

**FONTS** – Please turn all fonts to paths (outlines) or include all fonts (both printer and screen fonts) that are used in your document. Use only Post Script fonts (no True Type). Substituting fonts for any that are missing can create text flow problems. Remember to change to paths or include any fonts that are used in imported graphics, charts, etc.

**GRAPHICS** – **High resolution PDF, TIF, JPG and EPS file formats preferred.** Graphic files (Photoshop, Illustrator) must be included with the ad files sent. This includes logos, line art, photos and any other imported graphics. If you are importing a grayscale graphic, it also must be saved as a grayscale.

**FILE FORMATS:**

**High resolution EPS, TIF and PDF file formats preferred.**

If you are sending an Illustrator file, please send it as an EPS with the original file included. Please change all of your fonts to paths (outlines). Fonts cannot be used cross-platform.

IBM or Mac formats are acceptable in Illustrator, InDesign and Photoshop files.

**There will be a production charge for files received in programs other than InDesign, Illustrator, Quark, Photoshop or Acrobat.** Black and white ads will be charged \$15; 2-color ads will be charged \$30; 3-color ads will be charged \$45; 4-color ads will be charged \$60.

| ISSUE AND CLOSING DATES                                                                                                                                                   |        |        |        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|
|                                                                                                                                                                           | ■      | ▲      | ●      |
| Winter Lookout                                                                                                                                                            | Dec 8  | Dec 15 | Jan 31 |
| Summer Lookout                                                                                                                                                            | Jun 15 | Jun 15 | Jul 31 |
| <i>(Includes Membership Directory)</i>                                                                                                                                    |        |        |        |
| Buy-Sell Directory                                                                                                                                                        | Mar 20 | Mar 20 | May 1  |
| ■ Closing date and deadline for ad copy to be set in type.<br>If new material not received prior to publication date, publisher reserves the right to repeat previous ad. |        |        |        |
| ▲ Electronic art due                                                                                                                                                      |        |        |        |
| ● Issue Date                                                                                                                                                              |        |        |        |

Advertising Contact  
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info@pnwcta.org

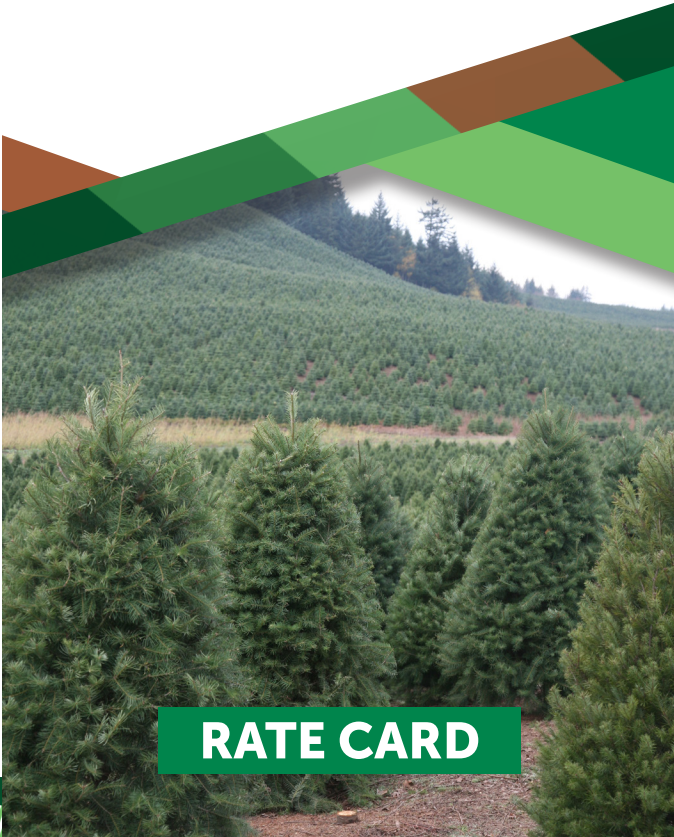


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CHRISTMAS TREE  
**LOOKOUT**

**Buy-Sell  
Directory**



# CHRISTMAS TREE LOOKOUT

**PUBLISHER'S EDITORIAL PROFILE:** The Christmas Tree Lookout is published biannually by the Pacific Northwest Christmas Tree Association, representing the largest Christmas tree production area in the U.S. Editorial content is designed to meet the needs of those engaged in the growing and marketing of Christmas trees - grower, buyer, seller, retailer and supplier. Articles and columns cover plantation management, culturing techniques and equipment, use of fertilizers, chemicals, harvesting and planting equipment as well as research, marketing, retailing, legislative and environmental concerns.

## ADVERTISING RATES / FREQUENCY DISCOUNTS

| BLACK/WHITE RATES:         | 1X  | 3X  |
|----------------------------|-----|-----|
| Back Cover                 | 509 | 457 |
| Inside Front or Back Cover | 476 | 427 |
| 1 page                     | 414 | 373 |
| 2/3 page                   | 296 | 263 |
| 1/2 page                   | 233 | 208 |
| 1/3 page                   | 158 | 139 |
| 1/4 page                   | 130 | 109 |
| 1/6 page                   | 90  | 82  |

## COLOR RATES:

|                                               |     |
|-----------------------------------------------|-----|
| Standard red, blue, green, yellow – per page: | 0   |
| Other standard or match color – per page:     | 225 |
| 3 or 4-color or process color – per page:     | 300 |

**BLEED:** 15% extra on space and color

**CIRCULATION & SUBSCRIPTION:** The Lookout is circulated by subscription. PNWCTA members receive a copy at no charge.  
Total - 600.

**PAID SUBSCRIPTIONS:** \$25 per year. Additional postage for Canada, Mexico and Hawaii - \$35 per year.

## CLASSIFIED RATES:

No discount and non-commissionable. Payable in advance.  
\$25 per insertion of 50 words or less.  
50 cents per additional word over the 50 word limit  
Deadline: 15 days prior to issue date

# BUY-SELL DIRECTORY

**PUBLISHER'S EDITORIAL PROFILE:** The Pacific Northwest Christmas Tree Association's Buy-Sell Directory is published annually in May. It contains an extensive directory of sellers with trees available by species. Each listing is complete with address, telephone number and geographical location. Also listed for sale are specialty items such as wreaths, garlands, boughs, swags and live container-grown trees. Buyers are listed separately with trees to be purchased by species. Special sections list nurseries and truckers.

## ADVERTISING RATES / FREQUENCY DISCOUNTS

| BLACK/WHITE RATES:         | 1X  | 3X  |
|----------------------------|-----|-----|
| Back Cover                 | 647 | 584 |
| Inside Front or Back Cover | 604 | 544 |
| 1 page                     | 526 | 476 |
| 2/3 page                   | 377 | 338 |
| 1/2 page                   | 296 | 263 |
| 1/3 page                   | 198 | 175 |
| 1/4 page                   | 163 | 142 |
| 1/6 page                   | 112 | 102 |

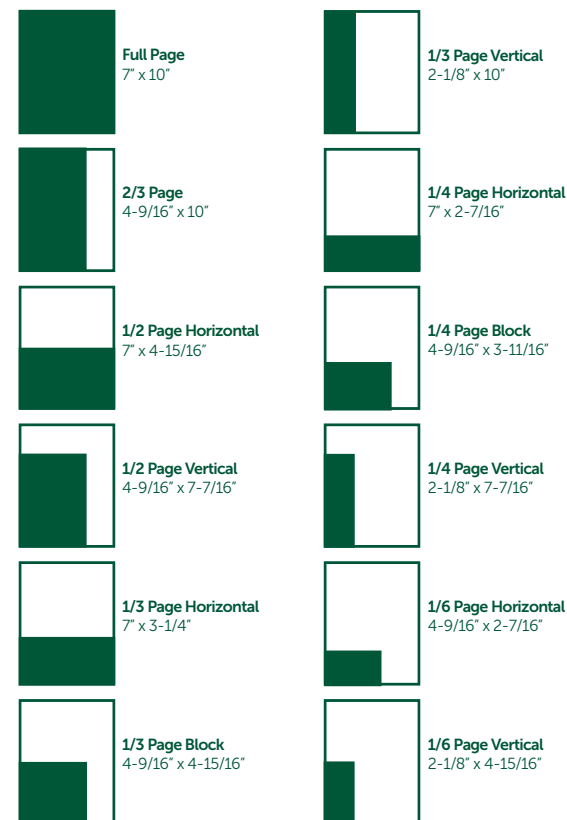
## COLOR RATES:

|                                               |     |
|-----------------------------------------------|-----|
| Standard red, blue, green, yellow – per page: | 0   |
| Other standard or match color – per page:     | 225 |
| 3 or 4-color or process color – per page:     | 300 |

**BLEED:** 15% extra on space and color

**CIRCULATION:** The Buy-Sell Directory is circulated to members and, on request, to wholesale and retail buyers of Christmas trees, greens and allied products. Total - 1,500. The Buy-Sell Directory is also posted at PNWCTA.org.

\* *Placement of advertising in the Buy-Sell Directory counts towards frequency discounts in the Christmas Tree Lookout.*



**MEMBER RATES** – Members (whose dues are current at invoice date) are entitled to a 15% discount on space only. No discount on color charges. Discounted rates are non-commissionable.

**GENERAL RATE POLICY** – Advertising in the Christmas Tree Lookout and Buy-Sell Directory may be combined for earned frequency rate. Advertisers will be rebated or short-rated to adjust to actual earned rate based on total space used in 12 months from the date of first insertion. In case of new, higher rates, existing contracts will be protected up to 12 months. Cancellations accepted only if received before closing date.

**E-MAIL:** If your file is 8MB or less in total size (including font and graphics as explained above), you may e-mail your file to: [info@pnwcta.org](mailto:info@pnwcta.org). If you need to compress your file, please save them as a zipped file. Websites such as [hightail.com](http://hightail.com) or [dropbox.com](http://dropbox.com) can be useful for transmitting large files.