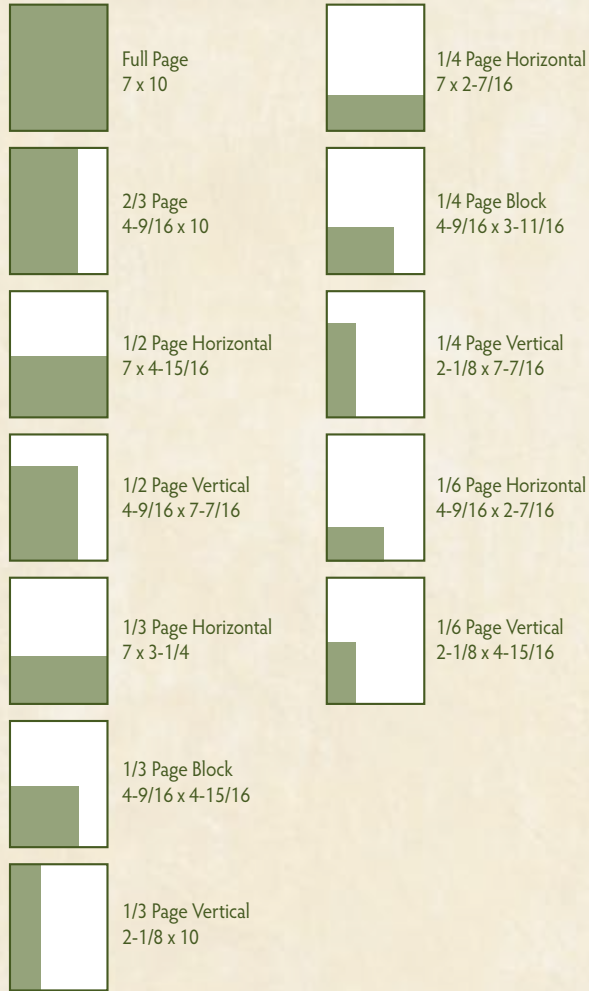


## MECHANICAL REQUIREMENTS:



## FONTS:

Please turn all fonts to paths (outlines) or include all fonts (both printer and screen fonts) that are used in your document. Use only Post Script fonts (no True Type). Substituting fonts for any that are missing can create text flow problems. Remember to change to paths or include any fonts that are used in imported graphics, charts, etc.

## GRAPHICS:

**High resolution PDF, tiff, jpg and EPS file formats preferred.** Graphic files (Photoshop, Illustrator) must be included with the ad files sent. This includes logos, line art, photos and any other imported graphics. If you are importing a grayscale graphic, it also must be saved as a grayscale.

**DISKS:** Please send your ad file and include all of the items listed above on a CD.

**E-MAIL:** If your file is 8 MB or less in total size (including fonts and graphics as explained above), you may e-mail your file to: [design@ostlund.com](mailto:design@ostlund.com). If you need to compress your file, please save them as a sitx or zipped file. Websites such as [hightail.com](http://hightail.com) or [dropbox.com](http://dropbox.com) can be useful for transmitting large files.

## GENERAL INFORMATION:

**COMMISSION AND CASH DISCOUNT** – 15% on space only to recognized agencies if paid within 30 days of invoice date. No commission on color charges. No commission on classified advertising.

**MEMBER RATES** – Members (whose dues are current at invoice date) are entitled to 15% discount on space only. No discount on color charges. Discounted rates are non-commissionable.

**GENERAL RATE POLICY** – Advertising in the Christmas Tree Lookout, Buy-Sell Directory and the Membership Directory may be combined for earned frequency rate. Advertisers will be rebated or short-rated to adjust to actual earned rate based on total space used in 12 months from date of first insertion. In case of new, higher rates, existing contracts will be protected up to 12 months. Cancellations accepted only if received before closing date.

## FILE FORMATS:

**High resolution EPS, Tif and PDF file formats preferred.**

If you are sending an Illustrator file, please send it as an eps with the original file included. Please change all of your fonts to paths (outlines). Fonts cannot be used cross-platform.

IBM or Mac formats are acceptable in Illustrator, InDesign and Photoshop files.

**There will be a production charge for files received in programs other than InDesign, Illustrator, Quark, Photoshop or Acrobat.** Black and white ads will be charged \$15; 2-color ads will be charged \$30; 3-color ads will be charged \$45; 4-color ads will be charged \$60.

## Web Advertising Submission

Please email your final file(s) to [design@ostlund.com](mailto:design@ostlund.com). The click-through URL must be included when the creative is submitted.

## ISSUE AND CLOSING DATES

	■	▲	●
Winter	Dec. 1	Dec. 10	Jan. 15
Summer	Apr. 15	Apr. 25	June 1
Fall	July 15	July 25	Sept. 1
Buy-Sell Directory	Mar. 1	Mar. 10	Apr. 15
Membership Directory	Apr. 15	Apr. 25	June 1

■ Closing date and deadline for ad copy to be set in type. If new material not received prior to publication date, publisher reserves the right to repeat previous ad.

▲ Electronic art due

● Issue Date

CHRISTMAS TREE  
**LOOKOUT**

**BUY-SELL  
DIRECTORY**

**Membership  
Directory**



*Pacific Northwest*  
**Christmas Tree**  
Association

**Kari Puffer, Advertising Manager**

4093 12th Street Cutoff SE • Post Office Box 3366  
Salem, Oregon 97302

Telephone: (503) 364-2942 • FAX: (503) 581-6819  
[kari@ostlund.com](mailto:kari@ostlund.com) • [www.nwchristmastrees.org](http://www.nwchristmastrees.org)

Issue Date: 8/14

**RATE CARD**

*Pacific Northwest*  
**Christmas Tree**  
Association

# CHRISTMAS TREE LOOKOUT

**PUBLISHER'S EDITORIAL PROFILE:** The *Christmas Tree Lookout* is published three times yearly by the Pacific Northwest Christmas Tree Association, representing the largest Christmas tree production area in the U.S. Editorial content is designed to meet the needs of those engaged in growing and marketing of Christmas trees - grower, buyer, seller, retailer and supplier. Articles and columns cover plantation management, culturing techniques and equipment, use of fertilizers, chemicals, harvesting and planting equipment as well as research, marketing, retailing, legislative and environmental concerns.

## ADVERTISING RATES / FREQUENCY DISCOUNTS

BLACK/WHITE RATES:	1x	3x	6x
Back Cover	509	457	412
Inside Front or Back Cover	476	427	387
1 page	414	373	336
2/3 page	296	263	239
1/2 page	233	208	187
1/3 page	158	139	127
1/4 page	130	109	101
1/6 page	90	82	72

## COLOR RATES:

Standard red, blue, green, yellow – per page: 125  
 Other standard or match color – per page: 225  
 3 or 4-color or process color – per page: 300  
 BLEED: 15% extra on space and color

**CIRCULATION & SUBSCRIPTION:** The *Lookout* is circulated free to members and by subscription to employees of members in Oregon and Washington. Non-members in Oregon and Washington residing east of the Cascade Mountains and residents outside those two states may also subscribe. Total - 1,000.

**PAID SUBSCRIPTIONS:** \$25 per year. Additional postage for Canada, Mexico and Hawaii - \$5 per year. Other countries add \$15 per year for postage.

## CLASSIFIED RATES:

No discount and non-commissionable. Payable in advance.  
 Per insertion of 50 words or less: \$25  
 Over 50 word limit, per word: \$.50  
 Deadline: 1st of month preceding issue date

# BUY-SELL DIRECTORY

**PUBLISHER'S EDITORIAL PROFILE:** The Pacific Northwest Christmas Tree Association *Buy-Sell Directory* is published annually in April. It contains an extensive directory of sellers with trees available by species. Each listing is complete with address, telephone number and geographical location. Also listed for sale are specialty items such as wreaths, garlands, boughs, swags and live container-grown trees. Buyers are listed separately with trees to be purchased by species. Special sections list nurseries and truckers. Included is information on keeping trees fresh on the retail lot.

## ADVERTISING RATES / FREQUENCY DISCOUNTS

BLACK/WHITE RATES:	1x	3x	6x
Back Cover	647	584	524
Inside Front or Back Cover	604	544	489
1 page	526	476	427
2/3 page	377	338	305
1/2 page	296	263	238
1/3 page	198	175	164
1/4 page	163	142	127
1/6 page	112	102	92

## COLOR RATES:

Standard red, blue, green, yellow - per page: 125  
 Other standard or match color - per page: 225  
 3 or 4-color or process color - per page: 300

**BLEED:** 15% extra on space and color

**CIRCULATION:** The *Buy-Sell Directory* is circulated to members and, on request, to wholesale and retail buyers of Christmas trees, greens and allied products. Total - 4,000. The *Buy-Sell Directory* is also posted on the [nwtrees.com](http://nwtrees.com) website.

\* Placement of advertising in the *Buy-Sell Directory* counts towards frequency discounts in both the *Christmas Tree Lookout* and the *Membership Directory*.

# nwchristmastrees.org WEBSITE BANNER ADVERTISING

## WHOLESALE SEARCH

Top Banner	
1/3 banner ad (273 x 104 pixels)	600
2/3 banner ad (564 x 104 pixels)	1,100
Full banner ad (855 x 104 pixels)	1,500

## CHOOSE & CUT/RETAIL LOT SEARCH

Top Banner	
1/2 banner ad (237 x 132 pixels)	400
<b>Side Bar</b> ( <i>Below Map</i> )	
Small Rectangle (131 x 63 pixels)	100
Rectangle (266 x 130 pixels)	200

## PNWCTA MEMBER LISTING SEARCH

Side Bar	
Rectangle (266 x 130 pixels)	200
Square (266 x 260 pixels)	400

*Advertiser can choose search specific (nursery) or run of site.*

## CONTENT PAGES - RUN OF SITE

Side Bar	
Rectangle (266 x 130 pixels)	200
Square (266 x 260 pixels)	400

## MEMBERS ONLY AREA

Link to Incentives (printable coupons, etc.)  
 Inquire for more information.

## BANNER ADS - VALUE ADDED

Advertisers who contract a minimum of \$300 for print advertising in a 12-month period will receive run of site ads as a value added benefit.

**Terms:** Ads on the Association website will run for 12 consecutive months, there is no prorating. All ads should be reserved by insertion order, just as with print advertising. Advertising content is subject to publisher approval. Invoices and screenshots will be sent following ad posting. Payment is due 30 days from invoice date. The publisher's liability for any error will not exceed the cost of the prorated space. Files that do not meet specs will need to be re-submitted by advertiser. Based on demand, multiple ads may rotate in the same location. Statistics (impressions and click-through rates) are available upon request at the completion of the campaign.

# Membership Directory

The *Membership Directory* is issued June 1 for members and employees of members. Circulation - 1,100. Only full page ad units will be sold and color is not available. Ad dimensions are 4-13/16" x 7-3/4".

## ADVERTISING RATES / FREQUENCY DISCOUNTS

BLACK/WHITE RATES:	1x	3x	6x
Inside Front or Inside Back Covers	315	284	255
Center Double-truck	368	331	298
Inside Full Page	210	189	170

\* Placement of advertising in the *Membership Directory* counts towards frequency discounts in both the *Christmas Tree Lookout* and the *Buy-Sell Directory*.



*Advertiser assumes full liability for their advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement.*