

## 2019 PRINT

### FREQUENCY DISCOUNTS\*

Size	1x	3x	6x	12x
Full Page	\$3,818	\$3,082	\$2,803	\$2,553
½ Page	2,846	2,588	2,360	2,145
¼ Island	2,360	2,153	1,953	1,781
½ Standard	2,081	1,895	1,724	1,573
¾ Page	1,387	1,266	1,152	1,052
¼ Page	1,058	966	872	794
⅓ Page	686	629	572	523

**DIGITAL EDITION:** Print + 8% premium

\*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*, *Cannabis Business Times*, *Produce Grower*, *Garden Center* and *Cannabis Dispensary*.

### MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch  
 Two-color \$35.00  
 Four-color \$65.00  
 Word only: \$8.15 per line, \$35.75 minimum, ¼ Page Display \$275

**MECHANICAL REQUIREMENTS:** Saddle stitched, three columns to a page.  
 Paper stock: Machine coated, 50-lb. body with 100-lb. cover.  
 Colors available: matched, four-color process (AAAA-MPA).  
 Trim size: 9" x w10 7/8".

**DIGITAL FILES AND SPECIFICATIONS FOR PRINT:** High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, please contact Cara Kirkland at 216-393-0255 or ckirkland@gie.net.

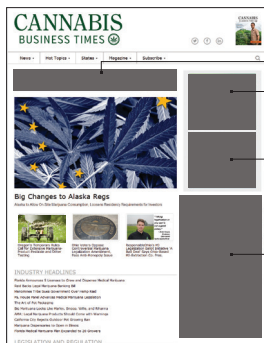
**SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES:** Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

### AD SIZES (NON-BLEED)

Specifications	Width	Depth
2 Page Spread (trim)	18"	10 1/2"
Full Page (non-bleed)	9 1/4"	11 1/2"
¾ Page	5"	9 1/2"
½ Page Island	5"	7 1/2"
½ Page Horizontal	7 3/4"	4 1/2"
½ Page Vertical	3 3/4"	9 1/2"
⅓ Page Square	5"	4 1/2"
⅓ Page Vertical	2 1/2"	9 1/2"
¼ Page Square	3 3/4"	4 1/2"
¼ Page Vertical	2 1/2"	4 1/2"

## 2019 INTERACTIVE

### WEBSITE ADS (HOME PAGE)



#### LEADERBOARD AD

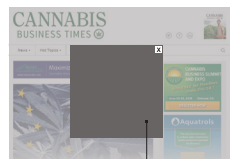
728x90  
 \$1,725  
 8 units available

#### PRIME-PLUS SQUARE ADS

300x250  
 \$1,150  
 16 units available

#### PRIME TOWER AD

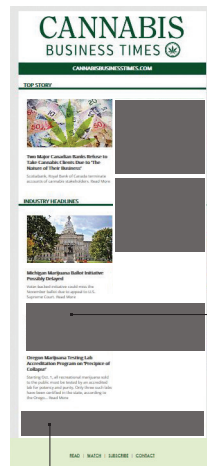
300x600  
 \$2,300  
 5 units available



#### LIGHTBOX

500x500  
 \$7,475  
 Exclusive

### E-NEWSLETTER ADS



#### PRIME-PLUS SQUARE ADS (TOP)

300x250  
 1x..... 12x..... 24x..... 52x  
 \$1,035..... \$920..... \$730..... \$512

#### PRIME-PLUS SQUARE ADS (MIDDLE)

300x250  
 1x..... 12x..... 24x..... 52x  
 \$857..... \$753..... \$575..... \$426

#### SPONSORED FEATURE

Image Here

**Bold Headline**  
 Hendit, fe veliquat volutatem  
 necurmet suscipiamque et et aut il lum  
 rem quis et quibusdum et hant qui  
 con portibus mod et velignissum  
 aut rem eum, qui in nosem et  
 recta con, orngitas idem doloent  
 modicimos sibs, dms ma.

#### SPONSORED FEATURE

360x180  
 \$1,438

#### LEADERBOARD AD

728x90  
 1x..... 12x..... 24x..... 52x  
 \$600..... \$525..... \$420..... \$310

\*Gross rates