

specs & guidelines

Submission Guidelines

Ads should be supplied on the following types of media: CD, DVD, e-mail, ftp, or web page upload. Please label each disk with its contents including platform (Mac or Windows), file type, file name and colors used. **All ads must be supplied with a page proof, four-color ads must have color proof provided.**

Electronic Files Accepted

Mac and Windows platform. Please supply all links and fonts. Preferred file types in order of preference:

1. High-resolution PDF files w/fonts embedded and raster images @ 350 dpi.
2. Adobe Illustrator .eps w/fonts converted to outlines and raster images @ 350 dpi.
3. Adobe PhotoShop .tif or .eps @ 350 dpi.
4. QuarkXPress, InDesign.

Ads supplied in any other format and software than those mentioned may be subject to additional charges.

Production Specifications

Published: quarterly

Stock: 70# smooth offset

Press: sheetfed offset

Line screen: 175 dpi

Binding: saddle-stitch

Color: 4/c process SWOP and black only

Commission and cash discount

No commissions or discounts.

contact information

Great Lakes Christmas Tree Journal

Amy Start

Editor

P.O. Box 252

Durand, MI 48429-0252

1-800-589-TREE

info@mcta.org

GREAT LAKES

CHRISTMAS TREE JOURNAL



2018 advertising rate card

general info, schedule & deadlines



Circulation

Includes all members of the:
 Michigan Christmas Tree Association
 Illinois Christmas Tree Association
 Indiana Christmas Tree Growers Association
 Massachusetts Christmas Tree Association
 Ohio Christmas Tree Association
 Christmas Tree Farmers of Ontario
 Pennsylvania Christmas Tree Growers Association
 Plus individual subscribers

2018 publishing schedule

Winter issue: January 10

Spring issue: April 10

Summer issue: July 10

Fall issue: October 10

2018 advertising deadlines

Winter issue: December 8, 2017

Spring issue: March 8, 2018

Summer issue: June 8, 2018

Fall issue: September 8, 2018

ad samples

Full page
(inside
covers &
non-cover)

Two page spread

Full page
(back cover)

Half page

One-third
page
(vert)

Quarter page
(horz)

Quarter
page (vert)

One-sixth page
(vert)
(horz)

2018 advertising rates & sizes

Ad size (width × height)	Black only 1x	Black only 4x	Full-color
Full page (non-cover) Live space: 7.5" × 10" Trim: 8.5" × 11" Bleed: 8.75" × 11.25"	\$415	\$375	add \$190
Full page (inside covers) Live space: 7.5" × 10" Trim: 8.5" × 11" Bleed: 8.75" × 11.25"	\$456	\$415	add \$190
Full page (back cover) Live space: 7.5" × 8.5" Trim: 8.5" × 11" Bleed: 8.75" × 8.625"	\$497	\$456	add \$190
Two page spread Live space: 16" × 10" Trim: 8.5" × 11" Bleed: 17.25" × 11.25"	\$750	\$675	add \$300
Half page (horizontal only) Live space: 7.5" × 4.875"	\$272	\$249	add \$140
One-third page (vertical only) Live space (vert): 2.347" × 9.375"	\$231	\$208	add \$115
Quarter page (horizontal/vertical) Live space (horz): 7.5" × 2.347" Live space (vert): 3.625" × 4.875"	\$185	\$151	add \$115
One-sixth page (horizontal/vertical) Live space (horz): 4.925" × 2.5" Live space (vert): 2.347" × 4.625"	\$126	\$105	add \$75
Classified ads	\$35 for first 50 words, \$.50 each additional word		