



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 – Advertising in the Christmas Tree Lookout and Buy-Sell 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 the 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.

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: hickman@pacwestcom.com. 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.

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.

Web Advertising Submission

E-mail final file(s) to hickman@pacwestcom.com. The clickthrough URL must be included when the file is submitted.

ISSUE AND CLOSING DATES

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Winter Lookout	Dec 30	Jan 10	Feb 28
Fall Lookout (Includes Membership Directory)	June 15	June 25	Aug 14
Buy-Sell Directory	Mar 2	Mar 16	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

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CHRISTMAS TREE
LOOKOUT
BUY-SELL
DIRECTORY



RATE CARD

Pacific Northwest
Christmas Tree
 Association

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 / FREQUENCY DISCOUNTS

BLACK/WHITE RATES:	1X	3X
Back Cover	509	457
Inside Front or Back Cover	476	427
1 page	414	373
2/3 page	296	263
1/2 page	233	208
1/3 page	158	139
1/4 page	130	109
1/6 page	90	82

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 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.

Per insertion of 50 words or less: 25
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 / FREQUENCY DISCOUNTS

BLACK/WHITE RATES:	1X	3X
Back Cover	647	584
Inside Front or Back Cover	604	544
1 page	526	476
2/3 page	377	338
1/2 page	296	263
1/3 page	198	175
1/4 page	163	142
1/6 page	112	102

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

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

WHOLESALE SEARCH

Top Banner

1/3 banner ad (273 x 104 pixels)	400
2/3 banner ad (564 x 104 pixels)	750
Full banner ad (855 x 104 pixels)	1,000

CHOOSE & CUT/RETAIL LOT SEARCH

Top Banner

1/2 banner ad (237 x 132 pixels)	400
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Side Bar (Below Map)

Small Rectangle (131 x 63 pixels)	75
Rectangle (266 x 130 pixels)	150

PNWCTA MEMBER LISTING SEARCH

Side Bar

Small Rectangle (131 x 63 pixels)	100
Rectangle (266 x 130 pixels)	300
Advertiser can choose search specific (nursery) or run of site	

CONTENT PAGES - RUN OF SITE

Side Bar

Rectangle (266 x 130 pixels)	100
Square (266 x 260 pixels)	300

BANNER ADS - VALUE ADDED

Advertisers who contract a minimum of \$400 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 resubmitted 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.