated, more profit-driven corporate media establishments. It is the intimate nature of our relationship with our membership – our position of unbiased leadership – that presents a unique and powerful opportunity for product and service suppliers to reach a highly qualified, narrowly targeted sphere of top-level decision makers.



Advertisers and marketers working for reputable companies that offer solid products and valued services can benefit from the forum that the Tree Care Industry Association has cultivated for more than 70 years.

You will surely find opportunities to bring your products and services to market in one or all of TCIA's highly authoritative formats. Whether you choose print and digital advertising in *Tree Care Industry Magazine*, Web-based advertising on tcia.org and treecaretips.org, by exhibiting at our industry-leading trade show, **TCI EXPO**, or with marketing opportunities through our **Partners Advancing Commercial Treecare (PACT)** initiative, you will gain outstanding reach and preferred entrance into a highly motivated, uniquely qualified segment of the tree care industry. Explore all the advertising, marketing and PR opportunities that TCIA has to offer.



For reservations or more information call:
Sachin Mohan at (516) 625-1613 or e-mail Mohan@tcia.org.

TCI Magazine Publication Ad Rates

Same rates held over from 2009!

TCI Magazine - General Rate Black & White

Number of Insertions

| Size | 1X | 3X | 6X | 12X |
|-----------------|--------|--------|--------|--------|
| Full Page | \$2599 | \$2526 | \$2435 | \$2141 |
| 2/3 Page | \$2243 | \$2170 | \$2120 | \$1997 |
| 1/2 Page Island | \$1973 | \$1902 | \$1849 | \$1758 |
| 1/2 Page | \$1702 | \$1633 | \$1578 | \$1517 |
| 1/3 Page | \$1270 | \$1222 | \$1182 | \$1087 |
| 1/4 Page | \$892 | \$867 | \$838 | \$797 |
| 1/6 Page | \$747 | \$721 | \$707 | \$659 |

| | | |
|----------------------------|-------------------|---------------|
| Additional Charges: | First Page | Spread |
| 4-Color | \$1,109 | \$1,696 |

Preferred Cover Positions (4-Color)

Inside Front, Inside Back & Back Cover (available on first come, first served basis by written request).

| 1X | 3X | 6X | 12X |
|---------|---------|---------|---------|
| \$4,934 | \$4,857 | \$4,768 | \$4,474 |

TCI Equipment Locator

| Size | Black & White | | 4-Color | |
|---------------|-----------------------|--------|-----------------------|--------|
| | One Issue/Both Issues | | One Issue/Both Issues | |
| 2-Page Spread | \$1617 | \$1502 | \$2023 | \$1878 |
| Full Page | \$833 | \$761 | \$1040 | \$954 |
| 2/3 Page | \$717 | \$658 | \$896 | \$824 |
| 1/2 Page | \$543 | \$498 | \$679 | \$622 |
| 1/3 Page | \$411 | \$376 | \$514 | \$472 |
| 1/4 Page | \$283 | \$261 | \$353 | \$324 |

Preferred Cover Positions (4-Color)

| | | |
|---------------------|----------------------|--------------------|
| Outside Back | Insided Front | Inside Back |
| \$1,271 | \$1,155 | \$1,098 |

TCI Digital Edition - *New for 2010*

Print ad enhancements:

| | |
|--|-------------|
| Interactive Index to Advertisers | FREE |
| Basic Hyperlink | FREE |
| Multiple Hyperlinks | \$25 each |
| Hyperlink Animation | \$100 |
| Video/Audio Files | \$200 |
| Digital Edition Branding | \$500 |
| eToolbar Branding | \$750 |
| Archive Branding | \$1000 |

Buyers' Guide: Summer/Winter

4-Color Insert Image & Text

| | |
|-------------------|-------|
| Associate Members | \$665 |
| Non-Members | \$782 |

Alphabetical Listing

| | |
|-------------------|-------------|
| Associate Members | FREE |
| Non-Members | \$88 |

Marketing Message (4 line minimum)

| | |
|-------------------|---------------|
| Associate Members | \$13 per line |
| Non-Members | \$17 per line |

TCI or Treecaretips.org Web Banner

| | |
|--------------------|-----------------|
| 3 Month Commitment | \$150 per month |
| 1 Month Commitment | \$180 per month |

Classified Advertising:

As low as \$60 per ad. Call for pricing.

TreeWorker

| | TCIA Member | Non-Member |
|-----------|-------------|------------|
| Full Page | \$422 | \$519 |
| Half Page | \$293 | \$358 |



TCI is unable to accept cancellations received after closing date.

Optimum sales generating issues include the annual July & December Buyers' Guides and spring & fall Equipment Locator.

Special ink jet messaging, folds, inserts, spreads and other promotions are available, call for pricing.

15% discount off pricing if ready-to-print artwork is submitted. (Excludes Buyers' Guide pricing).

All ads are required to comply with the Z133 Safety Standard (copy available upon request).



TREE CARE INDUSTRY MAGAZINE

TREE CARE INDUSTRY (TCI) MAGAZINE

2010 Editorial Calendar

(Additional editorial included in each issue. Article focus and timing are subject to change.)

January

Machinery & Equipment: *Trucks, Chippers*
Tools & Supplies: *Climbing/Rigging*
Services: *Standards & Compliance*
Safety: *Electrical Hazards Awareness*

Deadline: 11/25/09

February

Machinery & Equipment: *Right-of-Way Equip., Stump Grinders*
Tools & Supplies: *Soil Amendments, Pest Management*
Services: *Green Operations*
Safety: *Crane Best Practices*
GREEN issue: Give your ad a green theme

Deadline: 12/30/09

March

Machinery & Equipment: *Log Loaders/Skid steers*
Tools & Supplies: *Chain Saws*
Services: *Arboriculture & Urban Forestry*
Degree Programs
Safety: *Chipper & Ground Operations Safety*

Deadline: 1/27/10

April

Machinery & Equipment: *Aerial Equipment*
Tools & Supplies: *Ropes, Pest Management*
Services: *Leasing & Financing*
Safety: *Hazard Tree Safety Assessment*
TCI Equipment Locator - Spring Guide to Used Equipment*

Deadline: 2/24/10

May

Machinery & Equipment: *Recycling Equipment*
Tools & Supplies: *Sprayers, Tree Planting*
Services: *Insurance*
Safety: *Climbing Safety*

Deadline: 3/24/10

June

Machinery & Equipment: *Cranes, Attachments*
Tools & Supplies: *Lightning Protection*
Services: *Arboriculture: Certificate & Non-degree Training Programs*
Safety: *Ergonomics*

Deadline: 4/21/10

July

Machinery & Equipment: *Stump Grinders*
Tools & Supplies: *Manual Pruners, Preparing Storm Response*
Safety: *Heat Stress/First Aid*
Special Supplement: Summer Buyers' Guide*

Deadline: 5/26/10

August

Machinery & Equipment: *Right-of-Way, Material Handling*
Tools & Supplies: *Pest Management*
Services: *Tree Appraisal*
Safety: *Pesticide Safety*
Bonus Circulation: ISA Conference

Deadline: 6/23/10

September

Machinery & Equipment: *Trucks, Chippers*
Tools & Supplies: *Fertilization*
Services: *Maintenance & Repair*
Safety: *Aerial Lift Safety*
TCI Equipment Locator - Fall Guide to Used Equipment*

Deadline: 7/28/10

October

Machinery & Equipment: *Firewood Equipment, Snow Removal*
Tools & Supplies: *PPE*
Services: *New Technology*
Safety: *Chain Saw Safety*

Deadline: 8/25/10

November

Machinery & Equipment: *Aerial Equipment – Mini-lifts*
Tools & Supplies: *Ropes, Cabling & Bracing*
Services: *Consultants*
Safety: *Site Set-up*
Bonus Circulation: TCI EXPO 2010 – Pittsburgh, Nov. 11-13

Deadline: 9/29/10

December

Machinery & Equipment: *Wood Processing*
Tools & Supplies: *Climbing Gear*
Safety: *Driving Safety*
Special Supplement: Winter Buyers' Guide*

Deadline: 10/27/10

* TCI Equipment Locator and Buyers' Guides deadlines are 7 days prior to magazine deadlines listed above.

**Deadlines listed are for Space Reservations; Material deadlines are 7 days after Space Reservation deadlines.
For Reservations or more information, call: Sachin Mohan at (516) 625-1613 or e-mail Mohan@tcia.org**