



# 2019 RATES & SPECIFICATIONS

## PRINT

### FREQUENCY DISCOUNTS\*

Size	1x	6x	12x	18x	24x
Spread	\$12,190	\$10,480	\$9,321	\$9,097	\$8,480
Full	6,393	5,507	4,907	4,748	4,448
2/3 page	4,208	3,621	3,322	3,125	2,928
1/2 island	3,662	3,279	2,961	2,781	2,622
1/2 standard	3,256	2,732	2,503	2,350	2,196
1/3 page	2,219	1,858	1,748	1,634	1,530
1/4 page	1,634	1,410	1,296	1,207	1,147
1/6 page	1,093	940	858	798	732

Covers*	6x	12x	18x	24x
2nd Cover	\$7,950	\$7,420	\$6,884	\$6,684
3rd Cover	7,420	7,151	6,884	6,480
4th Cover	9,004	8,480	7,950	7,415
Belly Band				11,255
Belly Tip				12,051
Covergate				12,731
French Door				16,974

Color Charges*	Single Page	Spread
Standard	\$567	\$927
Matched Color, Extra	670	1,030
Matched, Metallic Color	695	1,107
Four-Color Process, Extra	1,133	1,751

### DIGITAL EDITION:

Print + 8% premium

### CLASSIFIEDS (PRINT AND ONLINE):

\$125 per column inch - 2-color \$25.00, 4-color \$50.00

**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*, and *Cannabis Business Times*.

**MECHANICAL REQUIREMENTS:** Perfect-bound, three columns to a page. Paper stock: Machine coated, 40.5-lb. body with 80-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

**DIGITAL FILES AND SPECIFICATIONS FOR PRINT:** High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, contact Lori Skala at 216-393-0276 or lskala@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"
3/4 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"

Bleed Ad Sizes	Width	Depth
Single-Page	8 3/8"	10 3/4"
Trim Area	7 3/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

## INTERACTIVE

### ONLINE ADS



### LEADERBOARD AD

728x90  
\$2,260  
6 units available monthly

### PRIME-PLUS SQUARE ADS

300x250  
\$1,397  
20 units available monthly

### PRIME TOWER AD

300x600  
\$1,599  
5 units available

### BOTTOM LEADERBOARD AD

728x90  
\$667

WALLPAPER ADS  
\$18,000

### CUSTOM EBLAST

\$5,313

### NEWSLETTER ADS



### LIGHTBOX

500x500  
\$8,636.50  
2 available monthly

### CATEGORY IN-LINE AD

300x250  
\$1,995.25/month  
Exclusive

### PRIME PLUS TOP (300x250)

1x	2x	24x	52x
\$2,564	\$2,219	\$1,989	\$1,753

### PRIME PLUS MIDDLE (300x250)

1x	12x	24x	52x
\$2,340	\$2,006	\$1,788	\$1,535

### PRIME PLUS BOTTOM (300x250)

1x	12x	24x	52x
\$1,960	\$1,817	\$1,610	\$1,380

### SPONSORED FEATURE

360x180 \$2,294

### BOTTOM LEADERBOARD (728x90)

1x	12x
\$1,817	\$1,610
24x	52x
\$1,397	\$1,299

### BANNER (468x60)

1x	12x
\$1,461	\$1,363
24x	52x
\$1,300	\$1,133

### DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads and tearbacks also available and priced upon request.

DISPLAY AD ..... Print + 8% premium  
DIGITAL EDITION PREVIEW ..... \$2,035



### WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services ..... \$8,000