



ArborTIMES

Tree Care Business, Safety, and Equipment News



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.

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.



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

Ad Submission Deadlines

Winter '25 issue: Fri, December 13, 2024

Spring '25 issue: Fri, March 14, 2025

Summer '25 issue: Fri, June 13, 2025

Fall '25 issue: Fri, September 12, 2025

Contacts

Sales:

Sachin Mohan: mohan@arbortimes.org

Editor:

Amy Kent: editor@arbortimes.org

Associate Editor:

Mara Watts: mara@arbortimes.org

Artwork:

Richard May: 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 35,000 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 20,000 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.

Banner ads are due the last Wednesday of the month prior to run date.



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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