

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, TIF, 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.

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.



CHRISTMAS TREE LOOKOUT

Buy-Sell Directory

ISSUE AND CLOSING DATES

	■	▲	●
Winter Lookout	Dec 8	Dec 15	Jan 31
Summer Lookout <i>(Includes Membership Directory)</i>	Jun 15	Jun 15	Jul 31
Buy-Sell Directory	Mar 15	Mar 15	May 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



PO Box 7245 • Salem, OR 97303
Telephone: (503) 364-2942
www.pnwcta.org

Advertising Contact
Brandy Sweet
(503) 364-2942
info@pnwcta.org



RATE CARD

CHRISTMAS TREE LOOKOUT

BUY-SELL DIRECTORY

PUBLISHER'S EDITORIAL PROFILE: The Christmas Tree Lookout is published biannually 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 the 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 / MEMBER (M)/NONMEMBER (NM)

BLACK/WHITE RATES:	M	NM
Back Cover	457	525
Inside Front or Back Cover	427	491
1 page	317	373
2/3 page	224	263
1/2 page	177	208
1/3 page	118	139
1/4 page	93	109
1/6 page	70	82

COLOR RATES:

3 or 4-color or process color – per page: 300

BLEED: 15% extra on space and color

CIRCULATION & SUBSCRIPTION: The Lookout is circulated by subscription. PNWCTA members receive a copy at no charge.
Total - 600.

PAID SUBSCRIPTIONS: \$25 per year. Additional postage for Canada, Mexico and Hawaii - \$35 per year.

CLASSIFIED RATES:

No discount and non-commissionable. Payable in advance.
\$25 per insertion of 50 words or less.
50 cents per additional word over the 50 word limit
Deadline: 15 days prior to issue date

PUBLISHER'S EDITORIAL PROFILE: The Pacific Northwest Christmas Tree Association's Buy-Sell Directory is published annually in May. 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.

ADVERTISING RATES / MEMBER (M) /NONMEMBER (NM)

BLACK/WHITE RATES:

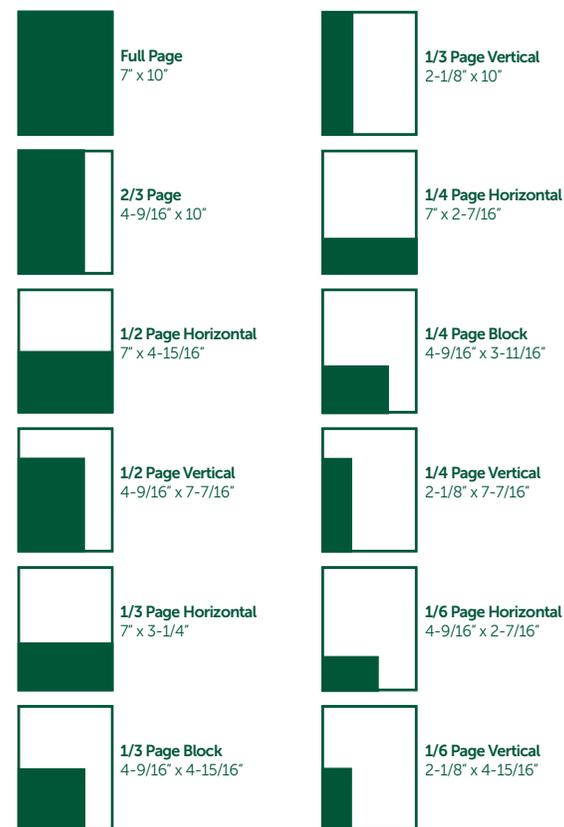
	M	NM
Back Cover	496	584
Inside Front or Back Cover	462	544
1 page	405	476
2/3 page	287	338
1/2 page	224	263
1/3 page	149	175
1/4 page	121	142
1/6 page	88	102

COLOR RATES:

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 - 1,500. The Buy-Sell Directory is also posted at PNWCTA.org.



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

GENERAL RATE POLICY – In case of new, higher rates, existing contracts will be protected up to 12 months. Cancellations accepted only if received before closing date.

E-MAIL: If your file is 8MB or less in total size (including font and graphics as explained above), you may e-mail your file to: info@pnwcta.org. If you need to compress your file, please save them as a zipped file. Websites such as hightail.com or dropbox.com can be useful for transmitting large files.