

## 2017 PRINT

### FREQUENCY DISCOUNTS\*

Size	1x	6x	12x	18x	24x
Full Page	\$2,985	\$2,805	\$2,640	\$2,485	\$2,335
2/3 Page	2,090	1,970	1,850	1,740	1,640
1/2 Island	1,795	1,680	1,580	1,485	1,400
1/2 Standard	1,565	1,470	1,380	1,295	1,215
1/3 Page	1,120	1,050	990	930	870
1/4 Page	880	835	775	730	695
1/6 Page	595	560	525	495	470

### Covers\*

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

Color Charges*	Single Page	Spread
Four-Color Process, Extra	\$850	\$1,275
Standard Two-Color, Extra	300	480

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

### 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

### 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 1/2"
1/2 Page Vertical	3 1/2"	10"
1/3 Page Square	4 1/2"	4 1/2"
1/3 Page Vertical	2 3/4"	10"
1/4 Page Square	3 1/2"	4 1/2"
1/4 Page Horizontal	7"	2 1/2"
1/6 Page Vertical	2 1/4"	4 1/2"
1/6 Page Horizontal	4 1/2"	2 1/2"

## 2017 INTERACTIVE

### WEBSITE ADS (HOME PAGE)



#### LEADERBOARD AD

728x90  
\$460  
6 units available

#### PRIME-PLUS SQUARE ADS

300x250  
\$500  
16 units available

#### PRIME TOWER AD

300x600  
\$1,095  
5 units available



#### LIGHTBOX

500x500  
\$3,050  
Exclusive

#### CATEGORY IN-LINE AD

300x250  
\$635  
Exclusive

### (INTERNAL PAGE)



### E-NEWSLETTER ADS



#### PRIME-PLUS SQUARE ADS (TOP)

300x250  
1x..... 12x..... 24x..... 52x  
\$920.....\$820.....\$650.....\$460

#### PRIME-PLUS SQUARE ADS (MIDDLE)

300x250  
1x..... 12x..... 24x..... 52x  
\$760.....\$670.....\$520.....\$380

#### SPONSORED FEATURE

Image  
(360x180 pixels)

**Bold Headline**  
Hendit, te veliquet voluistam necumet  
usculmque et et qui il lum rem quas  
et quatibus mi hili qui con portibus  
modie velipentium aut rem sum, qui  
in rosum dii recta con, onipiaz idem  
dorem modicime alis dui ma.

#### SPONSORED FEATURE

360x180  
\$900

#### LEADERBOARD AD

728x90  
1x..... 12x..... 24x..... 52x  
\$600.....\$525.....\$415.....\$310

### SMARTPHONE AD



#### SMARTPHONE STATIC BANNER