

2019 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Full Page	\$8,222	\$7,230	\$6,832	\$6,328	\$6,037
2/3 Page	5,543	4,859	4,589	4,302	4,053
1/2 Island	4,875	4,286	4,031	3,782	3,570
1/2 Standard	4,270	3,761	3,592	3,321	3,124
1/3 Page	2,907	2,588	2,440	2,297	2,154
1/4 Page	2,196	1,925	1,804	1,708	1,613
1/6 Page	1,443	1,246	1,167	1,120	970

Covers*	6x	12x	18x	24x
2nd Cover	\$7,946	\$7,405	\$6,886	\$6,355
3rd Cover	7,305	7,145	6,625	6,095
4th Cover	8,996	8,472	7,946	7,416

Color Charges*	Single Page	Spread
Standard	\$584	\$955
Matched Color, Extra	690	1,061
Matched, Metallic Color	716	1,140
Four-Color Process, Extra	1,167	1,804

DIGITAL EDITION:

Print + 8% premium

CLASSIFIEDS (PRINT AND ONLINE):

\$135 per column inch - 2-color \$30.00, 4-color \$55.00

Word only: \$1.20 per word, \$35.00 minimum

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*, *Produce Grower*, *Cannabis Business Times*, and *Cannabis Dispensary*.

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7⁷/₈" x 10¹/₂".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For more details, contact Caitlin McCoy at 800-456-0707 or cmccoy@gie.net.

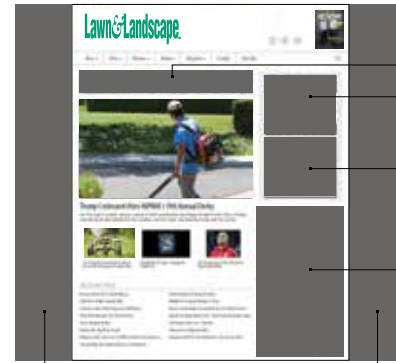
SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD AD

728x90
\$2,573
8 units available

PRIME-PLUS SQUARE ADS

300x250
\$1,310
16 units available

PRIME TOWER AD

300x600
\$2,183
5 units available

WALLPAPER ADS

\$20,700



LIGHTBOX

500x500
\$9,456
Exclusive Monthly
12 per year

NEWSLETTER ADS



PRIME-PLUS SQUARE ADS

300x250
1x \$1,594 \$1,421
24x \$1,104 \$794

SPONSORED FEATURE

Image Here

Bold Headline
Hendit, ne velisadi volostem
recumet uscumque et et qui il lum
nem quis et qualitat in illi qui
con portus modi et velisreum
aut illum eum, qui in nosam dit
recta con, omplis ider ditorit
modicmo, etis dui ma.

SPONSORED FEATURE

360x180 \$2,353

LEADERBOARD AD

728x90
1x \$734 \$661 \$509 \$430
12x \$661 \$509 \$430
24x \$509 \$430
52x \$430