

# // Print Rates

## Frequency Discounts\*

Size	1x	6x	12x	18x	24x
Spread	\$11,835	\$10,174	\$9,050	\$8,832	\$8,233
Full Page	6,207	5,347	4,764	4,609	4,318
2/3 Page	4,085	3,516	3,225	3,034	2,843
1/2 Island	3,555	3,183	2,875	2,700	2,546
1/2 Standard	3,161	2,652	2,430	2,281	2,132
1/3 Page	2,154	1,804	1,697	1,586	1,485
1/4 Page	1,586	1,369	1,258	1,172	1,114
1/6 Page	1,061	913	833	775	711

## Covers\* .....

	6x	12x	18x	24x
2nd Cover	\$7,718	\$7,204	\$6,684	\$6,489
3rd Cover	7,204	6,943	6,684	6,291
4th Cover	8,742	8,233	7,718	7,199
Belly Band				10,927
Belly Tip				11,700
Covergate				12,360
French Door				16,480

## Color Charges\* .....

	Single Page	Spread
Standard	\$550	\$900
Matched Color, Extra	650	1,000
Matched, Metallic Color	675	1,075
Four-Color Process, Extra	1,100	1,700

\*Frequency discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Pest Control Technology*, *Quality Assurance & Food Safety*, *Lawn & Landscape*, *Golf Course Industry*, *GIE Media's Snow Magazine*, *Recycling Today*, *Greenhouse Management*, *Nursery Management*, *Garden Center*, or any other publications in GIE Media's portfolio.

**Mechanical Requirements:** Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-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. 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)

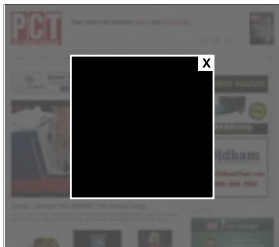
Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"



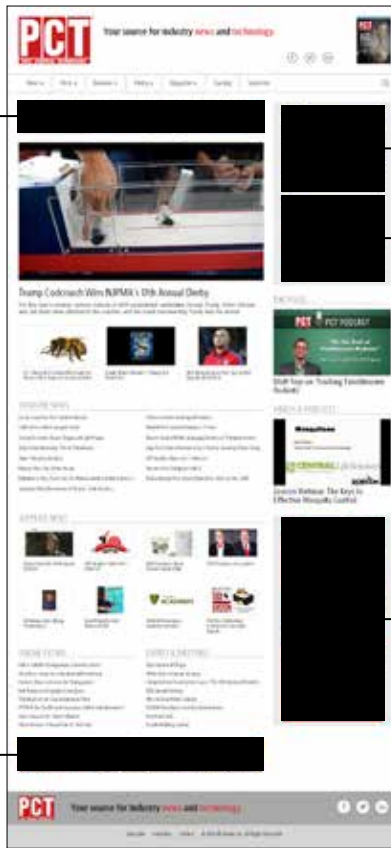
## ONLINE ADS

**Leaderboard**  
728x90 pixels  
\$1,965/month  
5 units available

**Lightbox**  
500x500 pixels  
\$7,510/month  
Exclusive  
1 unit available



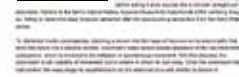
**Bottom Leaderboard**  
728x90 pixels  
\$580/month  
20 units available



**Prime Plus**  
300x250 pixels  
\$1,215/month  
20 units available

**Prime Tower**  
300x600 pixels  
\$1,390/month  
6 units available

**In-line Medium Rectangle**  
300x250 pixels  
\$1,735/month  
1 unit per category



**Smartphone Static Banner**  
320 x 50 pixels

## E-NEWSLETTER

**Custom E-Blast** \$4,620

**Sponsored Feature** \$1,995

The sponsored feature ad is positioned in-line with the newsletter content, but is labeled as sponsored content. Client receives image, title and up to 50 words of copy.

**Banner** (468x60 pixels)

<b>1x</b>	<b>12x</b>	<b>24x</b>	<b>52x</b>
\$1,270	\$1,185	\$1,130	\$985



**Prime Plus Top** (300x250 pixels)

<b>1x</b>	<b>12x</b>	<b>24x</b>	<b>52x</b>
\$2,230	\$1,930	\$1,730	\$1,525

**Prime Plus Middle** (300x250 pixels)

<b>1x</b>	<b>12x</b>	<b>24x</b>	<b>52x</b>
\$2,035	\$1,745	\$1,555	\$1,335

**Prime Plus Bottom** (300x250 pixels)

<b>1x</b>	<b>12x</b>	<b>24x</b>	<b>52x</b>
\$1,705	\$1,580	\$1,400	\$1,200

**Bottom Leaderboard** (728x90 pixels)

<b>1x</b>	<b>12x</b>	<b>24x</b>	<b>52x</b>
\$1,580	\$1,400	\$1,215	\$1,130

## 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



## WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services.  
\$8,000