



2021 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Spread	\$12,993	\$11,127	\$9,889	\$9,651	\$8,996
Full	6,783	6,239	5,206	5,037	4,718
2/3 Page	4,464	3,842	3,525	3,316	3,106
1/2 Island	3,885	3,478	3,142	2,950	2,782
1/2 Standard	3,455	2,898	2,655	2,494	2,330
1/3 Page	2,355	2,105	1,854	1,734	1,623
1/4 Page	1,734	1,496	1,375	1,280	1,216
1/6 Page	1,160	997	911	847	777

Covers*	6x	12x	18x	24x
2nd Cover	\$8,434	\$7,872	\$7,304	\$7,092
3rd Cover	7,872	7,587	7,091	6,874
4th Cover	9,552	8,996	8,434	7,866
Belly Band				11,941
Belly Tip				12,785
Covergate				13,506
French Door				18,007

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 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

728x90
\$2,610
6 units available monthly

MEDIUM RECTANGLE

300x250
\$1,615
20 units available monthly

HALF PAGE

300x600
\$1,847
5 units available

BOTTOM LEADERBOARD

728x90
\$770
25 units available

WALLPAPER ADS

\$20,790

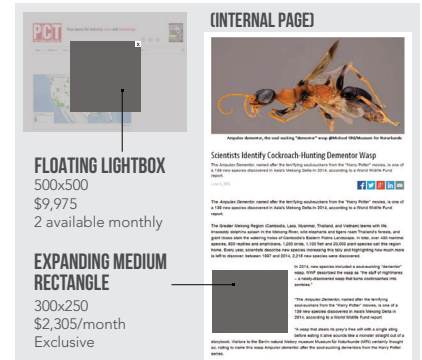
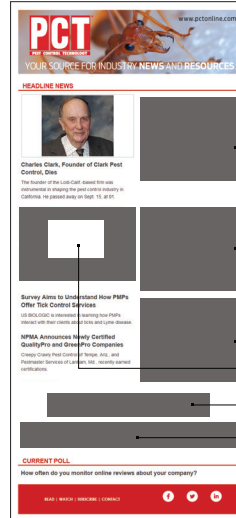


STATIC MOBILE BANNER

360x120
\$7,700

CUSTOM EBLAST \$6,137

NEWSLETTER ADS



FLOATING LIGHTBOX

500x500
\$9,975
2 available monthly

EXPANDING MEDIUM RECTANGLE

300x250
\$2,305/month
Exclusive

MEDIUM RECTANGLE TOP (300x250)

1x	12x	24x	52x
\$2,961	\$2,552	\$2,297	\$2,025

MEDIUM RECTANGLE MIDDLE (300x250)

1x	12x	24x	52x
\$2,703	\$2,317	\$2,065	\$1,773

MEDIUM RECTANGLE BOTTOM (300x250)

1x	12x	24x	52x
\$2,264	\$2,099	\$1,860	\$1,594

TEXT AD

360x180 \$2,650

BOTTOM LEADERBOARD (728x90)

1x	12x	1x	12x
\$2,099	\$1,860	\$1,687	\$1,574
24x	52x	\$1,501	\$1,309
\$1,614	\$1,500		

BANNER (468x60)

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\$2,351

WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services \$9,240