



Tree Care Industry Association **2018 MARKETING OPPORTUNITIES**





Advertise in *TCI Magazine*

Simply put, *TCI Magazine* has the highest circulation for audited publications in the tree care industry. With 24,000* subscribers, *TCI Magazine* has more readers, more decision-makers and more credibility than any other advertising outlet in the industry. We are the official publication of the Tree Care Industry Association and provide the industry with informative articles focusing on science, equipment, services and best practices of commercial tree care. Nearly 90 percent of readers use *TCI Magazine* as a resource when purchasing tree care-related products or services. More than 85 percent* identify themselves as decision makers or having strong influence in making final purchase decisions.

**Based on an independent annual CVC audit*

2018 TCI Magazine Ad Rates

4-Color

Size	Bleed	Width x Depth	1x	3x	6x	12x
Full Page	8.125 x 10.875*	7.5 x 10.00	\$4,657	\$4,561	\$4,321	\$4,075
2/3 Page		4.875 x 10.00	\$4,034	\$3,942	\$3,876	\$3,723
1/2 Page Island		4.875 x 7.5	\$3,544	\$3,454	\$3,383	\$3,272
1/2 Page Horizontal		7.50 x 4.875	\$3,066	\$2,979	\$2,909	\$2,829
1/3 Page Vertical		2.25 x 10.00	\$2,285	\$2,225	\$2,171	\$2,054
1/3 Page Horizontal		4.875 x 4.875	\$2,285	\$2,225	\$2,171	\$2,054
1/4 Page Vertical		2.25 x 7.5	\$1,610	\$1,577	\$1,542	\$1,488
1/4 Page Horizontal		4.875 x 3.625	\$1,610	\$1,577	\$1,542	\$1,488
1/6 Page Vertical		2.25 x 4.875	\$1,307	\$1,275	\$1,254	\$1,199
1/6 Page Horizontal		4.875 x 2.5	\$1,346	\$1,313	\$1,292	\$1,235
2 page spread	16.25 x 10.875	15.625 x 10.00	\$8,986	\$8,933	\$8,424	\$7,902
Preferred Position			\$6,209	\$6,111	\$5,885	\$5,626

* Full-Page Bleed add .125 to trim size

Black & White

Full Page			\$3,319	\$3,198	\$2,958	\$2,712
2/3 Page			\$2,841	\$2,749	\$2,681	\$2,530
1/2 Page Island			\$2,499	\$2,410	\$2,337	\$2,226
1/2 Page			\$2,156	\$2,068	\$1,999	\$1,922
1/3 Page			\$1,608	\$1,549	\$1,494	\$1,378
1/4 Page			\$1,131	\$1,099	\$1,062	\$1,009
1/6 Page			\$ 946	\$ 913	\$ 892	\$ 835

Bonus Savings! Receive a 15% discount for *TCI Magazine* ads that are submitted print-ready. Additional early-bird savings for signed contracts received before January 1, 2018.

2018 Editorial Calendar

<p>January</p> <p>Machinery & Equipment: Trucks, Stump Grinders</p> <p>Tools & Supplies: Climbing, Rigging</p> <p>Services: Training</p> <p>Safety: Electrical Hazards, CEU Quiz</p> <p><i>* Training issue: themed ads/content to be highlighted</i></p>	<p>Reservation Deadline: 12/1/17</p>
<p>February</p> <p>Machinery & Equipment: Right-of-Way Equipment</p> <p>Tools & Supplies: Wood Processing/Biofuel/Mulch</p> <p>Services: Biological Soil Amendments & Pest Management</p> <p>Safety: Sustainable Operations/Practices</p> <p><i>* GREEN issue: Green-themed ads/content to be highlighted</i></p>	<p>Reservation Deadline: 12/29/17</p>
<p>March</p> <p>Machinery & Equipment: Log Loaders/Skid Steers</p> <p>Tools & Supplies: Chain Saws, Seasonal Checklist</p> <p>Services: Insurance</p> <p>Safety: Crane Best Practices, CEU Quiz</p>	<p>Reservation Deadline: 1/26/18</p>
<p>April</p> <p>Machinery & Equipment: Aerial Lifts</p> <p>Tools & Supplies: Ropes, Fertilization/Soil Amendments</p> <p>Services: Leasing & Financing</p> <p>Safety: Chipper & Ground Operations Safety</p> <p><i>TCI Equipment Locator – Spring: Guide to New & Used Equipment</i></p>	<p>Reservation Deadline: 2/23/18*</p>
<p>May</p> <p>Machinery & Equipment: Chippers</p> <p>Tools & Supplies: Spray Equipment, Tree Planting</p> <p>Services: Education</p> <p>Safety: Hazard Tree Assessment, CEU Quiz</p> <p><i>* Education issue: Themed ads/content to be highlighted</i></p>	<p>Reservation Deadline: 3/30/18</p>
<p>June</p> <p>Machinery & Equipment: Cranes, Attachments/Grapples</p> <p>Tools & Supplies: Herbicides/Pesticides</p> <p>Services: Fleet Management</p> <p>Safety: Climbing Safety</p>	<p>Reservation Deadline: 4/27/18</p>
<p>July</p> <p>Machinery & Equipment: Stump Grinders</p> <p>Tools & Supplies: Pruners and Handsaws</p> <p>Services: Consulting</p> <p>Safety: First Aid, CEU Quiz</p> <p><i>Special Supplement: Summer Buyers' Guide (5/21/18*)</i></p>	<p>Reservation Deadline: 6/1/18*</p>
<p>August</p> <p>Machinery & Equipment: Right-of-Way, Wood Processing/Biofuel/Mulch</p> <p>Tools & Supplies: Pest Management, Climbing Gear</p> <p>Services: Preparing Storm Response</p> <p>Safety: Tree Appraisal, Insurance</p> <p><i>Bonus Circulation: ISA Conf. Aug 5-8, Columbus, OH</i></p>	<p>Reservation Deadline: 6/29/18</p>

** Reservation deadlines for supplements are one week earlier.
Material deadline 7 days after reservation deadline.*

SAFE DEPICTIONS OF TREE WORK

All ads are required to comply with Z133 Safety Standards (copy available upon request).

The Tree Care Industry Association (TCIA) is proud of the long-term partnership we have with our advertisers, and we appreciate your business. Your advertising dollars allow us to put out the best magazine in the tree care industry – bar none.

Our readership includes the industry’s most professional and well-respected arborists and safety professionals. Together we strive to make our profession one of higher standards and clear safety initiatives.

TCIA seeks to lead the industry by encouraging tree care businesses and their employees to follow proper and safe standards and practices. We want your help in being vigilant about safety.

As the saying goes, “a picture is worth a thousand words.” In this spirit, TCIA maintains a standard of, at a minimum, prohibiting any image in either editorial or advertising copy that appears to depict improper or unsafe practices according to OSHA requirements as well as the industry’s ANSI Z133 standard for safe work practices.

We have a list of some of the most common errors in ads submitted for publication. We will be glad to provide this list to any advertiser, along with a copy of the Z133 safety standard upon request. We are happy to review in advance any images you are considering using in ad materials for *TCI Magazine*, *The TreeWorker* or other TCIA publications or platforms. Our goal is to partner with you to improve safety in the industry.

September **Reservation Deadline: 7/27/18***
Machinery & Equipment: Trucks; Storm Prep & Response
Tools & Supplies: Fertilization/Soil Amendments
Services: Maintenance & Repair
Safety: Aerial Lift Safety, CEU Quiz
TCI Equipment Locator – Fall: Guide to New & Used Equipment

October **Reservation Deadline: 8/31/18**
Machinery & Equipment: Firewood Equipment, Cranes
Tools & Supplies: PPE, Hazard Tree Assessment
Services: Marketing Tools, New Technology
Safety: Chain Saw Safety
Pre-show issue: TCI EXPO 2018

November **Reservation Deadline: 9/28/18**
Machinery & Equipment: Aerial Equipment: Compact Lifts
Tools & Supplies: Ropes, Cabling & Bracing
Services: Consulting, Fleet Management
Safety: Site Set-up, CEU Quiz
Bonus Circulation: TCI EXPO '18 – Charlotte, SC, Nov 1-3

December **Reservation Deadline: 11/2/18***
Machinery & Equipment: Chippers
Tools & Supplies: Snow Removal
Services: Standards & Compliance
Safety: Driving Safety
Special Supplement: Winter Buyers' Guide (10/26/18)*

** Reservation deadlines for supplements are one week earlier.
Material deadline 7 days after reservation deadline.*

Contact Sachin Mohan 516-625-1613, smohan@tcia.org

Audit Period: July 1, 2016 – June 30, 2017

Audited Media Platforms

Print Publication:	Average Net Circulation:	24,815 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	26,012 (Digital Edition)
Website:	Average Website Unique Users:	16,610
Social Media:	Average Facebook Likes:	11,518
	Average Twitter Followers:	6,104
	Average Instagram Followers:	2,242
	Average LinkedIn Followers:	1,799
	Average Google+ Followers:	363
E-Newsletters:	Average E-Newsletter Subscribers:	10,103

Audited Average Website Reporting - www.tcia.org

	Monthly Audit Period Average
Website Unique Users	16,610
Website Sessions	22,384
Percent of New Users	62.93%
Website Page Views	130,386
Pages Per Visit	5.83
Average Time Spent on Website	00:02:34
Bounce Rate	52.05%

Audited Online/Digital Edition Reporting (TCI Magazine)

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	18,270
Digital Edition Page Views (Web)	42,398
Unique Digital Edition Users (Mobile)	7,742
Digital Edition Page Views (Mobile)	10,684

Email Media

Media Type	Database Recipients
Subscriber Email Database	10,103

Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3810	Monthly	Tree Care Industry Magazine Londonderry, NH
Audit Period Summary		
Average Net Circulation	(5-H)	24,815
Average Gross Distribution	(5-F)	24,815
Average Net Press Run	(5-A)	24,820

Subscriber Industry Type – June 2017

INDUSTRY	AVERAGE PRINT	% OF TOTAL
Tree Service	19,747	82.3%
Manufacturer & Distributor	549	2.3%
Government Agency	623	2.6%
Advertising Agency	13	<0.1%
Extension Service	38	0.2%
Hospital, Golf Course, Office & Apartments	173	0.7%
Consulting Firm	1,041	4.3%
Utility	286	1.2%
School or University	212	0.9%
Landscape Contractor	728	3.0%
Other	566	2.4%
Other Paid	24	0.1%
TOTALS	24,000	100.0%

Subscriber Business Title - June 2017

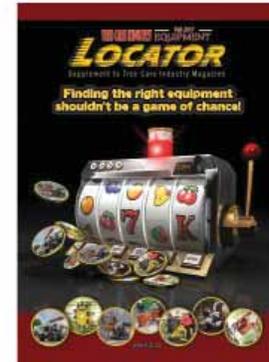
TITLE	AVERAGE PRINT	% OF TOTAL
Presidents, Vice-Presidents, Managers & Directors	20,363	84.8%
Superintendents & Supervisors	673	2.8%
Arborists, Landscapers & Grounds Managers	1,269	5.3%
Foresters, Consultants & instructors	427	1.8%
Government Official	73	0.3%
Purchasing Agents	11	0.1%
Other	1,184	4.9%
TOTALS	24,000	100.0%

Complete CVC Audit available upon request

Contact Sachin Mohan 516-625-1613, smohan@tcia.org

2018 TCI Equipment Locator

TCI Equipment Locator	Width x Depth	1x Color	2x Color	1x B&W	2x B&W
2 page Spread		\$2,564	\$2,379	\$2,110	\$1,902
Full Page	7.5 x 10.00	\$1,317	\$1,208	\$1,088	\$ 62
2/3 Page	4.875 x 10.00	\$1,136	\$1,044	\$ 930	\$ 833
1/2 Page Horizontal	7.50 x 4.875	\$ 860	\$ 787	\$ 708	\$ 630
1/3 Page Vertical	2.25 x 10.00	\$ 647	\$ 598	\$ 536	\$ 476
1/3 Page Horizontal	4.875 x 4.875	\$ 647	\$ 598	\$ 536	\$ 476
1/4 Page Vertical	2.25 x 7.5	\$ 448	\$ 411	\$ 369	\$ 331
1/4 Page Horizontal	4.875 x 3.625	\$ 448	\$ 411	\$ 369	\$ 331
Back Cover			\$1,610		
Inside Back			\$1,310		
Inside Front			\$1,379		



Twice a year, *TCI Equipment Locator* provides an alternative forum for manufacturers and resellers to advertise new and used equipment (at a discounted ad rate). Truly a cost effective resource for advertisers to reach tree care companies looking to buy equipment, this special supplement is a stand-alone piece inserted into *TCI Magazine*.

TCI Magazine Digital Upgrades

Digital Magazine Add-Ons Per Issue

Multiple Hyperlink	\$25
Video/Audio Upgrade	\$200
Edition-only Branding	\$250
Archive Branding	\$500

This digital version of our entire print issue is convenient, easy-to-use and interactive. The digital magazine is hosted on the TCIA website and a link to it is also sent out via email each month. We also offer print advertisers many different types of digital enhancements to further the impact of your ad in our Digital Edition.

Buyers' Guide

		Member	Non-Member
4-Color Insert with text	3-inch x 2-inch image with text of 100 words or less	\$843	\$983
Alpa Listing		FREE	\$109
Product Listing	All applicable products & services	FREE	N/A
Marketing Message	Price per line with four-line minimum	\$ 16	\$ 20

Twice a year, *TCI Buyers' Guide* lists the products and services that support the arboriculture industry. This special supplement is a stand-alone piece polybagged with *TCI Magazine*, and contains two complete listings, alphabetical and by product, primarily of TCIA Associate Members. Advertising options include premium four-color ads, an additional alphabetical listing and a four-line-minimum marketing message.

Web Banner and Email

Web Banner

Online Supplier Directory and department home page side placement:

250 x 150 pixels	1-month	\$221	per month
	3-month	\$185	per month

Primary Supplier Directory placement

250 x 150 pixels	1-month	\$360	per month
	3-month	\$310	per month

Eblasts

Member Publications	600 x 300 pixels	\$270	per month
TCI Magazine	600 x 300 pixels	\$270	per month

TreeWorker

		Member	Non-Member	
Full Page	8.5 x 11.00	\$535	\$658	Written by arborists for field employees, each colorful issue of <i>The TreeWorker</i> newsletter gives "How-to" pointers on improving client relations, rigging, safety strategies, crew leadership and diagnostic scenarios. Arborist Quiz and Mr. Safety cartoons also make this monthly publication "must" reading for company owners and field employees alike. <i>The TreeWorker</i> is shared and saved for future reference – creating longevity and greater impact for your ad dollars. Advertising is strictly limited, so reserve your space early!
1/2 Page	4.25 x 5.5	\$369	\$454	

strategies, crew leadership and diagnostic scenarios. Arborist Quiz and Mr. Safety cartoons also make this monthly publication "must" reading for company owners and field employees alike. *The TreeWorker* is shared and saved for future reference – creating longevity and greater impact for your ad dollars. Advertising is strictly limited, so reserve your space early!

Contact Sachin Mohan 516-625-1613, smohan@tcia.org



TCI EXPO 2018

November 8-10, 2018, Charlotte Convention Center, Charlotte, SC

The number-one reason attendees want to be at **TCI EXPO** is to see (and purchase) new products. Almost 80 percent of attendees play a role in the purchase of products or services. They are looking for solutions to their tree care concerns – and your products and services can provide these solutions!

Why not launch new products and receive invaluable face-to-face feedback from attendees?

As an exhibitor at **TCI EXPO**, you can also meet and network with loyal and potential clients. You can grow your industry presence while also learning more about client expectations.

Over the years, **TCI EXPO** has grown to become more than a huge product showroom – though that's still the show's strength! **TCI EXPO** is the only trade show for the tree care industry that features a full slate of seminars designed specifically for the commercial tree care business owner. That's why you'll find more business owners at **TCI EXPO** than anywhere else.

Don't forget, these are more than just "tree guys"... these men and women manage snow and ice, install and maintain landscapes, control pests and diseases, fertilize and improve soil quality, sell firewood, lumber and mulch, move large trees, install landscape and holiday lighting, and more!

Trade Show Rates

As an exhibitor at a trade show, you will reach seven times as many prospects as you would through any other type of marketing.

— from *Exhibitor & Business Marketing Magazine* & the Center for Exhibition Industry Research.

		Member	Non-Member
Booth Rates before January 1, 2018	per 10 x 10	\$1650	\$2080
Booth Rates after January 2, 2018	per 10 x 10	\$1700	\$2130

- Preferred exhibit booth rates at TCI EXPO!

Associate members receive up to 25 percent off booth space registration – your savings may even cover the cost of membership.

Arborbucks

ArborBucks is a TCI EXPO exclusive program that drives traffic to exhibitor booths and adds excitement to the trade show by offering “free money” to TCI EXPO attendees. Exhibitors may redeem ArborBucks spent at their booth for cash at the show’s end.

All TCI EXPO vendors are eligible to participate in this program for just \$200. As an ArborBucks participant, you will be listed:

- In the TCI EXPO marketing brochure, distributed to 30,000 potential customers
- On the Arborbucks signage at the show
- In the on-site show program, distributed to 2,000+ attendees
- In the TCI EXPO section of the TCIA website, seen by more than 6,000 visitors each week

You will also receive an “ArborBucks Participant” sign for your booth, and the chance to make more in sales than the price to participate!



“A trade show presence is only effective if the attendees want to be there. With TCI EXPO, they do.”

– Chris Nichols, Vermeer Corporation



2018 Associate Membership

Are you a tree care industry supplier, manufacturer or service provider? Join TCIA as an Associate Member for numerous member benefits and put your product or service in front of a large base of tree care company members! TCIA membership gives you access to more than 2,300 member companies, almost 6,000 member contacts, 24,000 *TCI Magazine* subscribers, and thousands of monthly website visitors!

Annual Membership Rates

Manufacturing Company	\$654
Distributing Company	\$467
Support Services Company	\$467

Receive

- **Preferred exhibit booth rates at TCI EXPO!**

Associate members receive up to 25 percent off booth space registration – your savings may even cover the cost of membership.

Plus

- **One FREE alphabetical listing twice/year in *TCI Magazine Buyers' Guide* along with listings of your products and services.**
An excellent way to highlight your products or services to TCIA members and more than 24,000 magazine subscribers. Advertising and marketing message available at special member rates.
- **Exceptional advertising opportunities in *TCI Magazine*.**
TCIA's official four-color monthly publication, *TCI Magazine*, is the most widely read magazine in the industry, with an audited circulation of 24,000 arborist and green industry subscribers that generates qualified leads.
- **Efficient, custom-designed, pre-sorted mailing lists.**
TCIA member-company contacts (2,300) and the *TCI Magazine* subscriber list (24,000) are available to Associate Members for rental. **TCI EXPO** pre- and/or post-show attendee lists (approximately 2,000) are available to current exhibitors.
- **Preferred display advertising rates.**
Discounted advertising opportunities (advertisements, inserts, etc.) in TCIA's monthly full-color *The TreeWorker* newsletter printed and emailed to more than 2,500 companies every month.
- **Online Suppliers' Directory.**
Associate members are published in the Suppliers' Directory, an online buyers' guide, with a company description and logo. Banner ads are available for more exposure. *TCIA.org* receives more than 16,000 unique visitors every month.
- **Associate Member representation on TCIA's Board of Directors.**
One Board member is always an Associate Member.
- **Eligible to participate in TCIA's new Member Discounts Program.**
Deep discounts with suppliers such as Fed-Ex, AT&T, Ricoh and more.
- **Storm Network**
Join the community of TCIA member companies who collaborate on the storm network.
- **Connections, our Associate Member e-Newsletter.**
Stay up to date on important events and benefits exclusive to Associate Members with this e-publication sent out each September.
- **Associate Member representation on ANSI A300 Tree Care Management standards committee.**

Partners Advancing Commercial Treecare



Partners Advancing Commercial Tree Care (PACT) is a strategic partnership between TCIA and industry organizations that champions the growth and development of our industry. These organizations demonstrate a high level of commitment to our mission to transform the industry through their financial support, which helps fund our programs, including our education and training efforts.

Contact Amy Tetreault, director of development & special programs: 800-733-2622 ext. 123, atetreault@tcia.org

Affinity Partners

To further increase the value of TCIA membership, the Tree Care Industry Association has teamed with several **Affinity Partners** to bring members exclusive cost savings and special services on many important everyday needs.

- Members typically receive credits on future TCIA dues.
- Portion of sales go toward development of safety and educational programs.
- Affinity Partners promoted on *TCIA.org*, social media and trade shows across the country.

Contact Tom Dunn, membership director: 800-7433-2622 ext. 103, tdunn@tcia.org

Workforce Development Initiative

TCIA has made workforce development a priority to support the needs of member businesses. The association is working to develop and expand education and training programs in arboriculture and urban forestry in an effort to build a stronger pipeline of motivated and skilled workers.

This initiative operates in three ways:

- Establishing partnerships with members and other stakeholders to build arborist apprenticeship programs.
- Establishing new college classes or programs in arboriculture.
- Introducing students, veterans and career changers to career opportunities in arboriculture.

For more information on how to be involved in growing the tree care industry workforce in your state, contact Brigitte Orrick, workforce development director: 603-296-7404, borrick@tcia.org

Arborist Safety Training Institute



The **Arborist Safety Training Institute (ASTI)**, launched by Tree Care Industry Foundation, works to bring quality, local and affordable safety training to working arborists. Every day, arborists cope with hazards that are unimaginable in most professions. Although most receive some sort of on-the-job, informal safety training, far too many risk their lives because they are not adequately trained.

ASTI provides grants for job and safety training to minimize consequent deaths and injuries, and promote overall workforce safety.

Application Deadlines

The next application deadline is March 1, 2018, for workshops held between August 1, 2018, and January 31, 2019.

The August 15, 2018, application deadline is for workshops held between February 1, 2019, and July 31, 2019

Contact 800-733-2622, asti@tcia.org

Winter Management Conference Networking

“For the last two decades, WMC has provided me with more successful networking opportunities than any other meeting, conference or trade show that I have attended.” – Dennis Beam, Altec Environmental Products

The networking opportunities at the annual WMC are, simply put, unrivaled. Meet with some of the biggest names in the tree care industry around the pool, connect with old friends over dinner and participate in peer-led forums in a casual setting. Luxuriate in breathtaking views, unparalleled networking and inspiring education at TCIA’s next Winter Management Conference, which is heading to the Westin Maui Resort and Spa on Ka’anapali Beach, Maui, Hawaii, February 4-8, 2018!

Contact Diane Morgan, director of meetings, 800-733-2622, dmorgan@tcia.org

Contact Sachin Mohan 516-625-1613, smohan@tcia.org

TREE CARE INDUSTRY

M A G A Z I N E

Contact Sachin Mohan

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