

# THE ARBORICULTURAL Consultant

## Rate Card

Every quarter, more than 600 Consulting Arborists read *The Arboricultural Consultant*. Each issue features articles on topics ranging from the latest industry trends to business management issues.

“I read *The Arboricultural Consultant* from cover to cover because it keeps me current!”

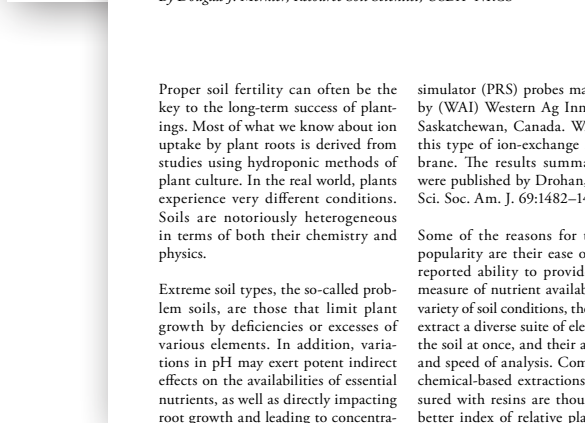
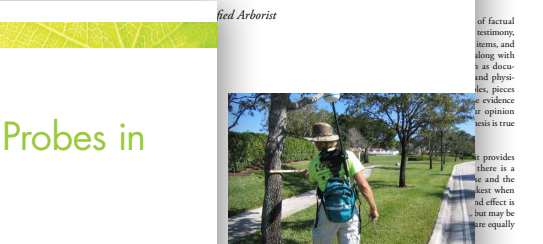
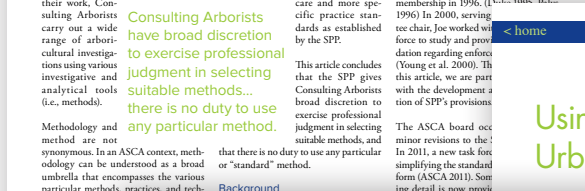
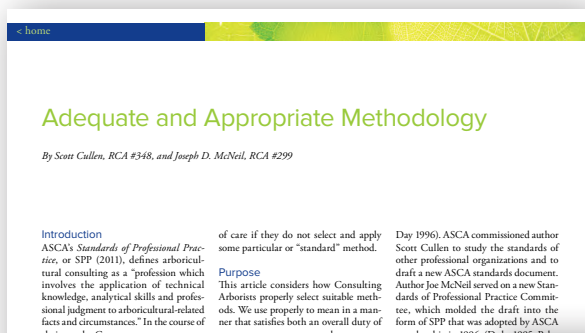


Figure 2. PRS probes in place on the Virgin River floodplain, in the soil profile.



Anion probes (orange) have a positively charged membrane to simultaneously attract and adsorb all negatively charged anions, such as nitrate (NO<sub>3</sub><sup>-</sup>), phosphate (H<sub>2</sub>PO<sub>4</sub><sup>-</sup>, HPO<sub>4</sub><sup>2-</sup>), and sulfate (SO<sub>4</sub><sup>2-</sup>).

### Ad Sizes, Rates and Closing Dates

| Ad             | Dimensions |   | Members |          | Non-members |          | Issue                   | Closing Dates     |                  |                         |
|----------------|------------|---|---------|----------|-------------|----------|-------------------------|-------------------|------------------|-------------------------|
|                |            |   | 1 Issue | 4 Issues | 1 Issue     | 4 Issues |                         | Space Reservation | Payment/ Artwork | Electronic Distribution |
| Full Page      | 8.5 x 11"  |  | \$145   | \$505    | \$270       | \$930    | 1 <sup>st</sup> quarter | 1/3               | 1/15             | 2/15                    |
| 1/2 Horizontal | 7.5 x 4.5" |  | \$95    | \$335    | \$170       | \$590    | 2 <sup>nd</sup> quarter | 4/1               | 4/15             | 5/15                    |
| 1/2 Vertical   | 3.5 x 10"  |  | \$95    | \$335    | \$170       | \$590    | 3 <sup>rd</sup> quarter | 7/1               | 7/15             | 8/15                    |
| 1/4 Page       | 3.5 x 4.5" |  | \$80    | \$290    | \$140       | \$500    | 4 <sup>th</sup> quarter | 10/1              | 10/15            | 11/15                   |

### Classified Ads

Classified ads are a great way to find new employees or announce business opportunities. Payment must accompany copy. Send your classified ads to the ASCA office by email.

| Number of Words                      | Members | Non-members |
|--------------------------------------|---------|-------------|
| Up to 200 Words                      | \$50    | \$125       |
| Each additional 100 words thereafter | \$25    | \$45        |

### Design Services

ASCA offers in-house design services to help you with your ad design needs. Please call ASCA at (301) 947-0483 for rates. Any ads submitted that do not meet the proper size requirements will be reset, and production charges will be incurred at advertiser's expense.

### Publisher Indemnities

Publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content, and to refuse copy that offends good taste or takes unfair competitive advantage.

### Mechanical Requirements

- Files must be sent via email.
- Acceptable formats are hi-res JPEG and PDF.

### General Information

- Advertising rates are effective October 1 through September 30 of the following year.
- **Payment is due with signed contract and by final closing date for each issue.**
- Signed contract must accompany ad.
- No refunds will be given on advertising payments. If ASCA membership is not renewed, member ad rates will revert to non-member rates.
- When change of copy is not received by final closing date, publisher reserves right to print ad from previous issue.

### Reserve Your Advertising Space Today!

9707 Key West Avenue • Suite 100  
Rockville, MD 20850

T (240) 404-6481  
F (301) 990-9771  
[bbienkowski@mgmtsol.com](mailto:bbienkowski@mgmtsol.com)  
[www.asca-consultants.org](http://www.asca-consultants.org)

## General Information

- Advertising rates are effective October 1 through September 30 of the following year.
- **Payment is due with signed contract and by final closing date for each issue.**
- Signed contract must accompany ad.
- No refunds will be given on advertising payments. If ASCA membership is not renewed, member ad rates will revert to non-member rates.
- When change of copy is not received by final closing date, publisher reserves right to print ad from previous issue.

## Contact Information

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Ad Information

| Ad              | Dimensions | Members                        |                                | Non-members                    |                                |
|-----------------|------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
|                 |            | 1 Issue                        | 4 Issues                       | 1 Issue                        | 4 Issues                       |
| Full Page       | 8.5 x 11"  | <input type="checkbox"/> \$145 | <input type="checkbox"/> \$505 | <input type="checkbox"/> \$270 | <input type="checkbox"/> \$930 |
| Half Horizontal | 7.5 x 4.5" | <input type="checkbox"/> \$95  | <input type="checkbox"/> \$335 | <input type="checkbox"/> \$170 | <input type="checkbox"/> \$590 |
| Half Vertical   | 3.5 x 10"  | <input type="checkbox"/> \$95  | <input type="checkbox"/> \$335 | <input type="checkbox"/> \$170 | <input type="checkbox"/> \$590 |
| Quarter Page    | 3.5 x 4.5" | <input type="checkbox"/> \$80  | <input type="checkbox"/> \$290 | <input type="checkbox"/> \$140 | <input type="checkbox"/> \$500 |

Please indicate in which issue you would like your ad to begin running:  
 1<sup>st</sup> Quarter     2<sup>nd</sup> Quarter     3<sup>rd</sup> Quarter     4<sup>th</sup> Quarter

## Payment Information

We agree that this order is subject to the terms and provisions of the Rate Card. Rates for space do not include production costs.

ASCA Member \_\_\_\_\_  YES     NO

Total Amount Due \_\_\_\_\_ \$

### Method of Payment

Check (*made payable to ASCA*)     MasterCard     VISA

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

### Authorized Signature

### Questions?

Contact Barbara Bienkowski, Exhibits/Sponsorship Manager  
 (240) 404-6481 / [bbienkowski@mgmtsol.com](mailto:bbienkowski@mgmtsol.com)



9707 Key West Avenue • Suite 100  
 Rockville, MD 20850

T: (301) 947-0483

F: (301) 990-9771

E: [asca@mgmtsol.com](mailto:asca@mgmtsol.com)

W: [www.asca-consultants.org](http://www.asca-consultants.org)