



# **UTILITY ARBORIST ASSOCIATION**

## *2011 Media Planning Guide*

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# UTILITY ARBORIST ASSOCIATION

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### **UTILITY ARBORIST ASSOCIATION MEMBERSHIP**

It is the UAA's Mission to provide members opportunities to improve their skills and knowledge, and enhance public awareness. We are over 2,300 members strong and growing in numbers every year. For a minimal fee of only \$25.00 annually, we bring to our members a vast array of benefits including:

- **Community Involvement:** UAA advocates on behalf of its members by responding to inquiries from regulators, federal and state agencies, municipalities, media and individuals
- **Newsletters:** 6 Issues of the *Utility Arborist Newsline* (previously the UAA Quarterly)
- **Education:** Materials developed for utility arborists such as the Utility Specialist Certification Study Guide and the Utility Pruning Best Management Practices
- **Earn CEUS:** Six ISA Certified Arborist continuing education units are available to obtain with successful completion of online quizzes
- **Training:** Regional Meetings packed with focused training, information and networking brought directly to you in your local area
- **Discounts:** Exclusive member discounts on UAA meetings and workshops
- **Members Only Web Access:** Exclusive access to a secured section of the WWW.UTILITYARBORIST.ORG site that includes the member directory, past & present newsletters and additional articles covering critical research and hot topics
- **Membership Directory:** Found in the Members only section of the UAA Website, this directory is the go-to source to find over current contact information for 2,500 colleagues in the industry



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### **UTILITY ARBORIST NEWSLINE**

Editorial coverage in every issue of *Utility Arborist Newsline*, formally the *UAA Quarterly*, meets the specific needs of utilities and is the official newsletter of the Utility Arborist Association (UAA). The UAA is the only international professional membership organization that has a primary mission of enhancing the quality of utility arboriculture. The members of UAA represent the collective buying power for utility contract tree services and associated supplies in excess of \$4 Billion.

<i>Publication Issue</i>	<i>Reservation Deadline</i>	<i>Ad Materials Deadline</i>
January / February	Due November 1, 2010	Due November 1, 2010
March / April	Due January 3, 2011	Due January 3, 2011
May / June	Due March 1, 2011	Due March 1, 2010
July / August	Due May 2, 2011	Due May 2, 2011
September / October	Due July 5, 2011	Due July 5, 2011
November / December	Due September 6, 2011	Due September 6, 2011

### **The following themes have been established for the 2011 publications:**

January / February	Measurement/Productivity
March / April	Utility Vegetation Management Technology
May / June	Utility Vegetation Management around the World
July / August	Success Stories with Federal Agencies
September / October	Working with Municipalities
November / December	Good specification writing for Utilities



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<b>2011 Utility Arborist Newline and Directory Ad Rates</b>		<b>1x Ad Placed in 1 Issue (Cost per Issue)</b>		
		<i>Black &amp; White</i>	<i>2-Color</i>	<i>4-Color</i>
<b><i>Full Page</i></b>	7.5 X 10"	\$700.00	\$800.00	\$900.00
<b><i>2/3 Page</i></b>	4 7/8 X 10"	\$475.00	\$575.00	\$675.00
<b><i>1/2 Page</i></b>	V 3 1/4 X 10" or H 7 1/2 X 4 7/8"	\$350.00	\$425.00	\$550.00
<b><i>1/3 Page</i></b>	V 2 5/16 X 10" or H 4 7/8 X 4 7/8"	\$250.00	\$300.00	\$350.00
<b><i>1/4 Page</i></b>	V 3 1/2 X 4 7/8" or H 4 7/8 X 3 5/8"	\$200.00	\$225.00	\$250.00
<b><i>Inside Back Cover</i></b>	7.5 X 10"	\$750.00	\$850.00	\$950.00
<b><i>Directory - Full Page</i></b>	7.5 X 10"	\$750.00	NA*	NA*
<b><i>Directory - 1/2 Page</i></b>	7.5 X 10"	\$350.00	NA*	NA*

Contact Jessica Carroll at UAA for more information on agency discounts and other potential discounts.



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### ***Space Reservations & Material Shipments***

All space reservations, material shipments and questions should be made through Jessica Carroll.  
Phone (217) 418-9799 or [jcarroll@isa-arbor.com](mailto:jcarroll@isa-arbor.com).

**Jessica Carroll, UAA Coordinator**  
**12200 Academy Rd. NE; #1231**  
**Albuquerque, New Mexico 87111**

Camera Ready black & white copy; if photos, glossy black & white. Ad specs – 133 line screen, can accept film, camera ready or electronic images.

Billing for advertising will be done through UAA Office.



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### WWW.UTILITYARBORIST.ORG

With over 900 unique visitors a month, the UAA offers an interactive comprehensive website that is the primary resource for all aspects of Utility Arboriculture and rights-of-way vegetation management.

Features of the website include:

- A secured *Members Only* section
- An Industry News section with up-to-date information on what is happening in the industry
- A job posting section to assist the member in their career advancement
- Focused sections with links and information dedicated to industry segments: Rights-of-Way, Vegetation Management, Roadside Management, Pole Treatment, etc.

<b>2010 WWW.UTILITYARBORIST.ORG Sponsorship Rates</b>	<b><u>Gold</u> \$10,000</b>	<b><u>Silver</u> \$5,000</b>	<b><u>Bronze</u> \$2,500</b>	<b>Additional Opportunities</b>
Exclusive <i>Gold</i> Sponsor ~ Limited to 1 Sponsor	<b>X</b>			
Full Color Logo with Corporate Website Link to <a href="http://www.utilityarborist.org">www.utilityarborist.org</a> (one year)	<b>X</b>	<b>X</b>	<b>X</b>	
<i>Free</i> B&W ad in UAA Directory	<b>Full Page</b>	<b>Half Page</b>	<b>Half Page</b>	
<i>Free</i> UAA Memberships	<b>5</b>	<b>3</b>		
Full Color Logo on <i>www.utilityarborist.org-advertisement</i> in Utility Arborist Newsline recognizing you at your Sponsor Level	<b>X</b>	<b>X</b>	<b>X</b>	
Full Color Logo on <i>Thank You Banner</i> at UAA Annual Membership Meeting recognizing you at your Sponsor Level (prominently placed at meeting)	<b>X</b>	<b>X</b>	<b>X</b>	
Individual page sponsorship with logo and link				<b>\$1,000</b>
Link to public information page with Logo				<b>\$500</b>
Customizable collection of benefits available				<b>Negotiable</b>



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### **ANNUAL & REGIONAL MEETINGS**

Each year, typically held during the summer months, the UAA teams up with its parent organization the International Society of Arboriculture (ISA) to hold their annual national tradeshow and conference. Over 150 key decision makers in the industry gather at this annual meeting. For information on sponsoring this meeting please contact Eric Duchinsky (educhinsky@isa-arbor.com) at ISA. However, not everyone can attend these meetings logistically or financially. Because of this, UAA developed regional meetings held throughout the country over the course of the year. All meetings provide opportunities to obtain Continuing Education Units (CEUs) for the International Society of Arboriculture's (ISA) Certification Program.

#### North American Tree Conference and Trade Show

The UAA and the Southern Chapter of ISA are working on a meeting that will cater to those that cannot attend the ISA annual conference in Parramatta, Australia. The North American Tree Conference and Trade Show will be held February 19-22 in Savannah, GA. Please contact Jessica Carroll as we have many sponsorship opportunities at this meeting.

#### Regional Meetings

- Westerville, OH September 18
- St. Louis Area September 21

Don't see one in your area? Call us if you are interested in being part of one in your town. We will work with you to develop a program that will educate local UAA members at a low price. We provide the speakers, the location, the logistics, the whatever.



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### 2011 Regional Meeting Sponsorship Rates

### *Regional Meetings* (Locations to be determined)

	<i>Major Sponsor</i> <b>\$1,500</b>	<i>Reception</i> <b>\$1,500</b>	<i>Sponsor</i> <b>\$1,000</b>	<i>Continental Breakfast</i> <b>\$1,000</b>	<i>Major Break</i> <b>\$1,000</b>	<i>Break Sponsor</i> <b>\$500</b>
Recognition as the <i>MAJOR</i> Sponsor	<i>at Registration Desk</i>			<i>at Break Station</i>		
Satisfaction that you are contributing to the UAA	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Recognition in one issue of Utility Arborist Newsline (with company logo)	<i>distribution</i> 2,300+	<i>distribution</i> 2,300+	<i>distribution</i> 2,300+	<i>distribution</i> 2,300+	<i>distribution</i> 2,300+	<i>distribution</i> 2,300+
Recognition in Meeting Program	<i>distribution</i> 2,000+	<i>distribution</i> 2,000+	<i>distribution</i> 2,000+	<i>distribution</i> 2,000+	<i>distribution</i> 2,000+	<i>distribution</i> 2,000+
Verbal recognition	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company logo prominently placed on signage	<i>at Registration Desk</i>	<i>at Hors Dourves Station</i>	<i>at Registration Desk</i>	<i>at Breakfast Station</i>	<i>at Break Station</i>	<i>at Break Station</i>
<i>Free</i> Full Conference Registration	<b>Two</b>	<b>One</b>	<b>One</b>	<b>One</b>	<b>One</b>	
Sponsorship Ribbons for your Staff	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	



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### UAA CONTACTS

For further information or questions, please contact the following people.

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