

QA 2021

RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1X	2X	6X	12X
Spread	\$10,419	\$9,307	\$8,753	\$8,489
Full	\$5,207	\$4,658	\$4,376	\$4,245
¾ Page	\$3,427	\$3,069	\$2,884	\$2,799
½ Island	\$3,014	\$2,662	\$2,610	\$2,534
½ Standard	\$2,663	\$2,376	\$2,233	\$2,168
¼ Page	\$1,791	\$1,569	\$1,505	\$1,457
¼ Page	\$1,344	\$1,195	\$1,128	\$1,093
¼ Page	\$889	\$787	\$741	\$717

Cover	6X
2 nd Cover	\$6,053
3 rd Cover	\$5,786
4 th Cover	\$6,585
Tip Cover	\$6,753
Belly Band	\$6,956

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 *PCT*, *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-lb. body with 80-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 details, contact Lori Skala at 216-393-0276 or lskala@gjie.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"
¾ Page	4 ½"	10"
½ Page Island	4 ½"	7 ½"
½ Page Horizontal	7"	4 7/ ₈ "
½ Page Vertical	3 ¾"	10"
¼ Page Square	4 ½"	4 7/ ₈ "
¼ Page Vertical	2 ¾"	10"
¼ Page Square	3 ¾"	4 7/ ₈ "
¼ Page Horizontal	7"	2 ¾"
¼ Page Vertical	2 ¾"	4 7/ ₈ "
¼ Page Horizontal	4 ½"	2 ¾"

Bleed	Width	Depth
Single-Page	8 ½"	10 ¾"
Trim Area	7 7/ ₈ "	10 ½"
Live Area	7"	10"
Spread	16"	10 ¾"
Trim Area	15 ¾"	10 ½"
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
\$1,073
5 units available monthly

MEDIUM RECTANGLE

300x250
\$723
20 units available monthly

HALF PAGE

300x600
\$1,841
6 units available

BOTTOM LEADERBOARD

728x90
\$271
25 units available

WALLPAPER ADS

\$18,900



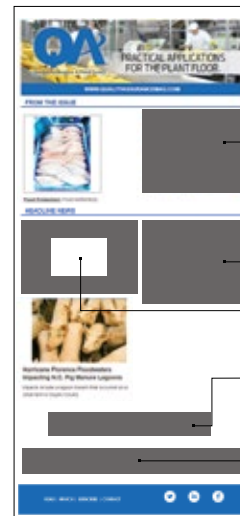
STATIC MOBILE BANNER

360x120
\$7,700

CUSTOM EBLAST

\$1,445

NEWSLETTER ADS



MEDIUM RECTANGLE TOP (300x250 pixels)

1x..... 12x..... 24x..... 52x
\$2,405.....\$2,075.....\$1,860.....\$1,641

MEDIUM RECTANGLE BOTTOM (300x250 pixels)

1x..... 12x..... 24x..... 52x
\$2,072.....\$1,856.....\$1,641.....\$1,420

TEXT AD

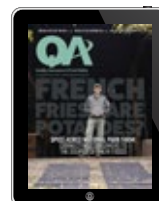
360x180..... \$2,463

BANNER (468x60)

1x..... 12x..... 24x..... 52x
\$1,607.....\$1,499.....\$1,430.....\$1,246

BOTTOM LEADERBOARD

728x90
1x..... 12x..... 24x..... 52x
\$1,984.....\$1,811.....\$1,641.....\$1,561



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