

Company Name:

Proposal Provided To:

**A. Print Advertising in TCI Magazine 2021**

Size	1x	3x	6x	12x	QTY	TOTAL
Full page	<input type="checkbox"/> \$4,077.00	<input type="checkbox"/> \$3,993.00	<input type="checkbox"/> \$3,783.00	<input type="checkbox"/> \$3,568.00	<input type="text"/>	<input type="text"/>
1/2 page island	<input type="checkbox"/> \$3,103.00	<input type="checkbox"/> \$3,024.00	<input type="checkbox"/> \$2,962.00	<input type="checkbox"/> \$2,865.00	<input type="text"/>	<input type="text"/>
1/2 page horizontal	<input type="checkbox"/> \$2,684.00	<input type="checkbox"/> \$2,608.00	<input type="checkbox"/> \$2,547.00	<input type="checkbox"/> \$2,477.00	<input type="text"/>	<input type="text"/>
1/3 page vertical or horizontal	<input type="checkbox"/> \$2,000.00	<input type="checkbox"/> \$1,948.00	<input type="checkbox"/> \$1,900.00	<input type="checkbox"/> \$1,798.00	<input type="text"/>	<input type="text"/>
1/4 page vertical or horizontal	<input type="checkbox"/> \$1,410.00	<input type="checkbox"/> \$1,381.00	<input type="checkbox"/> \$1,350.00	<input type="checkbox"/> \$1,303.00	<input type="text"/>	<input type="text"/>
1/6 page vertical or horizontal	<input type="checkbox"/> \$1,178.00	<input type="checkbox"/> \$1,150.00	<input type="checkbox"/> \$1,131.00	<input type="checkbox"/> \$1,081.00	<input type="text"/>	<input type="text"/>
Inside front cover	<input type="checkbox"/> \$5,436.00	<input type="checkbox"/> \$5,350.00	<input type="checkbox"/> \$5,152.00	<input type="checkbox"/> \$4,926.00	<input type="text"/>	<input type="text"/>
Back cover	<input type="checkbox"/> \$5,436.00	<input type="checkbox"/> \$5,350.00	<input type="checkbox"/> \$5,152.00	<input type="checkbox"/> \$4,926.00	<input type="text"/>	<input type="text"/>
TOC adjacent	<input type="checkbox"/> \$4,800.00	<input type="checkbox"/> \$4,714.00	<input type="checkbox"/> \$4,594.00	<input type="checkbox"/> \$4,373.00	<input type="text"/>	<input type="text"/>
Inside back cover	<input type="checkbox"/> \$4,800.00	<input type="checkbox"/> \$4,714.00	<input type="checkbox"/> \$4,594.00	<input type="checkbox"/> \$4,373.00	<input type="text"/>	<input type="text"/>
Two-page spread	<input type="checkbox"/> \$7,867.00	<input type="checkbox"/> \$7,821.00	<input type="checkbox"/> \$7,375.00	<input type="checkbox"/> \$6,918.00	<input type="text"/>	<input type="text"/>

**TOTAL A = \$ 0.00**

	Member Price	Non-Member Price	Month(s)	QTY	TOTAL
<b>B. Digital Advertising Opportunities</b>					
<i>TCI Magazine Website</i>					
Large sidebar ad per 4,000 impressions	n/a	<input type="checkbox"/> \$96.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
Small sidebar ad per 4,000 impressions	n/a	<input type="checkbox"/> \$72.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mid-article ad per 4,000 impressions	n/a	<input type="checkbox"/> \$72.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
<i>E-blast</i>					
TCI Magazine e-blast - large	n/a	<input type="checkbox"/> \$600.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
TCI Magazine e-blast - small	n/a	<input type="checkbox"/> \$300.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
TCIA Member Connections e-blast - large	n/a	<input type="checkbox"/> \$600.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
TCIA Member Connections e-blast - small	n/a	<input type="checkbox"/> \$300.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
TCIA Mobile App ad per month	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$300.00	<input type="text"/>	<input type="text"/>	<input type="text"/>

**TOTAL B = \$ 0.00**

	Member Price	Non-Member Price		QTY	TOTAL
<b>C. Additional Print Opportunities</b>					
Winter Buyers' Guide - 3x2 ad with text	n/a	<input type="checkbox"/> \$850.00		<input type="text"/>	<input type="text"/>
Summer Buyers' Guide - 3x2 ad with text	n/a	<input type="checkbox"/> \$850.00		<input type="text"/>	<input type="text"/>
Alphabetical listing	FREE	n/a			
Additional listing	n/a	<input type="checkbox"/> \$100.00		<input type="text"/>	<input type="text"/>
Alphabetical listing w/message	n/a	<input type="checkbox"/> \$25.00	per line, 4-line min	<input type="text"/>	<input type="text"/>

TOTAL C = \$ 0.00

	Member Price	Non-Member Price	Month(s)	QTY	TOTAL
<b>D. Special Print Opportunities</b>					
Barn door cover	n/a	<input type="checkbox"/> \$7,800.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
4x6 post card; including 1/2 page, horz ad	n/a	<input type="checkbox"/> \$6,400.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bellyband	n/a	<input type="checkbox"/> \$6,250.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
Center spread					
<i>4 page</i>	n/a	<input type="checkbox"/> \$6,900.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
<i>8 page</i>	n/a	<input type="checkbox"/> \$9,900.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
Tipped insert					
<i>4 page</i>	n/a	<input type="checkbox"/> \$8,800.00	<input type="text"/>	<input type="text"/>	<input type="text"/>
<i>8 page</i>	n/a	<input type="checkbox"/> \$10,500.00	<input type="text"/>	<input type="text"/>	<input type="text"/>

TOTAL D = \$ 0.00

	Member Price	Non-Member Price		QTY	TOTAL
<b>E. TCI Virtual Summit (January 13-15, 2021)</b>					
Virtual Booth	<input type="checkbox"/> \$450.00	<input type="checkbox"/> \$650.00		<input type="text"/>	<input type="text"/>
<i>Sponsorships</i>					
Lobby display ad	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$625.00	per :08 slot; 15 available	<input type="text"/>	<input type="text"/>
Lounge chat display ad, limited availability	<input type="checkbox"/> \$175.00	<input type="checkbox"/> \$220.00	per :08 slot	<input type="text"/>	<input type="text"/>
Exhibit hall sponsor	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$625.00	10 available	<input type="text"/>	<input type="text"/>
Theatre/education sponsor	<input type="checkbox"/> \$5,000.00	n/a	per :40 slot; 3 available	<input type="text"/>	<input type="text"/>
Pop up announcements	<input type="checkbox"/> \$1,000.00	n/a	5 available per day	<input type="text"/>	<input type="text"/>
Trivia	<input type="checkbox"/> \$750.00	<input type="checkbox"/> \$950.00	5 slots available	<input type="text"/>	<input type="text"/>
Pre-education session video ad	<input type="checkbox"/> \$3,500.00	n/a	1 video per session	<input type="text"/>	<input type="text"/>
Recognition on promotional emails	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$800.00	2 large ads per email	<input type="text"/>	<input type="text"/>
Badges	<input type="checkbox"/> \$1,500.00	<input type="checkbox"/> \$1,875.00	5 badges available	<input type="text"/>	<input type="text"/>
				<b>TOTAL E =</b>	<input type="text" value="\$ 0.00"/>

	Member Price	Non-Member Price		QTY	TOTAL
<b>F. TCI EXPO 2021 (November 4-6) Indianapolis</b>					
<i>10x10 Booth</i>					
Early bird (before 1.1.21)	<input type="checkbox"/> \$1,750.00	<input type="checkbox"/> \$2,180.00		<input type="text"/>	<input type="text"/>
After 1.1.21	<input type="checkbox"/> \$1,800.00	<input type="checkbox"/> \$2,230.00		<input type="text"/>	<input type="text"/>
<i>Sponsorships (TCIA Member Exclusive)</i>					
Name-badge lanyards	<input type="checkbox"/> \$3,500.00	n/a		<input type="text"/>	<input type="text"/>
Attendee show-bag branding	<input type="checkbox"/> \$7,500.00	n/a		<input type="text"/>	<input type="text"/>
Mobile charging stations	<input type="checkbox"/> \$3,500.00	n/a	per station	<input type="text"/>	<input type="text"/>
Exhibit hall entrance floor decal	<input type="checkbox"/> \$3,000.00	n/a	per decal	<input type="text"/>	<input type="text"/>
Welcome reception	<input type="checkbox"/> \$25,000.00	n/a		<input type="text"/>	<input type="text"/>
"Go Green" hydration package	<input type="checkbox"/> \$10,000.00	n/a		<input type="text"/>	<input type="text"/>
Coffee stations	<input type="checkbox"/> \$3,000.00	n/a	per station	<input type="text"/>	<input type="text"/>
				<b>TOTAL F =</b>	<input type="text" value="\$ 0.00"/>

**G. Other Sponsorship Opportunities (TCIA Member Exclusive)**

				QTY	TOTAL
<i>Premium Sponsorship</i>					
Gold sponsor	<input type="checkbox"/> \$15,000	n/a			
Silver sponsor	<input type="checkbox"/> \$7,000	n/a			
Bronze sponsor	<input type="checkbox"/> \$3,500	n/a			
<i>Content Sponsorship</i>					
TCIA Podcast	<input type="checkbox"/> \$100	n/a	per :60 ad slot		
Webinar/Facebook "Takeover"	<input type="checkbox"/> \$1,500	n/a	per takeover		
<i>Other Event Sponsorships</i>					
Executive Arborist Workshop Coffee Stations	<input type="checkbox"/> \$750	n/a	2 stations available		
WMC 2022 Kauai Welcome Reception	<input type="checkbox"/> \$10,000	n/a			
WMC 2022 Kauai Coffee Station	<input type="checkbox"/> \$1,500	n/a	1 station available		

**TOTAL G =**

**SUBTOTAL A-G =**

	DISCOUNT DESCRIPTION	TOTAL
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<b>Sign &amp; Date:</b>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**GRAND TOTAL A-G =**

Approval: All advertising is subject to approval by TCIA. TCIA maintains a standard of, at a minimum, prohibiting any image that appears to depict improper or unsafe practices according to OSHA requirements, as well as the industry's ANSI Z133 safety standard for work practices.

Material: The advertiser warrants that no material provided for advertisement is unauthorized or infringes on copyright or other rights of third parties, that no material submitted is defamatory, and the advertiser agrees to defend and hold TCIA harmless from all claims, demands and/or litigation directly or indirectly related to improper or unauthorized use of any photograph, drawing, likeness, name, logo, trademark, representation, or any other material provided in any advertisement. Products and services advertised by external organizations are in no way endorsed by TCIA.

Payment: Invoices are mailed for each month's issue: payment terms NET30. Advertisements with charges in arrears of ninety (90) days or more will not be considered for future advertising unless account is made current. TCI places advertising on the direction of advertiser's designated agent or agency unless written directive is received to the contrary. TCI is not responsible for miscommunication between advertiser and agency. The advertiser is considered ultimately responsible for payment of TCI advertising.

Cancellations: Cancellations must be received in writing and cannot be accepted after materials closing date.

A completed and duly signed Agreement guarantees advertising rates for the period identified on this Insertion Order. If the number of insertions contracted for are not used within the calendar year, the advertiser will be expected to pay the difference between the rate paid and the rate based on the actual frequency utilized. Any discounts previously awarded no longer apply.

Ad Design: If you are requesting TCIA to design your ad, a \$200 charge will be added to your ad cost. Incomplete Ads: Incomplete ads or ads not in compliance with ad specifications may incur additional (\$100 per hour) production charges. A written reader inquiry system control number will accompany all advertisements unless otherwise requested. All ad material required as digital files.