

	Production	Crop Protection	Propagation & Plant Varieties	Equipment & Technology	Case Studies	Supplements	Bonus Distribution	Close Date	Materials Due
January*	Growing media	Beneficial insects	Cannabis	Potting machines/ Tray fillers	Shipping	Pest Control	MGIX	12/1/17	12/8/17
						The Industry's Best			
February	Plant Growth Regulators	IPM/ Sanitation	Tropicals/ Vegetative plants	Coverings	Automation	Spring Survival Guide	-	1/5/18	1/12/18
March	Nutrition/ Fertilizers	Proper chemical application/ Viral diseases	Indoor potted plants/ Cut flowers	Hydroponic systems	Environmental control systems	Spring Trials Preview	-	2/1/18	2/8/18
						Produce Expansion			
April	Lighting	Pest ID	Drought-tolerant plants	Fertilizer injectors/ Ventilation systems	Software	Disease Control	Indoor Ag-Con	3/1/18	3/8/18
May	Tags/ Labels	Biological controls	Season-extending plants	Energy	Digital marketing	Ask the Experts	-	4/2/18	4/9/18
June	Shipping efficiencies	Disease diagnostics	Bedding plants/ Orchids	Heating systems	Labor	Growing Media	International Floriculture	5/1/18	5/8/18
						New Perennials Digest			
July	Shoulder-season crops	Perennials pest & disease	Produce/ Natives	Environmental control systems	Selling to big-box stores	New Annuals Digest	Cultivate'18	6/1/18	6/8/18
						NGMA Supplement	Perennial Plant Association		
August	Water analysis	Poinsettia pests & diseases/ Multiple pest complexes	Holiday crops	Shade curtains/ Cooling systems	Propagation	Cannabis	Farwest	7/2/18	7/9/18
September	Greenhouse sanitation	Fungal diseases	Premium crops	Carts/ Fogging/ Misting systems	Growing media	Increasing Profits	IPPS Western	8/1/18	8/8/18
							IPPS Eastern		
October	State of the Industry	State of the Industry	State of the Industry	State of the Industry	State of the Industry	Lighting	GIE Expo	9/3/18	9/10/18
November	Plant trialing	Pest & disease monitoring	Perennials	Irrigation systems	Alternative markets	Time to Upgrade	Irrigation Show	10/1/18	10/8/18
December	Recycling/ Supplies	Bacterial diseases	Bulbs/ Succulents	Benches/ Bench systems/ Transplanters	Tags/labels	Structures Guide	MANTS	11/1/18	11/8/18
							TPIE		

* FREE Readex Message Impact Study!

2018 PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Full Page	\$3,075	\$2,889	\$2,719	\$2,560	\$2,405
2/3 Page	2,153	2,029	1,906	1,792	1,689
1/2 Island	1,849	1,730	1,627	1,530	1,442
1/2 Standard	1,612	1,514	1,421	1,334	1,251
1/3 Page	1,154	1,082	1,020	958	896
1/4 Page	906	860	798	752	716
1/6 Page	613	577	541	510	484

Covers*

2nd Cover	30% premium
3rd Cover	25% premium
4th Cover	35% premium

Color Charges* Single Page Spread

Four-Color Process, Extra	\$875	\$1,300
Standard Two-Color, Extra	315	500

DIGITAL EDITION: Print + 8% premium

*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*, *Cannabis Business Times*, *Produce Grower*, *Garden Center* and *Cannabis Dispensary*.

MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch - two-color \$35.00; four-color \$60.00
Word only: \$8.15 per line, \$35.75 minimum, 1/6 Page Display \$275

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page.

Paper stock: Machine coated, 50-lb. body with 100-lb. cover.

Colors available: matched, four-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. Ads can be submitted via FTP upload.

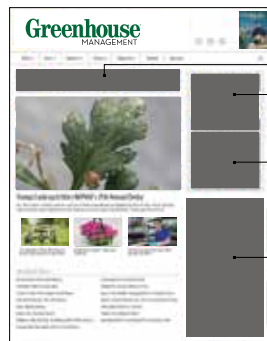
SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

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"

2018 INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD AD

728x90
\$925
6 units available

PRIME-PLUS SQUARE ADS

300x250
\$575
16 units available

PRIME TOWER AD

300x600
\$1,250
5 units available



LIGHTBOX

500x500
\$3,500
Exclusive

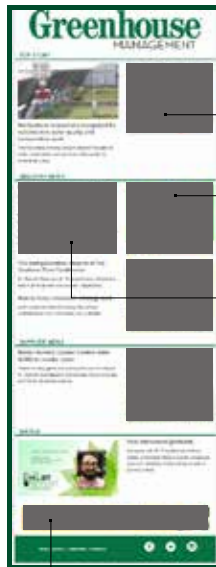
CATEGORY IN-LINE AD

300x250
\$725
Exclusive

(INTERNAL PAGE)



E-NEWSLETTER ADS



PRIME-PLUS SQUARE ADS (TOP)

300x250
1x..... 12x..... 24x..... 52x
\$1,058 \$943 \$748 \$529

PRIME-PLUS SQUARE ADS (MIDDLE)

300x250
1x..... 12x..... 24x..... 52x
\$874 \$771 \$598 \$437

SPONSORED FEATURE

Image
(360x180 pixels)

Bold Headline
Hendit, te veliquis voloriam necumet
uscunque et et qui i lum rem quas
et quibusd ent nisi qui con portus
modi et velignisum aut lam eum, qui
in noisam di necta con, onptas ider
dolerent modicos, atis dui ma.

SPONSORED FEATURE

360x180
\$1,035

LEADERBOARD AD

728x90
1x..... 12x..... 24x..... 52x
\$690..... \$604..... \$477..... \$357