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news release

INTERNATIONAL SOCIETY OF ARBORICULTURE

ARBORIST NEWS

BUSINESS

CONSUMER

DATABASE

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NEWSPAPER

ARBORIST NEWS Applies For BPA Worldwide Business Publication Membership

Shelton, CT April 2, 2007 – *Arborist News* has applied for business publication membership in BPA Worldwide. The magazine is published by International Society of Arboriculture (Champaign, IL).

BPA Worldwide will track circulation for *Arborist News* based on business/distribution, demographics and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

"The strong growth of *Arborist News* has made it a perfect time to apply for membership with BPA Worldwide," said Publisher Sharon Lilly. "Our firm commitment to our recipients and advertisers will be enhanced by our future membership in BPA."

"We are pleased that *Arborist News* has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication's effectiveness in serving its market."

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,700 media properties—including over 2,000 B-to-B publications, more than 600 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.