



National Christmas Tree Association

WHO WE ARE

Vision: *A farm-grown tree is a part of every Christmas celebration.*

Mission: *To protect and advocate for the farm-grown Christmas Tree industry.*

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.

NCTA was established in Pennsylvania in September 1955 with eight original charter state associations. Since then, the association has grown to 35 chartered state/regional associations and has 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.

National Christmas Tree Association

16020 Swingley Ridge Road, Suite 300
Chesterfield, MO 63017

Phone: 636/449-5070

Fax: 636/449-5051

Email: info@realchristmastrees.org

Website: realchristmastrees.org

**The total Real Christmas Trees retail sales value
is more than \$1.1 billion per year!**

DIGITAL: Reach out to Real Christmas Tree professionals through NCTA's digital publications and website.

eNewsletters:

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 nfeltes@amrms.com.

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.

Elite Leader Monthly – Published each month this eNewsletter goes to about 310 NCTA Professional Members, providing targeted industry news, research, business trends and tools to help them grow their business.

Rates:
\$30/issue
\$300/year – all issues

ACTJ Monthly – This 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.

Rates:
\$30/issue
\$300/year – all issues

Website

Each year consumers, media, teachers and Real Christmas Tree professionals turn to the NCTA website, realchristmastrees.org, for information on the Real Tree industry. The site was completely redesigned in 2012, and additional features were introduced in 2013, including a new Member's Center.



Advertising opportunities, including banner ads, text links and classifieds may be available.

PRINT

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 2016 *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.



Readership 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.

	1x Rate		2x Rate	
	B&W	4-C	B&W	4-C
Full-page	\$657	\$987	\$604	\$935
1/2 page	\$378	\$698	\$341	\$662
1/3 page	\$284	\$565	\$263	\$572
1/4 page	\$216	\$515	\$194	\$494
1/6 page	\$163	\$452	\$147	\$436
Classified	\$79		\$69	
Inner front Cover		\$1,439		\$1,297
Inner back Cover		\$1,439		\$1,297
Outer back Cover		\$1,638		\$1,475

Inserts & Outserts available – call for pricing.

MECHANICAL REQUIREMENTS

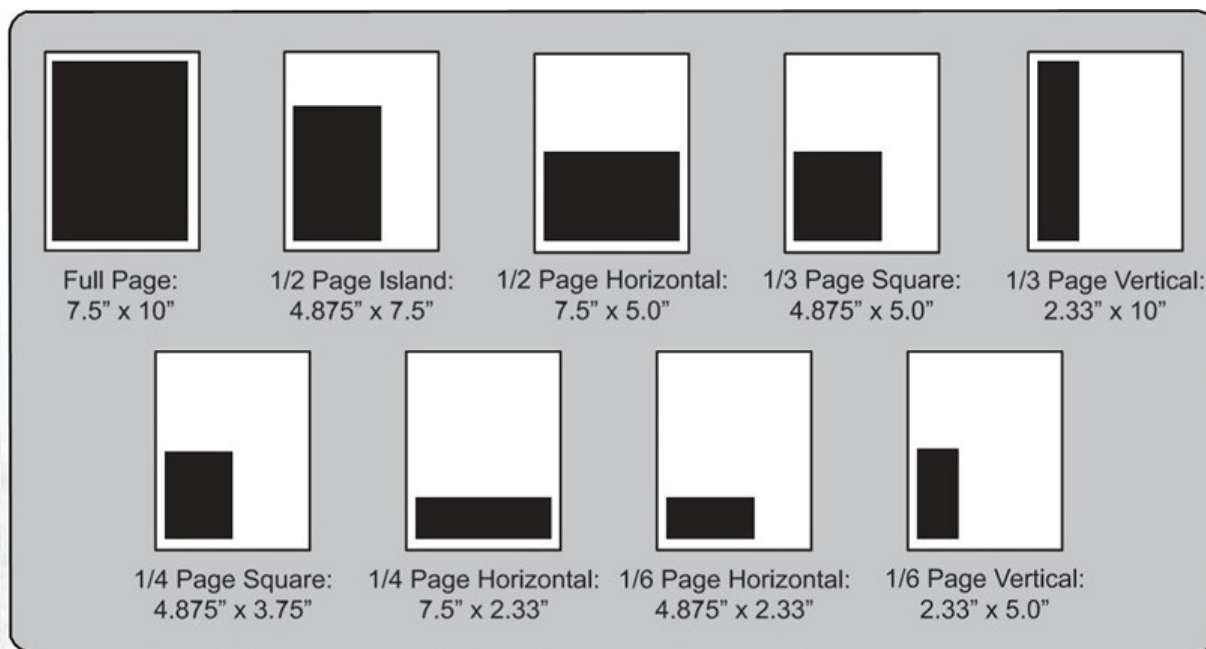
Trim Size: 8.5 X 11 inches

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.

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.



Full-page	7.5" x 10"
1/2 Page Island	4.875" x 7.5"
1/2 Page Horizontal	7.5" x 5"
1/3 Page Square	4.875" x 5"
1/3 Page Vertical	2.33" x 10"
1/4 Page Horizontal	7.5" x 2.33"
1/4 Page Square	4.875" x 3.75"
1/6 Page Horizontal	4.857" x 2.33"
1/6 Page Vertical	2.33" x 5"
Classified	60 word max.



Put Together Your Perfect Promotional Package!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

PRINT

SIZE		COLOR	PREMIUM PLACEMENT	ISSUES
Full page	<input type="checkbox"/>	4-color <input type="checkbox"/>	<i>(Available only for full-page color ads)</i>	Spring/Summer <input type="checkbox"/>
Half page	<input type="checkbox"/>	Black & White <input type="checkbox"/>	<input type="checkbox"/> Outside back cover	Fall/Winter <input type="checkbox"/>
1/3 page	<input type="checkbox"/>		<input type="checkbox"/> Inside front cover	
1/4 page	<input type="checkbox"/>		<input type="checkbox"/> Inside back cover	
1/6 page	<input type="checkbox"/>			
Classified	<input type="checkbox"/>			

NOTES: _____

Total Journal Advertising: \$ _____

DIGITAL

ACTJ MONTHLY	ELITE JOURNAL MONTHLY
<input type="checkbox"/> Single Issue(s)- \$30 <u>Specify Month(s):</u>	<input type="checkbox"/> Single Issue(s)- \$30 <u>Specify Month(s):</u>
<input type="checkbox"/> All Issues- \$300	<input type="checkbox"/> All Issues- \$300

PAYMENT

Total Digital Advertising: \$ _____

Bill Me Check Enclosed MasterCard Visa

Card Number: _____ CVV: _____

Signature: _____ Expiration Date: _____

DEADLINES:

The American Christmas Tree Journal

<p><i>Spring/Summer</i></p> <p>Space: April 17 Materials: April 30</p>	<p><i>Fall/Winter</i></p> <p>Space: Sept. 7 Materials: Sept. 22</p>
<p>ACTJ Monthly</p>	<p>Elite Journal Monthly</p>
<p><i>All Materials are due on the first of the month</i></p>	<p><i>All Materials are due on the first of the month</i></p>

LIST RENTALS

Complement your *Journal* advertising by targeting your message to Real Christmas Tree growers and retailers through direct mail.

NCTA maintains a database of more than 3,000 industry members, and list rental is available only to *Journal* advertisers.

Customized lists may be rented for one-time use based on geographic area or industry segment.

The cost for data provided in an Excel spreadsheet is \$150 per 1,000 names.

Please note: At this time, NCTA does not rent email addresses.

For details, contact Nicole Feltes at 636/449-5070 or nfeltes@amrms.com.



**More than 30 million farm-grown
Christmas Trees were purchased
in 2014.**