



ARBORESCENCE

THE OFFICIAL PUBLICATION OF THE MINNESOTA SOCIETY OF ARBORICULTURE

Arborescence is the magazine of the Minnesota Society of Arboriculture (MSA), a non-profit organization dedicated to advancing the practice, science, and technology of tree care. *Arborescence* keeps professionals updated on industry news and events, and relevant research to the region. The magazine has a distribution to more than 500 members and subscribers who are green industry professionals and students.

2024 AD RATES & GUIDELINES

Issue Date	Ad Materials Due
January 2024	December 31, 2023
July 2024	May 31, 2024

Final book size is 8.25"x10.875" Full page bleed size is 8.5 x 11.	Width	Height	Rate
Full page w/bleed	8.5"	11"	\$400
1/2 page (horizontal)	6.9375"	4.8125"	\$250
1/4 page (vertical)	3.4687"	4.8125"	\$150
Business card (3.5" x 2")	3.25"	2"	\$80

FORMAT & DELIVERY

Files must be submitted as print quality PDF, Photoshop jpeg, or Illustrator eps or ai. For best quality, all images should be 300 dpi at the final reproduction size. All ads are in full color.

Files may be sent by email to dtessmer@msa-live.org or can be shared via dropbox, Google Drive, etc.

ORDER INFORMATION

To reserve ad space/for questions, contact Danielle at dtessmer@msa-live.org.

Note: All ads will be invoiced upon issue printing.