

From **Edge Ahead Associates**, producer of **ArborEXPO**, comes **ArborTIMES**, a fully digital publication to educate and inform the tree care industry. Our online magazine, newsletter, and website enable us to expand our reach to more individuals and companies, and keep in touch with the industry between events. Your advertising dollars support this effort—we couldn't do it without you.

#### Interested in placing an ad?

Contact Sachin Mohan at (516) 399-2627 or email [mohan@arbortimes.org](mailto:mohan@arbortimes.org).

#### Ad Specifications:

**Full page:** 8.5x11 **Half page:** 8.5x5.5  
As a digital publication, bleeds and crop marks are unnecessary.

Please supply artwork as **300 dpi** in **PDF, TIFF, or JPG** format to: Richard May at [info@arbortimes.org](mailto:info@arbortimes.org).



**PPE — hard hats, eye protection, hearing protection, and fall protection — are a must for photos depicting field work.**

#### Ad Submission Deadlines

**Fall '23 issue:** Wed, September 13, 2023

**Winter '23 issue:** Wed, December 13, 2023

**Spring '24 issue:** Wed, March 13, 2024

**Summer '24 issue:** Wed, June 12, 2024

**Fall '24 issue:** Wed, September 11, 2024

#### Contacts

##### Sales:

*Sachin Mohan:* [mohan@arbortimes.org](mailto:mohan@arbortimes.org)

##### Editor:

*Millicent Skiles:* [editor@arbortimes.org](mailto:editor@arbortimes.org)

##### Artwork:

*Richard May:* [info@arbortimes.org](mailto:info@arbortimes.org)

Our subscribers include professionals across the green industry specializing in arboriculture, pests, safety, technology, equipment, and more. From residential and commercial tree care, to municipal teams, to line clearance, to disaster recovery, with your support we are able to provide timely, valuable information to support growth at the micro and macro levels and help the industry work more safely.

Safety begins with teamwork. We leverage subject-matter experts to ensure all images, including advertising and editorial, reflect the ANSI Z133 Safety Standards and OSHA requirements for safe tree work. If you have questions about your advertising graphics, please reach out to us.

**OUR REACH IS CLOSE TO 19,000 PEOPLE AND GROWING EVERYDAY.**

### E-mail Campaign/E-blasts

While email marketing may be one of the oldest messaging channels, it still reigns as one of the most effective ways to get in touch with target audiences.

- **Boost brand awareness**
- **Promote a new product**
- **Highlight a sale**
- **Build connections**

**\$0.15 per e-mail.** Includes creative. (About 10,000 plus email data base.)



**Horizontal Banner Ad • 720px X 90px**

**Large Horizontal Banner Ad • 800px X 150px**

**Rectangle Banner Ad**  
300px X 250px

**Large Rectangle Banner Ad**  
336px X 300px

### Website Banner Ads

Banner ads (static or animated) are strategically positioned on our websites to capture your consumers' attention.

- **Drive traffic to your website**
- **Build brand awareness**
- **Generate more clicks**
- **Drive product sales**

**\$500/month One Banner ad.** (pick a size highlighted in yellow)

**\$1,000/month Two Banner ads.** ArborEXPO/ArborTIMES exclusive partner. (Placed on both websites, larger ad sizes, highlighted in green.)

multiple month discount available on request.



**Elevating the Tree Care Industry**  
ArborEXPO is the fastest growing tree care show in the industry. Our last show had close to 3,000 people in attendance.



A fully digital publication that delivers tree care business, safety, and equipment news to your inbox on a quarterly basis.

**WE CAN DO ALL YOUR AD CREATION FOR A VERY NOMINAL PRICE.**

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