



Limbs & Needles

PO Box 1937, Boone, NC 28607
 Phone: 828-262-5826 Fax: 828-265-1558
www.NCchristmastrees.com

About *Limbs & Needles*:

Limbs & Needles is a full color publication that is distributed to NC Christmas Tree Association members and industry affiliates two times per year. Its objective is to help meet the needs of people engaged in the production and marketing of real Christmas trees in North Carolina. North Carolina is 2nd in the United States in terms of number of real Christmas trees harvested each year, with a sales value of over \$100 million.

| Size / Location | Dimensions (W x H) | Price One Time | *Price Two Times |
|----------------------------------|-----------------------|----------------|------------------|
| Back cover | 8 W x 10.5 H | \$675.00 | \$615.00 |
| Full page inside covers | 7 W x 9.25 H | \$475.00 | \$420.00 |
| Full page on page 1 | 7 W x 9.25 H | \$430.00 | \$390.00 |
| Full page other | 7 W x 9.25 H | \$325.00 | \$300.00 |
| 1/2 Page horizontal inside cover | 7 W x 4.5 H | \$260.00 | \$230.00 |
| 1/2 Page horizontal other | 7 W x 4.5 H | \$195.00 | \$160.00 |
| 1/2 Page vertical inside cover | 3.375 W x 9.25 H | \$260.00 | \$230.00 |
| 1/2 Page vertical other | 3.375 W x 9.25 H | \$195.00 | \$160.00 |
| 1/4 Page | 3.375 W x 4.5 H | \$120.00 | \$110.00 |
| 1/6 Page | 3.375 W x 3 H | \$85.00 | \$75.00 |

*To qualify for the **two time** rate, advertiser must agree to both consecutive ads of same size in the same year.

Please submit ads as flattened press-ready PDF file format, CMYK color, 300 dpi resolution, to exact ad size specifications. All spot colors must be converted to CMYK. All images and photos must be flattened and embedded CMYK Tiff format at 300 dpi resolution. *Note that images from the Internet are generally not of suitable resolution for print. All fonts must be embedded or converted to outlines. Black text and backgrounds should be 100% black, no built blacks. Please follow guidelines to avoid additional charges.

If you are unable to provide artwork to specification, NCCTA can assist you with professional services for an additional fee of \$75. Please call us to inquire about graphic design services and quotes.

SUBMISSION DEADLINES

Spring/Summer March 31st - mailed in May
 Fall/Winter August 15st - mailed in October

Continued on back...



Limbs & Needles
Serving the Christmas Tree Industry in the South
Insertion Order and Contract

Date _____

Contact Name _____

Company Name _____

Billing Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Issue(s) / Year:

Spring/Summer _____ / 2022

Fall/Winter _____ / 2022

Ad Size _____

Print Ready Ad provided? yes _____ no _____

Design services requested for an additional \$75 _____

_____ Bill me - Amount to be billed per issue \$ _____

_____ Pay the amount in full for both 2022 issues

Amount enclosed \$ _____

Submit Ads to: jennifer@ncchristmastrees.com

Ad purchase authorized by _____

Please acknowledge receipt and acceptance of this contract by signing on authorization line and returning to: jennifer@ncchristmastrees.com or Limbs and Needles, P.O. Box 1937, Boone, N.C. 28607. *Signed form is required for confirmation.* Please photocopy completed form for your records.

THANK YOU for your support of the NC Christmas Tree Industry.