

# 2012 RATE CARD

## 2012 PRINT RATES

### Frequency Discounts\*

Size	1x	6x	12x	18x	24x
Full Page	\$2,825	\$2,660	\$2,480	\$2,350	\$2,200
¾ Page	2,075	1,955	1,830	1,725	1,625
½ Island	1,765	1,660	1,555	1,465	1,375
¼ Standard	1,555	1,465	1,375	1,290	1,215
¼ Page	1,095	1,030	965	910	860
¼ Page	880	825	775	725	685
¼ Page	665	630	595	555	525

### Covers\*

2nd Cover	15% premium
3rd Cover	10% premium
4th Cover	20% premium

Color Charges*	Single Page	Spread
Standard two-color, extra	\$300	\$450
Four-color process, extra	850	1,275

\*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*.



**Mechanical Requirements:** Saddle stitched, three columns to a page. Paper stock: Machine coated, 50-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"
¾ Page	4 1/2"	10"
½ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
¼ Page Square	4 1/2"	4 7/8"
¼ Page Vertical	2 3/16"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Horizontal	7"	2 3/8"
¼ Page Vertical	2 3/16"	4 7/8"
¼ Page Horizontal	4 1/2"	2 3/8"

## 2012 INTERACTIVE RATES



### WEB ADVERTISING

#### Leaderboard Advertisement 728x90 pixels

10K Impressions	\$500
30K Impressions	\$1,420
60K Impressions	\$2,930

#### Prime-Plus Square Advertisement 300x250 pixels

10K Impressions	\$440
30K Impressions	\$1,270
60K Impressions	\$2,460



### E-NEWSLETTERS

#### Prime-Plus Top 300x250 pixels

1x	12x	24x	52x
\$455	\$410	\$320	\$225

#### Prime-Plus Bottom 300x250 pixels

1x	12x	24x	52x
\$390	\$350	\$270	\$195

#### Bottom Leaderboard 728x90 pixels

1x	12x	24x	52x
\$325	\$290	\$225	\$165

- Weekly Dirt e-newsletter
- Twice-monthly Product Zone

For target market advertising opportunities in our monthly specialty e-newsletters, visit [mediakit.gardencentermagazine.com](http://mediakit.gardencentermagazine.com) or consult your advertising representative.



### DIGITAL EDITION

Display Ad	Print + 6% premium
Front Page Sponsorship	\$795
Video/Audio Enhancement	\$.150 per ad

Flyouts, Animated Ads, Floating Ads and Tearbacks also available and priced upon request. See our digital media kits for examples.

**gardencenter**  
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