



ArborTIMES™



From Edge Ahead Associates, producer of ArborEXPO™, comes **ArborTIMES™**, a digital publication committed to educating and informing the tree care industry.



ABOUT ARBORTIMES™

With a strong focus on safety standards, best practices, equipment, business growth, and continuing education, ArborTIMES™ serves as a trusted resource for arborists, business owners, crew leaders, and plant health care specialists. Each issue features in-depth articles from industry experts, equipment guides, field-tested tips, and stories that highlight the people and innovations shaping the future of tree care. By spotlighting the challenges and opportunities in arboriculture, ArborTIMES™ empowers companies and individuals to thrive in a demanding and evolving industry.

42K+

READERS PER
MONTH

39K

E-NEWSLETTER
SUBSCRIBERS

11.8K

COMPANIES
SUBSCRIBED

12K

DECISION-MAKERS
SUBSCRIBED

MULTIMEDIA PACKAGES

Prices for all but Series Sponsorship are on per-month basis.



CANOPY — \$2500

- ◆ 500-word online-exclusive advertorial (written by ArborTIMES™ staff)
- ◆ Leaderboard web banner and medium rectangle web ad
- ◆ Ad listing in 3 newsletters
- ◆ 2 posts across Facebook, Instagram, X, and LinkedIn

BRANCH — \$1500

- ◆ 500-word online-exclusive advertorial (submitted by client)
- ◆ Leaderboard web banner
- ◆ Ad listing in 2 newsletters
- ◆ 2 posts across Facebook, Instagram, X, and LinkedIn

ROOTS — \$1000

- ◆ Medium rectangle web ad
- ◆ Ad listing in newsletter
- ◆ 1 post across Facebook, Instagram, X, and LinkedIn

SERIES — \$3000

- ◆ 500-word series web feature with 3 separate online exclusives.
- ◆ Written by ArborTIMES™ staff across a 3-issue period.
- ◆ Sponsored social media content

SOME MORE STATS



70%
MOBILE VIEWERS



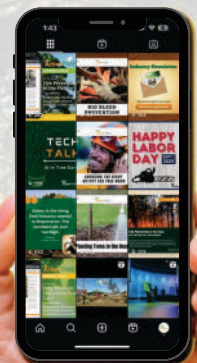
10%
CLICK-THRU RATE



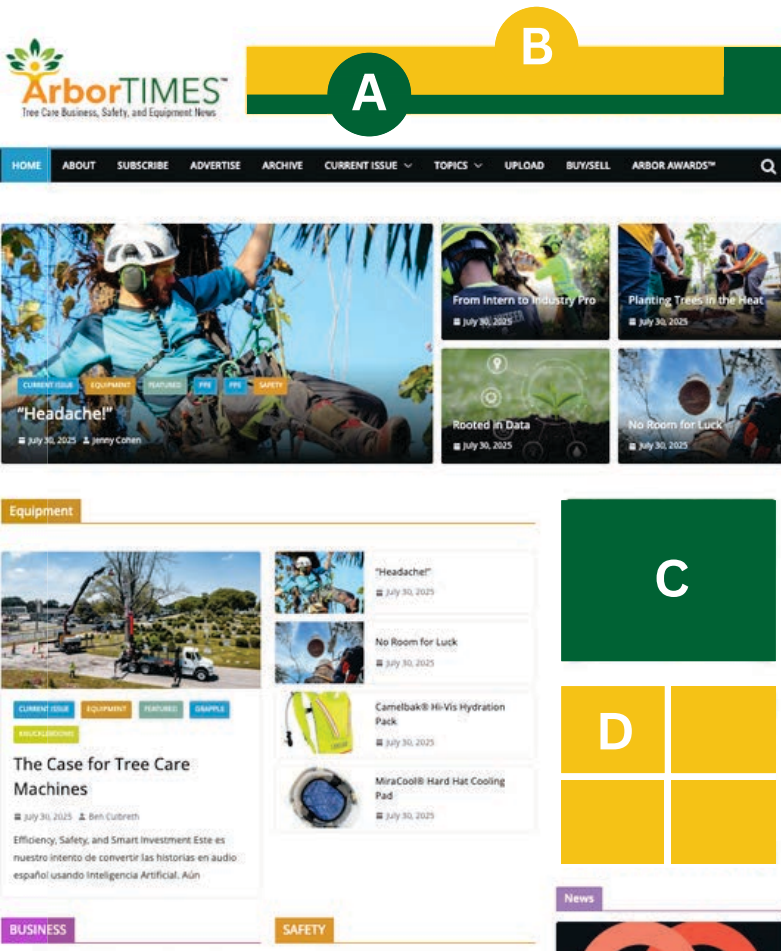
2.7K
SOCIAL MEDIA FOLLOWERS

WHY CHOOSE MULTIMEDIA?

Choosing a multimedia advertising package from ArborTIMES™ means connecting your brand with a highly engaged audience of professional arborists, business owners, and industry decision-makers through trusted, industry-specific channels. Our integrated approach combines digital, email, and social media exposure to deliver measurable visibility and impact.



WEBSITE AD SIZES & RATES



WEB BANNER ADS

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

These high-visibility placements keep your brand top of mind as readers explore articles, resources, and industry news, ensuring consistent exposure and measurable impact throughout their online experience.

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

A LG. BANNER
800 x 150 pixels

C LG. RECTANGLE
336 x 300 pixels

B MED. BANNER
728 x 90 pixels

D MED. RECTANGLE
300 x 250 pixels

RATES & PRICING

- ◆ 1 Med. Banner/Rect. (\$500/month)
- ◆ 2 Lg. Banner/Rect. (\$1,000/month)
Placed on both ArborTIMES™ and ArborEXPO™ sites

Multiple month discount available on request.

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

HAVE A SPECIAL REQUEST?

If you don't see the package you would like in our media kit, we are happy to curate a special offering for your advertising needs.

Contact our publisher, Sachin Mohan, at mohan@arbortimes.org or (516) 751-6131 to create your custom package.

DIGITAL ISSUE AD SIZES

	FULL PAGE 8.5" X 11"
HALF PAGE 8.5" X 5.5" \$600	\$850

ArborTIMES™ is a leading industry publication dedicated to the education, safety, and advancement of professional tree care.

Published quarterly in digital format, ArborTIMES™ provides tree care professionals with expert insights, practical resources, and the latest industry news to help them work smarter, safer, and more sustainably.

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

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.

AD SUBMISSION DEADLINES

Fall '26 issue: Fri, September 11, 2026

Winter '27 issue: Fri, December 11, 2026

Spring '27 issue: Fri, March 12, 2027

Summer '27 issue: Fri, June 11, 2027

Fall '27 issue: Fri, September 10, 2027

CONTACTS

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SAFETY FIRST

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.

NEWSLETTER FEATURES

Every other week, more than **39,000 subscribers** receive our ArborTIMES™ newsletter filled with our latest articles, events, specials & more!



CORPORATE SPONSORSHIP

\$750 PER NEWSLETTER

- ◆ LIMIT 1 SPONSOR PER NEWSLETTER
- ◆ SPONSORSHIP INCLUDES 35 WORDS, LINK AND A 125 X 125 PIXEL GRAPHIC **OR**
- ◆ A 500 X 150 PIXEL GRAPHIC IN LIEU OF TEXT

HIGHLIGHTED PRODUCT LISTING

\$500 PER NEWSLETTER

- ◆ LIMIT 2 PRODUCTS PER NEWSLETTER
- ◆ LISTING INCLUDES 50 WORDS, LINK AND A 300X300 PHOTO **OR**
- ◆ A 500 PIXEL BY 150 PIXEL GRAPHIC AND LINK

PRESS RELEASE LISTING

\$500 PER NEWSLETTER

- ◆ PREVIEW OF PRESS RELEASE
- ◆ LINK TO FULL STORY AND/OR WEBSITE AND PHOTO
- ◆ ALSO PUBLISHED ON THE ARBORTIMES.ORG 'NEWS SECTION'

DEDICATED EBLAST

\$4500 PER EBLAST

- ◆ CONTENT OF EBLAST IS DEDICATED SOLELY TO YOU
- ◆ EMAIL DESIGN INCLUDED **OR**
- ◆ SUBMIT HTML DESIGN FILE
- ◆ ONLY 1 AVAILABLE EACH MONTH

FRONT PAGE SPECIALTY

STICKY-NOTES

Sticky Notes (just like a Post-It®) give you front cover coverage and a highly visible way to connect with readers the moment they pick up the magazine.

With only one offered per issue, your message is bound to get noticed. This premium placement drives immediate engagement—perfect for promoting new products, event announcements, or special offers that deserve to stand out.



SPECS & SIZES

- ◆ 2.8" wide X 2.8" high
For full bleed, allow 1 / 8" on all sides
- ◆ Includes full color photo or graphic with text
- ◆ Special precut shapes available at no extra charge





TERMS & CONDITIONS

Advertising Policy

ArborTIMES™ reserves the right to accept, reject, or cancel any advertisement, insertion order, or sponsorship at its sole discretion and without liability. Advertisements must align with the publication's mission to promote professionalism, safety, and education within the tree care industry.

Artwork & Deadlines

All advertising materials must be submitted by the stated deadlines for each issue or campaign. Late submissions may result in placement delays or the use of prior artwork. Advertisers are responsible for ensuring that all creative materials meet ArborTIMES™'s technical specifications and quality standards.

Payment Terms

Payment is due upon receipt of invoice unless prior credit arrangements have been approved. Advertisers with outstanding balances may have ads withheld from publication. Past-due accounts are subject to late fees and may affect future advertising eligibility.

Cancellations

Cancellations must be received in writing prior to the materials deadline. Cancellations received after the deadline will be billed at the full contracted rate. Any discounts applied for multiple insertions will be recalculated if the contract is not fulfilled.

Liability

ArborTIMES™ assumes no liability for errors in advertisements beyond the cost of the space occupied. The publisher is not responsible for any consequential damages resulting from errors, omissions, or publication delays.

Agency Responsibility

Advertising agencies placing orders on behalf of clients are jointly and severally responsible for all advertising charges incurred.

Digital Campaigns

For digital placements, impressions and click-through metrics are based on third-party or internal reporting systems deemed reliable by ArborTIMES™. Advertisers acknowledge that metrics may vary slightly depending on tracking methodology.

Copyright & Ownership

All advertising designs, layouts, and editorial content created by ArborTIMES™ remain the property of the publisher unless otherwise agreed in writing. Advertisers are responsible for securing rights to all images, logos, and copy provided for publication.

Revisions & Updates

Rates, specifications, and terms are subject to change without notice. The most current version of the ArborTIMES™ Media Kit and its terms will apply at the time of booking.

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