

GREAT LAKES

CHRISTMAS TREE JOURNAL

**Mailed to the
members of
13 STATE'S
associations!**

2025 ADVERTISING
RATE CARD

MEMBERSHIP INFORMATION

Circulation

Includes all members of the
Illinois Christmas Tree Association
Indiana Christmas Tree Growers Association
Iowa Christmas Tree Association
Maryland Christmas Tree Association
Massachusetts Christmas Tree Association
Michigan Christmas Tree Association
Minnesota Christmas Tree Association
Missouri Christmas Tree Producers Association
Christmas Tree Farmer's Association of New York
Ohio Christmas Tree Association
Christmas Tree Farmers of Ontario
Pennsylvania Christmas Tree Growers Association
Wisconsin Christmas Tree Producers Association
Plus individual subscribers

PUBLICATION DATES

2025 Ad Closing Dates

Winter Issue: December 1, 2024
Spring Issue: March 1, 2025
Membership Directory: March 20, 2025
Summer Issue: June 1, 2025
Fall Issue: September 1, 2025

2025 Publishing Dates

Winter Issue: January 6, 2025
Spring Issue: April 6, 2025
Membership Directory: May 1, 2025
Summer Issue: July 6, 2025
Fall Issue: October 5, 2025

CONTACT INFORMATION

Great Lakes Christmas Tree Journal

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info@mcta.org





2025 ADVERTISING RATE CARD

SPECIFICATIONS

Submission Guidelines

Electronic files accepted as high resolution pdf, eps or tif files preferred with minimum resolution of 300 dpi saved as a CMYK file.

Production Specifications

Published : quarterly
Stock: 70# smooth offset
Press: Sheetfed offset
Binding: Saddle stitch
Color: 4-color process SWOP, or Black-only
(no rich black)

PUBLICATION RATES BY SIZE

Issues	5x	1x	Issues	5x	1x	Issues	5x	1x
Premium Covers (4-Color Only)			4-Color Display			Black&White Display		
Inside Front	\$685	\$730	Full Page	\$641	\$685	Full Page	NOT AVAILABLE	
Inside Back	685	730	Half Page	466	497	Half Page	297	328
Back Cover	730	775	Third Page	398	418	Third Page	248	274
Center Spread	1092	1175	Quarter Page	315	359	Quarter Page	182	220
specifications upon request			Sixth Page	220	240	Sixth Page	126	151

*5x pricing includes all 4 issues of the Journal and the annual Member Directory

Note: Member Directory is distributed in the U.S. only and based on state participation.

Classified Ads — \$35 for first 50 words, \$.50 each additional word

AD DIMENSIONS: MAGAZINE

mail panel *Back Cover (with bleeds) 9" x 8.25" trim is 8.5"x11" live space is 7.5"x8"	mail panel *Back Cover (no bleeds) 7.5" x 8"	Full Page (with bleeds) 9" x 11.5" trim is 8.5"x11" live space is 7.5"x10"	Full Page (no bleeds) 7.5" x 10"	1/2 Pg Horizontal 7.5" x 4.875"
1/2 Page Vertical 3.625" x 10"	1/4 Page Vertical 3.625" x 4.875"	1/4 Page Horizontal 7.5" x 2.345"	1/3 Page Vertical & Square 2.375" x 10" 4.875" x 4.875"	1/6 Page Vertical 2.375" x 4.875" 1/6 Page Horiz. 4.875" x 2.5"

*This allows for the 2" mail panel at the top of the page

Live Space is the area where all information that is **not** to be trimmed off should remain within.

All sizes are listed as width x height.

Note: Page placement requests (except for Premium Covers) are based on availability and are not guaranteed.

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2025 ADVERTISING INSERTION ORDER

Company _____

Address _____

Phone _____

E-mail address _____

Insertion Approved by _____

Please indicate in which issue(s) you would like to place your ad, indicate ad size, if color is desired and if we will be picking up (P/U) a previous ad or if you will be supplying a new ad.

You may make your selections for all four issues of the Magazine and the Member Directory on this one form.

___ Winter '25	Ad size _____	Color or BW _____	Pick-up from _____	Supplying New _____	\$ _____
___ Spring '25	Ad size _____	Color or BW _____	Pick-up from _____	Supplying New _____	\$ _____
___ Summer '25	Ad size _____	Color or BW _____	Pick-up from _____	Supplying New _____	\$ _____
___ Fall '25	Ad size _____	Color or BW _____	Pick-up from _____	Supplying New _____	\$ _____
___ Directory '25	Ad size _____	Color or BW _____	Pick-up from _____	Supplying New _____	\$ _____

___ **Interested Online Advertising — MCTA Website Home Page Banner Ads \$250 per year**

Picking-up an existing ad? – Simply note which previous issue you want us to retrieve your ad, email it to info@mcta.org – or mail this form with a photocopy of the ad to the *Great Lakes Christmas Tree Journal* at the address below.

Supplying a new ad? – Email your new ad and this form to info@mcta.org

Questions? Call Amy Start at: (800) 589-8733 or email her at info@mcta.org

Sending by mail? Mail this form to:

Great Lakes Christmas Tree Journal
c/o Michigan Christmas Tree Association
attn: Amy Start
P.O. Box 252
Durand, MI 48429

