



2022 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Spread	\$13,773	\$11,795	\$10,482	\$10,230	\$9,536
Full	7,190	6,613	5,518	5,339	5,001
2/3 Page	4,732	4,073	3,737	3,515	3,292
1/2 Island	4,118	3,687	3,331	3,127	2,949
1/2 Standard	3,662	3,072	2,814	2,644	2,470
1/3 Page	2,496	2,231	1,965	1,838	1,720
1/4 Page	1,838	1,586	1,458	1,357	1,289
1/6 Page	1,230	1,057	966	898	824

Covers*	6x	12x	18x	24x
2nd Cover	\$8,940	\$8,344	\$7,742	\$7,518
3rd Cover	8,344	8,042	7,516	7,286
4th Cover	10,125	9,536	8,940	8,338
Belly Band				12,657
Belly Tip				13,552
Covergate				14,316
French Door				19,087

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 *Quality Assurance & Food Safety*, *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 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@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)

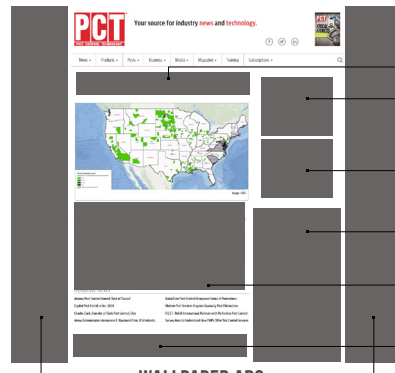
Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/8"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical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

Bleed Ad Sizes	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 1/8"	10 1/8"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/8"	10 1/8"
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



WALLPAPER ADS
\$23,077

LEADERBOARD

728x90
\$2,897
6 units available monthly

MEDIUM RECTANGLE

300x250
\$1,793
20 units available monthly

HALF PAGE

300x600
\$2,050 5 units available

PARALLAX REVEAL

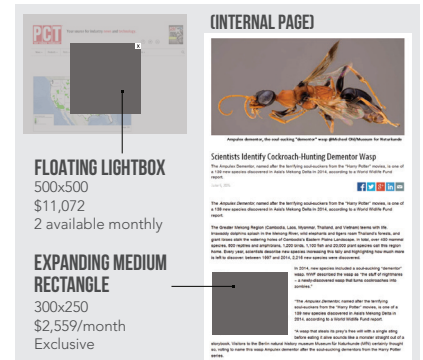
730x570
\$8,500

BOTTOM LEADERBOARD

728x90
\$855
25 units available



STATIC MOBILE BANNER
360x120
\$8,547



FLOATING LIGHTBOX

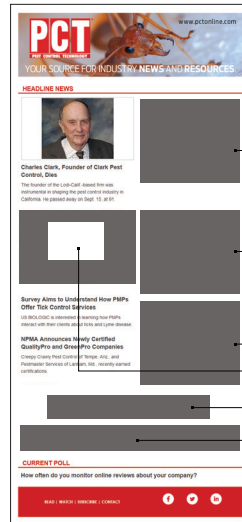
500x500
\$11,072
2 available monthly

EXPANDING MEDIUM RECTANGLE

300x250
\$2,559/month
Exclusive

CUSTOM EBLAST \$6,812

NEWSLETTER ADS



MEDIUM RECTANGLE TOP (300x250)

1x	12x	24x	52x
\$3,287	\$2,833	\$2,550	\$2,248

MEDIUM RECTANGLE MIDDLE (300x250)

1x	12x	24x	52x
\$3,000	\$2,572	\$2,292	\$1,968

MEDIUM RECTANGLE BOTTOM (300x250)

1x	12x	24x	52x
\$2,513	\$2,330	\$2,065	\$1,769

TEXT AD

360x180 \$2,942

BOTTOM LEADERBOARD (728x90)

1x	12x
\$2,330	\$2,065
24x	52x
\$1,792	\$1,665

BANNER (468x60)

1x	12x
\$1,873	\$1,747
24x	52x
\$1,666	\$1,453

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 \$2,610

WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services ... \$10,256