



2020 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Spread	\$12,556	\$10,794	\$9,601	\$9,370	\$8,734
Full	6,585	5,672	5,054	4,890	4,581
2/3 page	4,334	3,730	3,422	3,219	3,016
1/2 island	3,772	3,377	3,050	2,864	2,701
1/2 standard	3,354	2,814	2,578	2,421	2,262
1/3 page	2,286	1,914	1,800	1,683	1,576
1/4 page	1,683	1,452	1,335	1,243	1,181
1/6 page	1,126	968	884	822	754

Covers*	6x	12x	18x	24x
2nd Cover	\$8,188	\$7,643	\$7,091	\$6,885
3rd Cover	7,643	7,366	7,091	6,674
4th Cover	9,274	8,734	8,188	7,637
Belly Band				11,593
Belly Tip				12,413
Covergate				13,113
French Door				17,483

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-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"
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 Ad Sizes	Width	Depth
Single-Page	8 3/8"	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

728x90
\$2,373
6 units available monthly

MEDIUM RECTANGLE

300x250
\$1,467
20 units available monthly

HALF PAGE

300x600
\$1,679
5 units available

BOTTOM LEADERBOARD

728x90
\$700

WALLPAPER ADS

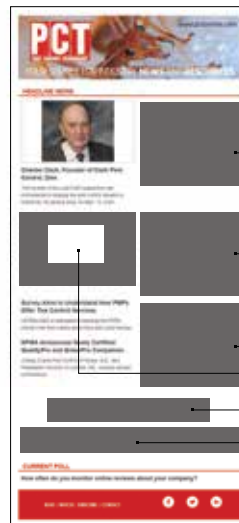
\$18,900



STATIC MOBILE BANNER
320x50
\$7,000

CUSTOM EBLAST \$5,579

NEWSLETTER ADS



FLOATING LIGHTBOX

500x500
\$9,068
2 available monthly

EXPANDING MEDIUM RECTANGLE

300x250
\$2,095/month
Exclusive

MEDIUM RECTANGLE TOP (300x250)

1x	12x	24x	52x
\$2,692	\$2,320	\$2,088	\$1,841

MEDIUM RECTANGLE MIDDLE (300x250)

1x	12x	24x	52x
\$2,457	\$2,106	\$1,877	\$1,612

MEDIUM RECTANGLE BOTTOM (300x250)

1x	12x	24x	52x
\$2,058	\$1,908	\$1,691	\$1,449

TEXT AD

360x180 \$2,409

BOTTOM LEADERBOARD (728x90)

1x	12x	24x	52x
\$1,908	\$1,691	\$1,365	\$1,190

BANNER (468x60)

1x	12x
\$1,534	\$1,431

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 \$2,137

WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services \$8,400