

2019 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size:	1X	2X	6X	12X
Spread	\$9,821	\$8,773	\$8,250	\$8,002
Full	4,908	4,390	4,125	4,001
2/3 page	3,230	2,892	2,718	2,639
1/2 island	2,841	2,510	2,460	2,388
1/2 standard	2,510	2,240	2,105	2,044
1/3 page	1,688	1,508	1,418	1,374
1/4 page	1,267	1,126	1,063	1,030
1/6 page	838	742	698	676

Covers*	6x	12x	18x	24x
2nd cover	\$5,706	\$4,796	\$4,502	4,237
3rd cover	5,454	4,581	4,305	3,967
4th cover	6,207	5,211	4,901	4,602
Belly Band				6,556

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: Saddle stitched, 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

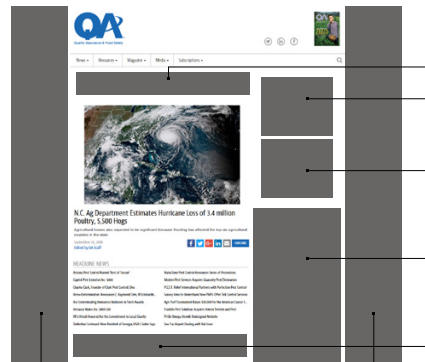
Non-Bleed	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"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

Bleed	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	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
\$938
5 units available monthly

PRIME-PLUS SQUARE ADS

300x250
\$626
20 units available monthly

PRIME TOWER AD

300x600
\$1,594
6 units available

BOTTOM LEADERBOARD AD

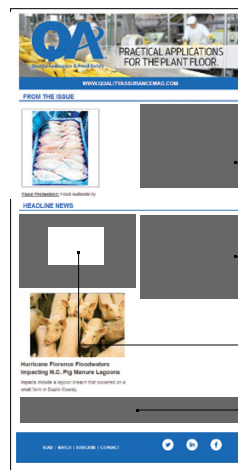
728x90
\$236

WALLPAPER ADS
\$18,000

CUSTOM EBLAST

\$1,251

NEWSLETTER ADS



LIGHTBOX

500x500
\$6,641
2 available monthly

CATEGORY IN-LINE AD

300x250
\$1,995/month
Exclusive

PRIME PLUS TOP (300x250 pixels)

1x	12x	24x	52x
\$2,082	\$1,796	\$1,610	\$1,421

PRIME PLUS BOTTOM (300x250 pixels)

1x	12x	24x	52x
\$1,884	\$1,607	\$1,421	\$1,230

SPONSORED FEATURE

360x180.....\$2,132

BOTTOM LEADERBOARD AD

1x	12x	24x	52x
\$1,718	\$1,564	\$1,421	\$1,351

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

