

TREE & LANDSCAPE EQUIPMENT TRADER™

Media Requirements & Publication Specifications

New Lower Rates for 2010

Your Company Featured Here!
Call Us Today!!!

Effective January 2010

P.O. Box 398, Webster City, IA 50595

Phone: (888) 237-4195 • Fax: (515) 573-3511

Email: adcop@treetrader.com • Website: www.treetrader.com

TREE & LANDSCAPE EQUIPMENT TRADER™

Dear Advertiser,

I would like to take this opportunity to introduce myself. My name is Dayle Frye and I am the Marketing Director for the TREE & LANDSCAPE EQUIPMENT TRADER™. We are a publication marketing the tree care & landscaping industries. As you know, this specialized field has been growing and in recent years, has become more recognized as a professional trade with many young people entering this field as a career. Because this is such a specialized profession, it is important that consumers have a source for the equipment, products, and services that are available in this field. We recognize this, and in order to assist your needs, we make it our goal here to reach those consumers who have a need for the equipment, products, and services in the tree care and landscaping industries.

Our publication is a nationwide monthly publication that has a total mailing list of 34,993 to the arbor industry: 28,821 tree services, 903 equipment dealers (related to the arbor industry), 5,269 other companies including distributors, land clearing, foresters and more. Our mailing list is updated on a monthly basis and is checked against the United States Postal Service National Change of Address. Our publication has become a valuable tool for our subscribers because of the specialized nature of the industry and the difficulty in locating products in this field. We pride ourselves in the ability to be the medium for this specialized field at a price that is affordable. One of the ways that we can accomplish this is to be cost effective. By offering direct advertising to our customers and keeping the cost down, our publication is more affordable to a greater share of the market. In turn, the end user will have a greater selection of equipment & services available to them. By offering direct advertising, we keep our overhead low and that relates directly to savings to our advertisers. This approach benefits the end user as well as the advertiser.

In addition to our nationwide publication, we also offer internet advertising to our customers. Our website, www.treetrader.com, offers another avenue of advertising with arborist equipment and service resources to our customers and to the public. We are constantly striving to provide more resources in a user friendly interface. Our website receives an average monthly hit total of 1,305,565 with an average of 42,115 hits per day.

We, at TREE & LANDSCAPE EQUIPMENT TRADER™, want to be instrumental in the growth of this industry by offering both our publication and website, www.treetrader.com, as well as attending major industrial trade shows. We feel that by carefully targeting those customers that use the products & services, your advertising dollar will be well spent. We care about the industry and believe that bringing together owners, operators, and suppliers will ensure a successful and profitable industry.

Simply Stated: Our mission is to offer a quality publication at a price that is affordable for everyone.

Thanks for your business,
Tree & Landscape Equipment Trader™
Marketing Director
Dayle Frye



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2010 DEADLINE DATES

***All Ad Copy/Ad Changes Must Be In Our Office By The Circled Dates Below**

Deadline dates are for the following month's publication. For example: circled deadline date in January is for the February printed magazine.

JANUARY						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER						
S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Issue Date	Advertising Deadline	Issue Date	Advertising Deadline
January 2010	December 14, 2009	August 2010	July 12, 2010
February 2010	January 11, 2010	September 2010	August 9, 2010
March 2010	February 8, 2010	October 2010	September 13, 2010
April 2010	March 8, 2010	November 2010	October 11, 2010
May 2010	April 12, 2010	November - Grand Slam Issue!	
June 2010	May 10, 2010	December 2010	November 8, 2010
July 2010	June 14, 2010	January 2011	December 13, 2010

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ADVERTISING FILE SPECIFICATIONS

Files are Accepted in the Following Formats:

CD-ROM / DVD-ROM / Email Files (PDF, TIFF & JPEGs Preferred)

Send email ad copy to: adcopy@treetrader.com (Files may be compressed with Winzip or Stuffit if needed)

Files may also be sent to our FTP Server at <ftp.treetrader.com>

Accepted Program Formats:

Adobe Photoshop 10.x / Adobe Illustrator 13.X

Please save all color files in CMYK mode (4 color process) at a resolution of 300 DPI (266 DPI minimum).*

Quark Express Windows Compatible Up To 7.X

Please include all graphic image links & fonts contained in the document by using the "Collect for Output" option in Quark (File / Collect for Output). This will ensure that all links and fonts are packaged with document. Graphics and pictures should be placed in Quark at a minimum of 266 DPI resolution and in CMYK mode for color images.*

Quark Express 7.X Mac

Please include all graphic image links & fonts contained in the document by using the "Collect for Output" option in Quark (File / Collect for Output). This will ensure that all links and fonts are packaged with document. Graphics and pictures should be placed in Quark at a minimum of 266 DPI resolution and in CMYK mode for color images. **Fonts will not always cross-platform and may have to be substituted.***

Adobe InDesign Windows Compatible Up To 5.X

Please include all graphic image links and fonts contained in the document by using the "File / Package" option. Be sure to preflight file before selecting the package option & save all graphic links and fonts. This will ensure that all links and fonts are packaged with document.*

Accepted IBM / Macintosh File Formats:

TIFF

Save or export the entire ad as a TIFF @ 300 DPI resolution (266 DPI minimum). Make sure the ad is cropped to the proper ad size specifications. Tiff file format eliminates cross-platform font issues and the need to substitute fonts.

JPEG

Save or export the entire ad as a JPEG @ 300 DPI resolution (266 DPI minimum). Select the maximum image quality when saving. Make sure the ad is cropped to the proper ad size specifications. JPEG file format eliminates cross-platform font issues and the need to substitute fonts.

PDF

Save or export the entire ad as high resolution PDF with a minimum of 266 DPI.

EPS

Save or export the entire ad as an EPS with 8 bit preview. Make sure the ad is cropped to the proper ad size specifications. EPS file formats will generally remove most cross platform font issues but cannot be guaranteed.

Camera Ready

All camera ready copy should be ready to scan. Original photos should be included if the ad is not true camera ready.

Note: Final image quality will suffer if Xerox or other photo copy, ink jet prints, Polaroids, etc. are sent as camera ready.

***With ALL file formats, we request that you send a hard copy proof to ensure the accuracy of your ad.**

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ADVERTISING SIZE SPECIFICATIONS

Our Finished Publication Size Is: 7 7/8" x 10 3/4"

Live Area: 7 1/8" x 10" (This is the printable area contained on a full page excluding bleeds)

Display Ads:

Front / Back Cover: 7 1/2" X 8 1/2" "Live Area"

Front Cover Bleed: 8 1/8" X 9" Total Ad Size Including Top, Bottom & **Right** Side Bleeds

Back Cover Bleed: 8 1/8" X 9" Total Ad Size Including Top, Bottom & **Left** Side Bleeds

Full Page: 7 1/8" X 10" Live Area

For ads containing bleeds, please add 1/4" to finished publication size (7 7/8" x 10 3/4") on all sides that bleed.

If bleeds are all 4 sides, final ad size will be 8 3/8" X 11 1/4".

Centerfold: 15"x10" Live Area

For ads containing bleeds, please add 1/4" to finished publication size (15 3/4" X 10 3/4") on all sides.

Final ad size will be 16 1/4" X 11 1/4".

Half Page Vertical: 3 15/32" X 10"

Half Page Horizontal: 7 1/8" X 4 29/32"

Quarter Page: 3 15/32" X 4 29/32"

Classified Ads:

9/15th Page: 7 1/8" X 5 15/16" (7.125" x 5.9375")

6/15th Vertical Page: 4 11/16" x 5 15/16" (4.6875" x 5.9375")

6/15th Horizontal Page: . . . 7 1/8" x 3 7/8" (7.125" x 3.875")

5/15th Page: 2 1/4" x 10" (2.25" x 10")

4/15th Vertical Page: 2 1/4" x 7 11/16" (2.25" x 7.6875")

4/15th Square Page: . . . 4 11/16" X 3 7/8" (4.6875" x 3.875")

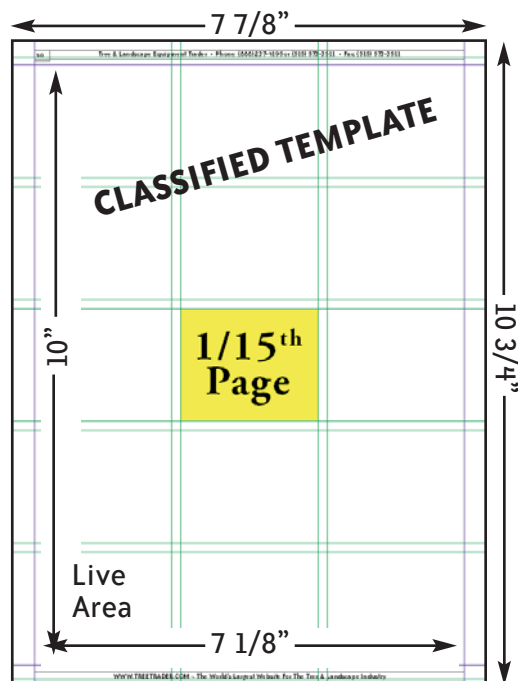
3/15th Vertical Page: 2 1/4" x 5 15/16" (2.25" x 5.9375")

3/15th Horizontal Page: . . . 7 1/8" X 1 7/8" (7.125" x 1.875")

2/15th Vertical Page: 2 1/4" X 3 7/8" (2.25" x 3.875")

2/15th Horizontal Page: 4 11/16" X 1 7/8" (4.6875" x 1.875")

1/15th Page: 2 1/4" X 1 7/8" (2.25" x 1.875")



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2010 ADVERTISING RATES

COLOR CLASSIFIEDS	1 TIME	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
1/15	\$70.74	\$56.59	\$53.05	\$51.99	\$50.22
2/15	\$140.89	\$112.71	\$105.67	\$103.56	\$100.03
3/15	\$210.47	\$168.37	\$157.85	\$154.69	\$149.43
4/15	\$279.46	\$223.57	\$209.60	\$205.41	\$198.42
5/15	\$349.33	\$279.46	\$262.00	\$256.76	\$248.02
6/15	\$419.20	\$335.36	\$314.40	\$308.11	\$297.63
9/15	\$628.79	\$503.03	\$471.59	\$462.16	\$446.44
12/15	\$838.39	\$670.71	\$628.79	\$616.22	\$595.26

COLOR GLOSSY	1 TIME	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
1/4 Page	\$346.47	\$277.18	\$259.86	\$254.66	\$246.00
1/2 Page	\$667.28	\$533.82	\$500.45	\$490.45	\$473.77
Full Page	\$1,231.90	\$985.52	\$923.93	\$905.45	\$874.63
Front Cover	\$3,125.00	N/A	N/A	N/A	N/A
Inside Front	\$1,562.50	\$1,484.38	\$1,406.25	\$1,375.00	\$1,328.13
Inside Back	\$1,406.25	\$1,335.94	\$1,265.63	\$1,237.50	\$1,195.31
Page 3	\$1,523.44	\$1,447.27	\$1,371.09	\$1,340.63	\$1,294.92
Page 4	\$1,390.63	\$1,321.09	\$1,251.56	\$1,223.75	\$1,182.03
Page 5	\$1,367.19	\$1,298.83	\$1,230.47	\$1,203.13	\$1,162.07
Page 6	\$1,328.13	\$1,261.72	\$1,195.31	\$1,168.75	\$1,128.91
Centerfold	\$3,269.53	\$3,106.05	\$2,942.58	\$2,877.19	\$2,779.10
Back Cover	\$2,265.63	\$2,152.34	\$2,039.06	\$1,993.75	\$1,925.78

INTERNET CLASSIFIED ADVERTISING

Internet Ad \$39.95 & up Category listing including photo & description
***FREE internet ad with magazine ad**

COMMERCIAL ADVERTISING

Business Listing \$29.00/Month - Basic business listing incl. hyperlink, & e-mail address
 Banner Ad on www.treetrader.com \$49.00/Month - Banner advertising
 Web Page on treetrader.com \$30.00/Month - First page (\$20.00 Each additional page)
 Web Page Set-up \$65.00/Hour - Banner ad / web design

*Ad prices are subject to change without notice