

Rate Card 2016



TREE MATTERS – the magazine of the New Zealand Arboricultural Association Inc.

PROFILE

Tree Matters is the official publication of the New Zealand Arboricultural Association (NZ Arb), the key industry organisation that encourages, fosters and educates in all aspects of arboriculture throughout New Zealand.

Tree Matters is the only medium where arboricultural professionals can read about the very latest issues in the management and maintenance of trees in both theory and practice – and in the local context.

Issues that are fundamental to the role of arborists like planting, pruning, structural support, diagnosis and treatment of diseases, insects, or disorders, lightning protection, and tree removal are now vitally relevant and highly topical for professionals working in the broader arboricultural industries. Other information covered includes tree climbing (using ropes, harnesses, and other climbing equipment), health and safety, assessment, legal requirements, and training.

Tree Matters is a unique medium, allowing advertisers a rare opportunity to target all of New Zealand's arboricultural professionals through their preferred channel and in their own language.

KEY FACTS

- The only magazine for private and public sector arborists in New Zealand.
- Tightly controlled circulation to an influential reader base.
- Distribution throughout the country to local bodies (including all major city and town councils), consultants, contractors, suppliers, educational facilities and students.
- A truly unique resource in the arboricultural marketplace.
- 500 plus copies circulated – viewed by thousands!
- Published four times a year – Autumn, Winter, Spring, and Summer.

2016 DATES AND DEADLINES

EDITION	Publication Date (distributed week starting)	Deadline Date for Completed Adverts	Deadline Date for Copy for Advert Designs
Edition 69: Autumn	21 Mar 2016	29 Feb 2016	22 Feb 2016
Edition 70: Winter	20 Jun 2016	30 May 2016	23 May 2016
Edition 71: Spring	19 Sep 2016	22 Aug 2016	15 Aug 2016
Edition 72: Summer	19 Dec 2016	28 Nov 2016	21 Nov 2016

ADVERTISING OPTIONS

Tree Matters offers a diverse range of advertising options, from full-colour, black and white (B&W), and classified advertisements. A discount for a series of ads over a number of magazines (x2, x3, x4) is also available.

Colour options are premium placements normally for the outside and inside back cover, as well as centre double-page spreads (DPS) if requested. For other colour options, please contact us for your specific requirements. Furthermore, there is the option for special sponsorship for select clients on the Cornerstone Sponsor page (inside front cover).

B&W ads are available in three sizes (full-, half-, and quarter-page) for general placement in the main body of the magazine. Alternatively, the 'Business Log' section caters for ads of a classified nature (Situations Vacant, Equipment for Sale, etc.) at a reduced rate, and with further options of a smaller variety (boldface, lightface, business cards, and basic classified ads).

For education providers, wishing to advertise their facilities or curriculum in the 'Tree of Knowledge' section, there are a number of subsidised ad options available.

ADVERTISING RATES

Advert Type		Casual	2 Issues	3 Issues	4 Issues	Spot Colour
Premium Colour	Full Page Back Cover	\$1315	\$1280	\$1250	\$1180	-
	Full Page Inside Back Cover	\$1155	\$1130	\$1095	\$1040	-
	Half Page Inside Back Cover	\$735	\$720	\$700	\$660	-
	Double Page Spread (Centre)	\$2155	\$2100	\$2050	\$1945	-
	Cornerstone Sponsors	Elite or Foundation options available (<i>Special criteria applies</i>)				
Main B&W	Full Page	\$630	\$615	\$600	\$565	\$945
	Half Page	\$395	\$385	\$375	\$350	\$685
	Quarter Page	\$225	\$220	\$215	\$200	\$420
'Business Log' B&W	Full Page	\$580	\$560	\$550	\$520	\$895
	Half Page	\$370	\$355	\$350	\$330	\$630
	Quarter Page	\$205	\$200	\$195	\$185	\$380
	One Eighth Page	\$145	\$140	\$135	\$125	\$280
	Basic Classified	from \$50 (for 20 words, extra words 55c each)				
Educational B&W	Full Page	\$460	\$450	\$4420	\$420	\$895
	Half Page	\$290	\$285	\$280	\$265	\$630
	Quarter Page	\$175	\$170	\$165	\$160	\$380
	Educational adverts will be placed in the 'Tree of Knowledge' section (<i>Educational advertising criteria applies</i>)					

N.B. All rates shown are exclusive of GST.

Advertising material may be accepted after deadlines stated previously, but a 10% Late Fee will apply. Full payment for all adverts is required in the month following invoice date. For any special requirements, please contact the copy editor below.

SPECIAL WEB ADVERT OPTIONS NOW AVAILABLE – email david.kainer@nzarb.org.nz

NZ ARB MEMBER DISCOUNTS

Current fully-paid members of the NZAA (Individual and Sustaining only) qualify for a 5% discount for all adverts (except educational or colour ads).

SPOT COLOUR ADVERTS

Spot Colour advert rates, indicated above, are for one-off placements only. These are colour adverts placed in the body of the black & white sections of the magazine and offer maximum effect, as they 'catch the eye'. For

ADDITIONAL ADVERTISING BENEFITS

Advertisers have the opportunity to contribute products for specific editorial features. Advertorials submitted must be no more than 500 words and 1 or 2 pictures per page booked; if the text is longer we may have to edit it to fit.

DESIGN SERVICES/PRODUCTION CHARGES

Copywriting, digital art and production services are available upon request. Production fees for setting or manipulating written material, digital art work or photography are additional to placement charges. Material sent incomplete, that requires additional work, will incur a design service fee. The minimum charge is \$75.00+GST and an exact cost will be agreed upon with the client before any work commences. Detailed instructions must be provided along with all material.

CONTACT

David Kainer (Copy Editor)

Email: tree.matters@nzarb.org.nz OR treematters@gmail.com

Cellular: (021) 771-898

ADVERT SPECIFICATIONS

All adverts must be supplied in accordance with the following formats. *Tree Matters* cannot accept any responsibility for the reproduction of advertisements or images that do not comply with these specifications. *Tree Matters* flightchecks every supplied file that comes in, but cannot guarantee to pick up all technical errors. Files that are found to be incorrectly supplied will be referred back wherever possible, and the client will be given the opportunity to correct.

CREATING FILES: Print to Postscript file, then supply a PDF using Acrobat v5 or greater, saving as an unflattened v1.4 PDF or above. Ensure that your settings retain transparencies DO NOT create your PDF directly from the application. (e.g. not a PDF exported from Illustrator, PDF library from InDesign, etc).

IMAGE RESOLUTION QUALITY: All artwork (including images used in composition) MUST BE at least 300dpi at 100% scale.

IMAGE COLOUR SETUP: Artwork must be in CMYK colour mode. (NO spot colours and NO RGB colours!) Greyscale must be used for mono output.

FONTS: Fonts must be opentype or postscript type. If truetype fonts are used they MUST BE converted to outline, before PDFing. All fonts must be embedded, including fonts in EPS file. Where fonts cannot be embedded, then the fonts will need to be supplied.

FILE FORMAT: Our preference is for high resolution PDF and tiff files in a PC compatible format. We can also accept, jpg, PSD, Illustrator EPS files. Please do not include layers unless you have arranged for changes to be made to your artwork by our designer. Products such as MS Word, Excel and PowerPoint should not be used to supply adverts, as these programs do not currently support high resolution or 4 colour separated output.

APPLICATIONS: Our designer works with the Adobe Creative Suite – Illustrator, Photoshop, InDesign, Distiller and Acrobat.

SUPPLYING IMAGES: Submitted artwork must be no larger than 10 MegaBytes in size and sent to treematters@gmail.com or tree.matters@nzarb.org.nz

ADVERT DIMENSIONS: The magazine is A4 size and has a trim size of 297 x 210mm. Bleed of 3mm should be added to all adverts, if needed.

The TRIM SIZE is the size to which the printer will cut. There is a margin between the trim size and the type area to ensure that the type area remains inside the page borders.

The BLEED SIZE is larger than the trim size, to ensure that any extra effects (coloured areas, continuation of graphics, etc.) do in fact cover the trim size and reach the edge of the page. The trim area may move slightly whilst on press, but the advertisement will still 'bleed off' the edge of the page.

The TYPE AREA is the space where all information in an advertisement should be contained.

Size	Trim Size	Bleed Size	Type Area
Full Page	297 x 210mm (A4)	303 x 216mm	270 x 185mm
Double Page Spread	297 x 420mm (A3)	303 x 426mm	270 x 390mm
Half Page (Horiz)	n/a	n/a	132 x 185mm
Half Page (Vert)	n/a	n/a	270 x 92mm
Quarter Page (Horiz)	n/a	n/a	63 x 185mm
Quarter Page (Vert)	n/a	n/a	132 x 92mm

Any advert that is outside of these specified sizes will be deemed 'non-standard' and charged at the appropriate rate (relative to the sizes above) that the advert will fit within (e.g. a thin 'quarter' page ad of size 270 x 43mm will equate to half page vertical).

TERMS & CONDITIONS

1. *Tree Matters* will accept no responsibility for material that is received after deadline.
2. *Tree Matters* will accept no responsibility for replacement material received after deadline.
3. All advertisements must be completed in accordance with *Tree Matters* Advert Specifications, unless otherwise pre-arranged.
4. All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
5. The publisher reserves the right to refuse any advertisement.
6. Invoices will be sent immediately upon acceptance/final sign-off of advertisement placement.
7. Charges will apply if bookings are cancelled after deadline.
8. Charges (10% late fee) will apply on advertising material received after deadline.