2017 Media Kit & Rate Card
A Farm-Grown Tree is a Part of Every Christmas Celebration
**AMERICAN CHRISTMAS TREE JOURNAL**
Considered by many to be the premier publication for the farm-grown Christmas Tree industry, the American Christmas Tree Journal is the award-winning magazine of the National Christmas Tree Association. The Journal is provided as a benefit of NCTA membership and sold by subscription to readers throughout North America.

**CONTENT**
The Journal offers feature articles, production trends and research, business management advice, marketing tips and resources, state association news, NCTA updates and more. For its quality content and design, the Journal was recognized as a Bronze Winner in the Association TRENDS All-Media Contest in 2010.

**FREQUENCY**
The 2017 Journal will be published two times a year – Spring/Summer and Fall/Winter.

**CIRCULATION**
The magazine is mailed to more than 600 targeted Christmas Tree growers, wholesalers, retailers, Choose & Cut farmers and related-industry members.

<table>
<thead>
<tr>
<th>Advertisement Sizes</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5” x 10”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.875” x 7.5”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5” x 5.0”</td>
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<tr>
<td>1/3 Page Square</td>
<td>4.875” x 5.0”</td>
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<tr>
<td>1/3 Page Vertical</td>
<td>2.33” x 10”</td>
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<td>1/4 Page Square</td>
<td>4.875” x 3.75”</td>
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**READER PROFILE**
According to our recent reader survey:
▲ 82% of subscribers report having purchased a product or service advertised in the magazine.
▲ 57% of readers keep their issues for more than one year.
▲ 49% of subscribers report spending one to two hours reading each issue.
▲ 41% of issues are read by two or more people.
MECHANICAL REQUIREMENTS

**Trum Size:** 8.5 X 11 inches  
**Binding:** All issues are saddle-stitched.  
**Preferred Materials:** Please submit high-resolution, print-quality .pdf files. Application files produced in InDesign, Illustrator, Photoshop or QuarkXpress may also be accepted. When sending application files, include all linked images along with screen and printer fonts. All images must have a resolution of at least 300 DPI and be in CMYK format. Any artwork, color separations and special typesetting required will be charged to advertiser in addition to current ad space rates.

**Advertising Terms:** All advertisements are subject to approval by NCTA and may be refused for any reason. Ad payments are due 30 days after invoice date.

**Ad Sizes:** All artwork should be submitted at 100% and should match specified ad sizes. Please note: Full-page ads that bleed are required by the printer to have a 1/8-inch bleed on all four sides.

SALES

For more information on advertising opportunities or to reserve your space, contact Marsha Gray, National Christmas Tree Association at 800-975-5920 Ext 702, 517-242-1630 Direct or at marsha@realchristmastrees.org

ADVERTISEMENT RATES - MAGAZINE

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<tr>
<td>Full-page</td>
<td>$657</td>
<td>$987</td>
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<tr>
<td>1/2 page</td>
<td>$378</td>
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<tr>
<td>1/3 page</td>
<td>$284</td>
<td>$459</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$216</td>
<td>$366</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$163</td>
<td>$263</td>
</tr>
<tr>
<td>Classified</td>
<td>$79</td>
<td>$69</td>
</tr>
<tr>
<td>Inner front Cover</td>
<td>$1,439</td>
<td></td>
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<tr>
<td>Inner back Cover</td>
<td>$1,439</td>
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MONTHLY ELECTRONIC NEWSLETTER

Limit 6 Advertisements Per Issue

$100 per issue / 12 issues for $1,000

Save even more! ACTJ print advertisers who buy two ¼ page ads or larger pay:  
$90 per issue / 12 issues for $900

DEADLINES

**The American Christmas Tree Journal Magazine**

- **Spring/Summer**  
  **Space:** April 1  
  **Materials:** April 15
- **Fall/Winter**  
  **Space:** Sept. 1  
  **Materials:** Sept. 15

**ACTJ Monthly**  
All Materials are due on the first of the month

Trim Size: 8.5 X 11 inches  
Binding: All issues are saddle-stitched.  
Preferred Materials: Please submit high-resolution, print-quality .pdf files. Application files produced in InDesign, Illustrator, Photoshop or QuarkXpress may also be accepted. When sending application files, include all linked images along with screen and printer fonts. All images must have a resolution of at least 300 DPI and be in CMYK format. Any artwork, color separations and special typesetting required will be charged to advertiser in addition to current ad space rates.

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Since 1955, the National Christmas Tree Association (NCTA) strives to be one voice representing Real Christmas Tree professionals, protecting the industry and advocating the use of farm-grown Christmas Trees. More than 2,000 professionals support NCTA programs through membership, participation in the Tree Industry Partnership (TIP) program and/or donations and investments, including 35 chartered state/regional associations and more than 600 grower, wholesaler, retailer, choose & cut and related-industry members.

If your customers are Real Christmas Tree professionals, NCTA can help you reach them quickly and cost-effectively through digital and print opportunities.

**DIGITAL**

Reach out to Real Christmas Tree professionals through NCTA’s digital publications and website.

**eNewsletters:**
American Christmas Tree Journal Monthly eNewsletter is sent to more than 2,595 NCTA and TIP members, offering the latest news, events, innovations and trends going on within the association and industry as a whole.

For just $100/issue, or $1000/year, advertising in our eNewsletters is a great way to expand your reach beyond the American Christmas Tree Journal and keep your business top-of-mind throughout the year.

**Requirements:**
All artwork should be submitted at 100% and should match specified ad sizes. Ads may be up to 4-color. Finished size is 145px X 385px (vertical) or 400px X 175px (horizontal) and 72 DPI; please submit .jpg files to mjgray1@charter.ne.

Need help creating your ad? NCTA can create a simple, text-based ad (including a link to your website on your behalf) – at no additional cost.

**National Christmas Tree Association**
P.O. Box 3609
Littleton, CO 80161
Phone: 800/975-5920 • Fax: 303/374-6594
Email: info@realchristmastrees.org
Website: realchristmastrees.org