



THE ONLY  
MAGAZINE  
GROWERS  
AND RETAILERS  
FLIP OVER.



## 80/20 Rule

We're not talking 80%/20%. We're talking 80 years and 20 years—the big anniversaries that *GrowerTalks* and *Green Profit* are celebrating in 2017. And when you've been doing what you do and doing it well for that many years, well, you rule!

George Ball founded *GrowerTalks* magazine in 1937 for one simple reason. A prolific writer of cultural information for his seed customers, George couldn't get the only trade magazine of the day to publish the information quickly enough. They didn't

understand the needs of growers like he did. So he started his own magazine, which quickly became the growers' favorite. George and his sons, especially Vic, all contributed—travel reports from around the globe, cultural and variety information, business ideas, and descriptions and photos of the latest greenhouse technology. It was a model that worked 80 years ago and it's just as relevant today, with the added dimension of retail trends for the past 20 years, courtesy of *Green Profit*.

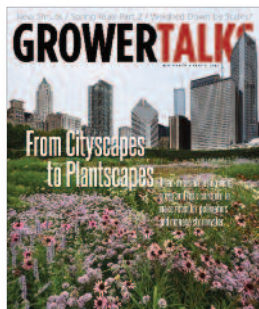
One hundred years of combined experience ... and we're just getting warmed up!

—Chris Beytes, Editor



## GROWERTALKS

No other magazine has enjoyed the respect of the industry like *GrowerTalks*. Founded in 1937 by George J. Ball, who also founded Ball Seed Company (now Ball Horticultural Company), *GrowerTalks* covers the production and business side of the flower and plant



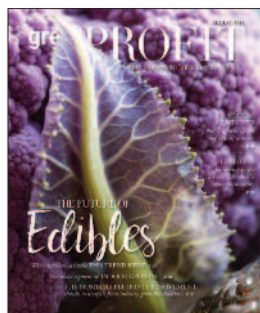
CHRIS BEYTES  
EDITOR



JENNIFER ZURKO  
MANAGING EDITOR

industry with unrivaled focus and dedication. Together with sister publication *Green Profit*, we bring the world of growing and retailing to our readers.

## greenPROFIT



JENNIFER POLANZ  
MANAGING EDITOR



ELLEN C. WELLS  
EDITOR-AT-LARGE

*Green Profit* delivers the technology, consumer trends and eye-popping inspiration retail garden center owners and managers need to help them survive and thrive in today's ever-changing retail environment. Combined with sister publication *GrowerTalks*, we cover it all, from must-have new varieties to consumer shopping habits.



Not content with skimming the surface of topics, we occasionally take deep dives into those of special interest to our readership. These detailed forays include the *Inside Grower* supplement, which looks at the world of controlled environment agriculture, and our yearly PGR and Pesticide guides, produced in partnership with leading university researchers.

# A publication is only as good as its editors,

... and ours are the best: Ball Publishing's two full-time and seven at-large editors combine for an amazing 239 years of experience in horticulture and agriculture. Four have advanced degrees. All are professionally dedicated to the industry—this is not a temporary stop on the way to a better gig. Horticulture is their passion, and it shows in their reporting and writing.



## Chris Beytes

33 years in horticulture  
Editor, *GrowerTalks*,  
*Green Profit*, *Acres Online*  
e-newsletter

- Bachelor's in Journalism from University of Florida, minor in Ornamental Horticulture
- Owned his own greenhouse, Indian River Ornamentals, Merritt Island, Florida
- Practices what he preaches: His garden has been featured in *Better Homes and Gardens*



## Ellen C. Wells

47 years in agriculture/  
horticulture  
Editor-At-Large,  
*Green Profit*, *buZZ!* and  
*Tropical Topics* e-newsletters

- Grew up on Wells Farm, founded in 1661 on Long Island, the oldest continuously run farm in New York (and fifth-oldest business in America!)
- Brother still raises potatoes there
- Master's in Floriculture and Ornamental Horticulture from Cornell University



## Debbie Hamrick

33 years in horticulture  
NewTerrain e-newsletter  
"Sherpa"

- Bachelor's in Horticultural Science from NC State University
- Publishing 19 years; Policy 12 years; P.R. two years
- Founder *FloraCulture International*, Editorial Director Ball Publishing
- Believes horticulture is the answer to our urban future
- Policy wonk
- Plant dweeb
- Untidy garden adored by bees and birds



## Jennifer Zurko

13 years in horticulture  
Managing Editor, *GrowerTalks*

- Six years with Ball Horticultural Company, seven with Ball Publishing
- Bachelor's in Journalism from Northern Illinois University
- Slips the occasional sports lingo and song lyric into her *GrowerTalks* stories



## Jennifer Polanz

13 years in horticulture  
Managing Editor, *Green Profit*  
and *Inside Grower*  
e-newsletter

- Master's in Journalism from Ohio University
- Experienced and talented horticulture trade editor
- Revels in her geekiness and loves to read, garden and watch birds in her spare time



## Jennifer Duffield White

39 years in horticulture  
Editor-At-Large,  
*GreenTalks* e-newsletter

- Grew up with a greenhouse in her front yard
- Master's in Creative Writing from University of Montana
- Father and grandfather were seedsmen—Grandfather Lyman White was president of All-America Selections in 1944-45



## Paul Pilon

35 years in horticulture  
Editor-At-Large,  
*Perennial Pulse* e-newsletter

- Bachelor's in Horticulture from Michigan State University
- Horticultural Consultant for nine years (Perennial Solutions Consulting)
- Began interest in horticulture as a young boy (probably around age 10, if not younger)



## Dr. Matthew Chappell

26 years in horticulture  
"Editor-At-Medium/Small,"  
*Nursery & Landscape Insider*  
e-newsletter

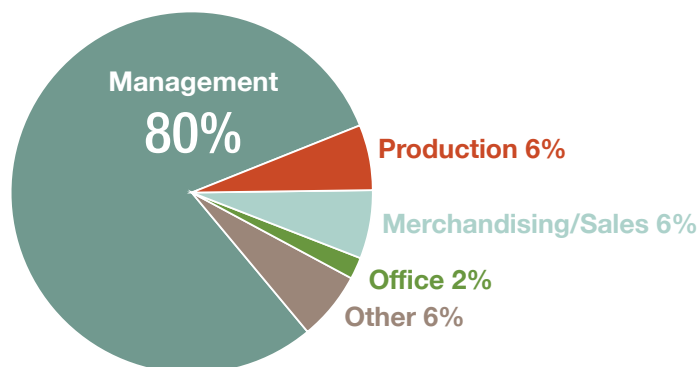
- Associate Professor of Horticulture & State Extension Specialist for Nursery Crops
- Bachelor's in Horticulture from Virginia Tech
- Master's in Crop & Soil Science from Virginia Tech & Sveriges lantbruksuniversitet
- Ph.D. in Horticulture from University of Georgia
- Eight years at The University of Georgia as a faculty member
- Nursery & Landscape Consultant for nine years (Chappell Horticultural Consulting)
- Grew up on a tobacco farm in southeastern Virginia and loved plants from birth, just not the ones in rows or that cause cancer
- First horticulture job was at Boulevard Flowers in Colonial Heights, Virginia, at age 14

# About Our Readers

- Decision makers with substantial buying power
- Complete coverage reaching both growers and retailers
- 27,274 Total Average Qualified Subscribers\*

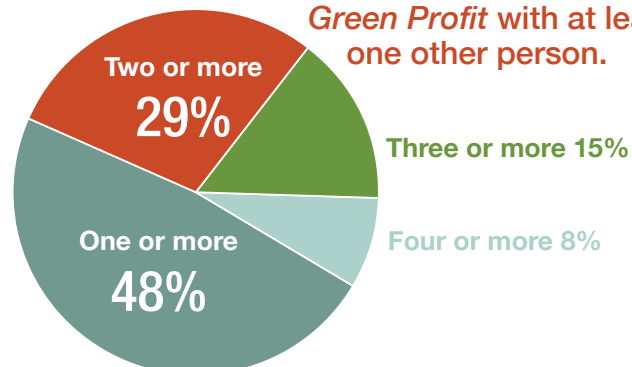
## They make decisions

Over 80% of subscribers are in management roles.



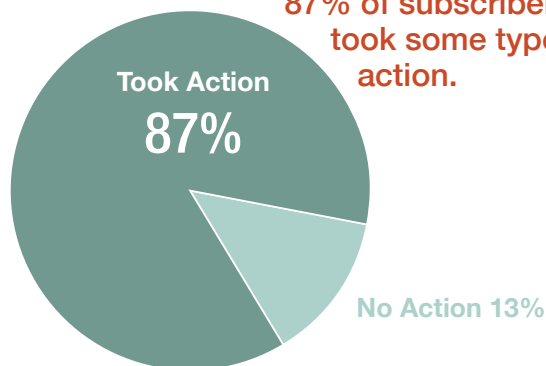
## They share their copies

Nearly 70% of surveyed subscribers say they share their copy of *GrowerTalks/ Green Profit* with at least one other person.

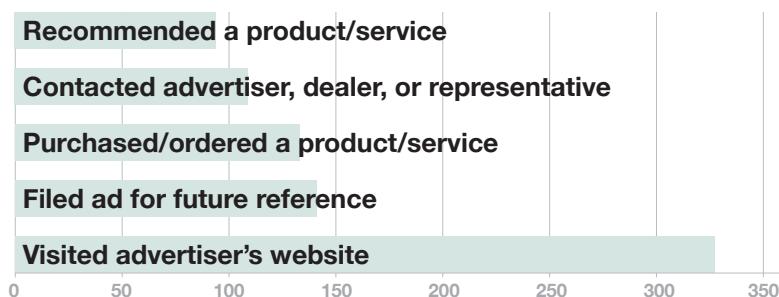


## They take action

87% of subscribers took some type of action.

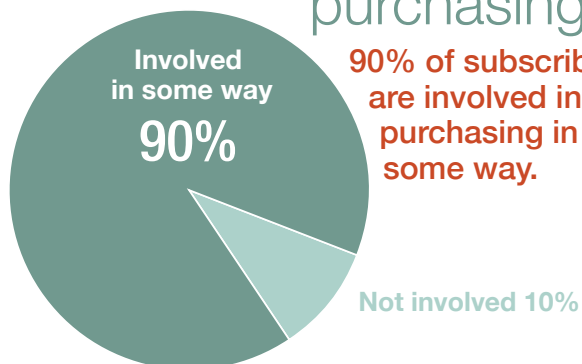


### Type of Action

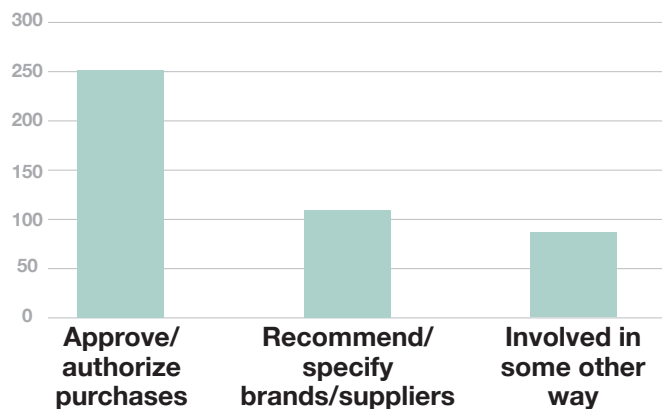


## They are involved in purchasing

90% of subscribers are involved in purchasing in some way.



### Purchasing Role



# Ball Publishing Knows Newsletters!

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements.

Topical formats ensure your ad is displayed with relevant content on a regular basis.

- Your ad included on every send
- Delivered in entirety to recipient inboxes (no redirecting)
- Targeting nine specific markets/segments
- Full of insightful commentary - not simple press releases

## *GrowerTalks'* **Acres Online**



**News and Commentary for Greenhouse Growers and Grower/Retailers**

- More than 22,900 recipients each send
- Your advertisement included on four sends each month

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Chris Beytes' e-newsletter *Acres Online* is the compliment to *GrowerTalks* magazine for growers, owners, and production staff.

## *Green Profit's* **buzz!**



**News and Commentary for Retail Garden Centers, Retail/Growers, and Nurseries.**

- More than 20,900 recipients each send
- Your advertisement included on four sends each month

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Ellen Wells is the editor of *buzz!*, the e-newsletter compliment to *Green Profit* magazine targeting retailers, owners and managers.



Covering the  
annual California  
Spring Trials

## *Acres of* **buzz!** *from Spring Trials*

**News and Commentary for Growers, Retail Garden Centers, Grower/Retailers, and Nurseries.**

- More than 27,600 recipients each send
- Your advertisement included on all six sends during trials week (one per day)

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*Acres of buzz!* connects growers and retailers with flower breeders and related suppliers through one of the most anticipated events of the year – the California Spring Trials. Written by Chris Beytes and Ellen Wells.





## News and Commentary for Perennial Plant Growers and Retailers

- More than 34,600 recipients each send
- Your advertisement included on two sends each month



Perennials continue to be a staple crop category of the horticultural industry and **Paul Pilon's** e-newsletter *Perennial Pulse* looks at the broad spectrum of plant forms, genera and cultivars, hardiness zones, propagation and production methods, and garden uses. For more than 14 years, Paul has been an author and consultant. Throughout his career, Paul has focused on researching and improving various aspects of perennial production to improve crop quality, decrease production losses and simplify cultural practices.

# Inside GROWER



## News and Commentary for Commercial Greenhouse Vegetable Producers

- More than 26,800 recipients each send
- Your advertisement included on two sends each month



*Inside Grower* is all about controlled-environment vegetable production. In it, **Jennifer Polanz** (who is also managing editor of *Green Profit*) covers everything about growing finished vegetables (and other edible crops) in controlled environments—greenhouses, mainly, but also other inside growing techniques, such as the move towards urban warehouse food production; and even some less-controlled climates, such as high tunnels.

## INSIDE GROWER PRINT SUPPLEMENTS 2017 (February, June and October).

A print complement to the e-newsletter, this cross-platform piece integrates your marketing efforts, increasing your product's visibility to potential buyers.

The *Inside Grower* print supplements mail with *GrowerTalks* and the content focuses entirely on greenhouse vegetable production/controlled environment agriculture. Space is limited. Contact your account representative for positioning opportunities and pricing.



## Ad Banners available for e-newsletters

HEADER 730 x 120

TABLE OF CONTENTS 360 x 180

SIDE 120 x 240

CONTENT 560 x 75

FOOTER 555 x 100

## greenTalks

sustainability e-news

### News and Commentary for Growers and Retailers Interested in Sustainability

- More than 24,600 recipients each send
- Your advertisement included on two sends each month



For growers and retailers interested in sustainability, our resident expert on all things sustainable, **Jennifer Duffield White**, brings industry news and trends on the topics of organic growing, integrated pest management, renewable energy and more. These are issues near and dear to Jennifer's heart and it shows in every one of her *GreenTalks* newsletters.

## newTERRAIN

Functional Plants. Functional Landscapes.

### Plants and Functional Landscapes in Urban and Developed Spaces

- More than 15,900 recipients each send
- Your advertisement included on two sends each month



The emerging green infrastructure market is new for the ornamental horticulture industry. Sales of functional plants to these markets are becoming a stable, growing, viable piece of the wholesale landscape plant market trade for nurseries and greenhouses (perennials/grasses). The market for green infrastructure landscape installation and maintenance services is also growing. Editor **Debbie Hamrick's** e-newsletter *NewTerrain* covers emerging green infrastructure markets and the external influences shaping them.

## TROPICAL TOPICS

### News and Commentary for Foliage and Tropical Plant Growers and Retailers

- More than 26,600 recipients each send
- Your advertisement included on two sends each month



*Tropical Topics* covers the world of foliage and tropical plants, as they pertain to breeders, producers, retailers and the end consumer. **Ellen Wells** (who also writes our *buZZ!* e-newsletter) focuses on interior, patio and landscape uses of tropical and exotic plants.

\*The Florida Nursery, Growers and Landscape Association (FNGLA) is working in cooperation with Ball Publishing to ensure this valuable information reaches their members. FNGLA's Tropical Plant Industry Exhibition (TPIE) is the founding sponsor.

## Nursery & LANDSCAPE INSIDER

**new!**

### News and Commentary for Nurseries and the Professional Landscape Market

- More than 29,400 recipients each send
- Your advertisement included on two sends each month



**Dr. Matthew Chappell's** e-newsletter *Nursery & Landscape Insider* covers the inner workings of the nursery and landscape industry. A professor of horticulture at the University of Georgia, Matthew's areas of expertise are nursery production and management, plant breeding/genetics, plant pathology, entomology and public gardens management/maintenance.

# Digital Media

**Websites** — our popular websites are go-to resources for industry professionals

- Digital Magazines
- Videos
- Webinars
- Catalogs
- Special Events

GrowerTalks.com, GreenProfit.com and HortCalendar.com receive the bulk of their traffic from organic sources (**not from e-newsletter redirecting**).

Keeping the two media platforms separate allows you to more effectively target your advertising.

Averaging about 10,000 unique visitors each month, the websites provide a great interactive platform to reach the commercial greenhouse and garden center retail audience.



**INTERSTITIAL FULL PAGE (exclusive)**

**Pops up upon entry to all three domains**

**ballpublishing.com**

**growertalks.com**

**greenprofit.com**



**HOME PAGE BANNER (exclusive)**

**350 x 115**

**Videos** — production and hosting expertise

We will create a professional-quality video for your business and host it on our popular YouTube page.

**Digital Catalog and Research Papers**

We will host your catalog or research article on a special section of our website.

**Targeted Email Blasts**

We will send your advertising message directly to your specific audience.

- \$350/thousand emails sent + \$100 setup
- HTML or text versions accepted





**SPLASH PAGE BANNERS**  
(Three banners along each side)

All three Ball Publishing domains lead here first

**120 x 240**



**ARTICLES AND ARCHIVES  
PAGE BANNERS**

Banners appear on every article and archived article page (except cover story) for one full month

**120 x 240**



**HortCalendar.com**

**728 x 90**

**300 x 250**

**120 x 240**

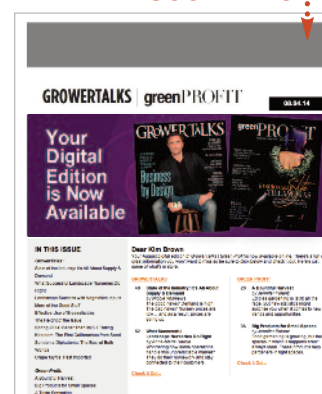
## Webinars — Partner with us to get your message out

- Print and digitally promoted
- Our editors moderate the events
- Commercial or educational
- Archived for future viewing

## Digital Edition Email (exclusive)

Your ad sent to **more than 19,000** recipients as the sponsor of each month's "Digital Edition" of *GrowerTalks|Green Profit*.

**800 x 120**



# january

## GROWERTALKS

### The Cool New Stuff Issue

#### FEATURE

Highlights of the Newest Hardgoods

#### FEATURE

Cool Tools for the Greenhouse

#### FEATURE

Spring Trials Preview & Guide

## greenPROFIT

### The Landscape Issue

#### FEATURE

Low-Maintenance Plants for High-Impact Landscapes

#### FEATURE

Wage & Benefit Survey

## Bonus Distribution

- Tropical Plant Industry Exhibition (TPIE)

### BUY ONE —GET ONE FREE!

When you commit to advertising in the 2017 January issue of *GrowerTalks*/*Green Profit*, with an increased schedule over 2016, you will receive one advertisement of the same size and color specifications in any remaining 2017 issue of your choice.\*

\*Above offers may not be combined with customized advertising programs. Contact your account manager for details.

**SPACE DEADLINE** 11-23-16

**MATERIAL DEADLINE** 12-5-16

inside**Grower**

Supplement (See page 6 for more info)

# february

## GROWERTALKS

### The Fertilizer, Irrigation & Potting Mixes Issue

#### FEATURE

Everybody's Doing it—Adding Mycorrhizae to Your Mix

#### FEATURE

Fertilizer 2.0—Current Thoughts on Nutrition

#### FEATURE

Water Regulation—What's Going on with WOTUS?

## greenPROFIT

### The Pots, Baskets & Window Boxes Issue

#### FEATURE

Containers That Make Life Easy

#### FEATURE

Going Vertical—What's on Your Wall?



**SPACE DEADLINE** 12-23-16

*Inside Grower*

**SPACE DEADLINE** 11-30-16

**MATERIAL DEADLINE** 1-6-17

# march

## GROWERTALKS

### The Greenhouse Issue

#### FEATURE

Greenhouse Improvements—The Perks of “Tweaking”

#### FEATURE

Big Controls for the Small Grower

## greenPROFIT

### The Industry Trends Issue

#### FEATURE

Last-Minute Highlights—Fill the Gaps in 2017



**SPACE DEADLINE** 1-24-17

**MATERIAL DEADLINE** 2-6-17

# april

## **GROWERTALKS**

### **The Pest Management Issue**

#### **FEATURE**

**This Year's Largest Pest Headaches**



## **greenPROFIT**

### **The Plant Food & Pest Controls Issue**

#### **FEATURE**

**Alternatives to Neonics**

#### **FEATURE**

**Let's Get Specific—What's in Plant Food?**

### **Bonus Distribution**

- National Hardware Show

# may

## **GROWERTALKS**

### **The 80th Anniversary Issue**

#### **FEATURE**

**How to Get More Out of Your Greenhouse Equipment**

## **greenPROFIT**

### **The Money-Making Issue**

#### **FEATURE**

**What Makes You the Most Money?**



Your full page ad included  
in an **On Target®** ad  
effectiveness study by  
**Readex Research**

**SPACE DEADLINE** 3-24-17  
**MATERIAL DEADLINE** 4-6-17

# june

**insideGrower**

**Supplement** (See page  
6 for more info)

## **GROWERTALKS**

### **The Greenhouse Tools & Equipment Issue**

#### **FEATURE**

**Tools You Can't Live Without**

#### **FEATURE**

**Young Grower Award Essays**

## **greenPROFIT**

### **The Outdoor Room Issue**

#### **FEATURE**

**Plants for the Porch and Patio**

#### **FEATURE**

**Creating the Ambiance—  
Unique Outdoor Lighting**

#### **FEATURE**

**Young Retailer Award Essays**

### **Bonus Distribution**

- International Floriculture Expo
- National Lawn & Garden Show

**SPACE DEADLINE** 4-24-17

*Inside Grower*  
**SPACE DEADLINE** 3-28-17

**MATERIAL DEADLINE** 5-8-17

**SPACE DEADLINE** 2-24-17  
**MATERIAL DEADLINE** 3-6-17



# july

## GROWERTALKS

### The Cultivate'17 Issue

#### FEATURE

The Best from Spring Trials



FLIP

## greenPROFIT

### The 20th Anniversary Issue

#### FEATURE

How to Find, Use and Cash in on Consumer Trend Data

#### FEATURE

Spring Trials for Retail

### Bonus Distribution

- Ball Seed Field Day & Landscape Day
- Cultivate'17

# august

## GROWERTALKS

### The Nursery and Landscape Issue

#### FEATURE

The Whos and Whats of New Woodies

#### FEATURE

The Three Rs of Green Infrastructure—Remediation, Reclamation & Restoration

#### FEATURE

Spring Trials Part II

FLIP

## greenPROFIT

### The Facilities & Technology Issue

#### FEATURE

Ask Before You Build!

#### FEATURE

Should You Pay for Pretty?

### Bonus Distribution

- Farwest



SPACE DEADLINE 5-24-17  
MATERIAL DEADLINE 6-6-17

SPACE DEADLINE 6-23-17  
MATERIAL DEADLINE 7-6-17

# september

## GROWERTALKS

### The Plug & Propagation Issue

#### FEATURE

Growing Plugs Under LEDs

#### FEATURE

Moisture Management

#### FEATURE

Cultivate'17 Highlights

#### FEATURE

Young Grower Award Winner Profile

FLIP

## greenPROFIT

### The Gifts & Holiday Issue

#### FEATURE

Gift Grab—How to Make the Most of September Thru December

#### FEATURE

Young Retailer Award Winner Profile

### Bonus Distribution

- Arett Sales Open House
- National FFA Convention & Expo

SPACE DEADLINE 7-24-17  
MATERIAL DEADLINE 8-7-17

inside**Grower**

Supplement (See page  
6 for more info)

# october

## GROWERTALKS

### The Culture Notes Issue

#### FEATURE

Growing Info from the Latest Intros

## greenPROFIT

### The Best New Plants & Products Issue

#### FEATURE

Hot New Products That Will Turn Customers' Heads

#### FEATURE

New Plants for Your Benches in Spring 2017

# november

## GROWERTALKS

### The Greenhouse Efficiency Issue

#### FEATURE

Tweaking Your Heat—Improving Your Climate Control System

#### FEATURE

Biomass—Five Years Later

## greenPROFIT

### The Edibles & Veggies Issue

#### FEATURE

Where Are the New Varieties Coming from?

#### FEATURE

Inside All-America Selections

#### FEATURE

Edgy Veggies

### Bonus Distribution

- Michigan Greenhouse Growers Expo

SPACE DEADLINE 9-25-17

MATERIAL DEADLINE 10-6-17

# december

## GROWERTALKS

### The Business Issue

#### FEATURE

How to Develop a (Good) Internship Program

#### FEATURE

Which Degree Should Your Successor Have?

#### FEATURE

Wage & Benefit Survey

## greenPROFIT

### The Style Issue

#### FEATURE

Hip Hues—Color, Texture & Finishing Trends for 2018

#### FEATURE

Fashionable Furnishings—What's New in Outdoor Living?

### Bonus Distribution

- Mid-Atlantic Nursery Trade Show (MANTS)
- Western

TRADE SHOW  
CALENDAR  
SPONSORSHIPS  
AVAILABLE

SPACE DEADLINE 10-24-17

MATERIAL DEADLINE 11-6-17



SPACE DEADLINE 8-24-17

Inside Grower

SPACE DEADLINE 7-27-17

MATERIAL DEADLINE 9-6-17

# Direct Contact

## Direct Mail List Rental

Reinforce your marketing effort by sending your postcard or other promotional item to our subscribers.  
\$150/thousand names + \$50 per demographic break.

## Electronic Reprint Rights

Post an applicable article to your business from *GrowerTalks* | *Green Profit* on your website. \$200 per printed page.



# Sales Leads! Turn your ad dollars into sales dollars!

Growers and retailers chose *GrowerTalks* | *Green Profit* as the (grower/retail) magazine with the most valuable product information.

Which GROWER magazine brings you the most valuable information on products for your business?

**GrowerTalks/Green Profit** 80

**Greenhouse Grower** 52

**Greenhouse Product News (gpn)** 22

**Greenhouse Management** 15

Which printed RETAIL garden center magazine brings you the most valuable information on products for your business?

**Green Profit/GrowerTalks** 76

**Garden Center magazine** 26

**Lawn & Garden Retailer (L&GR)** 14

**IGC Magazine** 10

## Hot Lead Program

You can receive direct requests specific to your product each month.

## Warm Lead Program

Our subscribers indicate which product categories they want more information on, and we pass this on to you for follow-up.

**An individual advertiser may expect between 40-200 leads per month on average.**

# Classified Advertising

Our classified pages are a cost-effective way to sell a variety of products or offer services on a budget.

Just use our simple online submission forms to get started!

## GrowerTalks

[www.ballpublishing.com/GrowerTalks/ClassifiedAds.aspx](http://www.ballpublishing.com/GrowerTalks/ClassifiedAds.aspx)

## Green Profit

[www.ballpublishing.com/GreenProfit/ClassifiedAds.aspx](http://www.ballpublishing.com/GreenProfit/ClassifiedAds.aspx)

Or email [classifieds@ballpublishing.com](mailto:classifieds@ballpublishing.com) or call 1.866.888.4237 to place a display-type classified.

**Pricing:** \$0.99 per word, including company name and address.

\$5 upcharge for blind ads requiring a box number, \$25 upcharge for white knockout option.

To calculate the number of words, use our simple online form, use the word count feature in Microsoft Word, or count each individual word.

**Display Ads:** \$133 per column inch (25 mm). No frequency discounts or agency commission.



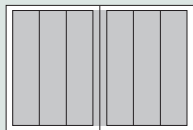
# Mechanical Requirements

## Magazine Specifications

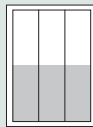
<b>Publication Trim Size</b>	9 x 10.875 in. (229 x 276 mm)
<b>Printing</b>	cover, half-web offset; body, web offset
<b>Binding</b>	perfect bound, 1/8 in. (4 mm) grind at spine
<b>Screen</b>	150 line (60 lines per centimeter)
<b>Bleed Page Size</b>	9.25 x 11.125 in. (235 x 286 mm)

There is no extra charge for a bleed page.  
See below for additional bleed ad sizes.

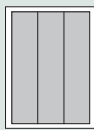
## Advertising Specifications



**2 Page Spread**  
**Live Area:** 17 in. x 9.875 in.  
**Trim:** 18 in. x 10.875 in.  
**Bleed:** 18.25 in. x 11.125 in.



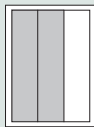
**1/2 Page (horizontal)**  
**Live Area:** 7.5 in. x 4.625 in.  
**Bleed option available\***



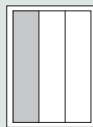
**Full Page**  
**Live Area:** 8 in. x 9.875 in.  
**Trim:** 9 in. x 10.875 in.  
**Bleed:** 9.25 in. x 11.125 in.



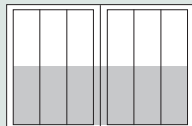
**1/3 Page (square)**  
**Live Area:** 4.875 in. x 4.625 in.



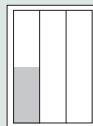
**2/3 Page (vertical)**  
**Live Area:** 4.875 in. x 9.375 in.  
**Bleed option available\***



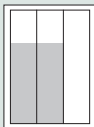
**1/3 Page (vertical)**  
**Live Area:** 2.375 in. x 9.375 in.  
**Bleed option available\***



**1/2 Page Spread**  
**Live Area:** 16.5 in. x 4.625 in.  
**Bleed:** 18.25 in. x 5.5 in.



**1/6 Page (vertical)**  
**Live Area:** 2.375 in. x 4.625 in.



**1/2 Page Island**  
**Live Area:** 4.875 in. x 6.875 in.  
**Bleed option available\***

**\* Download Template at**  
**[www.ballpublishing.com/adtemplates](http://www.ballpublishing.com/adtemplates)**  
**for detailed BLEED instructions.**

## Digital Media

Preferred medium for advertiser-supplied printed ad materials are high-resolution (minimum resolution 300 dpi), press-ready PDFs.

One digital matchprint proof (for color ads) or laser proof (for black-and-white ads) must be provided at full size. Publisher cannot be held responsible for the printed quality of any ad material that is not accompanied by a calibrated composite proof.

Digital files can be uploaded to <ftp://ftp.ballpublishing.com>. Please call for instructions to verify your upload with **Kathy Wootton**, Production Manager.

**tel** 1.630.588.3352 / **email** [kwootton@ballpublishing.com](mailto:kwootton@ballpublishing.com)

## Cancellations

Cancellation of space for a specific issue cannot be accepted after listed closing date. Cancellations should be faxed or mailed to the publisher before the advertising close date. Cancellations received after the close date will be charged full payment. Covers cannot be cancelled.

If advertiser cancels any portion of a contract, such cancellation automatically nullifies any rate protection, free ads and/or early contracting discounts.

## Inserts

Regional insert advertising available. Call for pricing and quantity. Inserts must be furnished ready for binding. Inserts sized to our specifications will be tipped into the magazine at a cost of **\$695** per insert. Single sheets are billed as two pages. Paper weight not to exceed 100 lb. text stock. Inserts not to our specifications should be submitted to the production manager in advance for approval.

**Insert Sizes:** Two-page Insert: 9.25 in. x 11.25 in.  
allow for trim to 9 in. x 10.875 in.

Four-page Insert: 18.5 in. x 11.25 in.  
allow for trim to 18 in. x 10.875 in.

If printed both sides, furnish folded. If backup required, furnish flat. Inserts to be delivered to our printer one-up, in cartons, identified as to publication, issue date, quantity shipped and correct placement (right side up). A sample should be affixed to each carton.

**Ship all inserts prepaid to:** Schumann Printers, Inc.

Attn: Insert Warehouse Building #2, 200 Swarthout Road, Fall River, WI 53932

## Terms

- Invoices due 30 days after billing date. Past-due invoices subject to 2% service charge per month.
- Any payments by publisher of customs/import charges on advertising materials received will be billed extra at cost.
- Publisher reserves the right to resize, rebuild or otherwise make producible any ad that is not to size, or that does not meet specifications, with current production charges applicable. A production charge rate sheet is available upon request.
- Publisher will run previously printed ads if new ad material is not received by the material due date.
- The advertiser must obtain the appropriate permission to reproduce any photography, artwork, logos, designs, trade names and/or trade service marks which he/she has supplied to or asked the company to incorporate in any advertisement to be published in *GrowerTalks*/*Green Profit*. The publisher will not be responsible or held liable for images or other printed matter that is obtained illegally.
- We do accept advertorials in Ball Publishing's magazines. However, an advertorial *cannot* mimic the look or style of the magazine in which it appears. This includes, but is not limited to: headline font, body font, column width, photo use, graphical elements such as rules, and overall design. In addition, all advertorials must be clearly labeled as a paid advertisement at the top center of the page. Acceptance of advertorials is up to the discretion of the publisher.
- Publisher reserves the right to reject any advertisement that he/she feels is not in keeping with the publication's standards. Advertising simulating editorial content is subject to approval of publisher and will clearly be labeled "advertisement."
- Publisher assumes no liability for errors in key number or advertiser's index, or for instructions not specified in writing.
- Unless written request is received to the contrary, all furnished material will be disposed of after one year.

## Shipping Address

**Send all advertising materials (with exception of inserts) prepaid to:**

Kathy Wootton, Production Manager, *GrowerTalks*/*Green Profit*  
622 Town Road, West Chicago, IL 60185  
**tel** 1.630.588.3352 | **fax** 1.630.231.5254  
**email** [kwootton@ballpublishing.com](mailto:kwootton@ballpublishing.com)

# 2017 Advertising Rates

	24x	18x	12x	9x	6x	3x	1x
1/6 Page   <i>black-and-white</i>	\$422	\$448	\$505	\$537	\$569	\$642	\$677
1/6 Page   <i>4-color</i>	626	652	709	741	773	846	881
1/3 Page   <i>black-and-white</i>	766	816	921	983	1,044	1,178	1,242
1/3 Page   <i>2-color*</i>	1,223	1,272	1,376	1,439	1,500	1,633	1,698
1/3 Page   <i>4-color</i>	1,818	1,868	1,972	2,034	2,096	2,229	2,293
1/2 Page   <i>black-and-white</i>	1,064	1,132	1,259	1,382	1,481	1,576	1,658
1/2 Page   <i>2-color*</i>	1,520	1,588	1,715	1,837	1,938	2,032	2,113
1/2 Page   <i>4-color</i>	2,115	2,183	2,310	2,433	2,534	2,629	2,708
1/2 Page Island**   <i>black-and-white</i>	1,169	1,245	1,385	1,517	1,629	1,731	1,823
1/2 Page Island**   <i>2-color*</i>	1,625	1,701	1,840	1,972	2,085	2,186	2,279
1/2 Page Island**   <i>4-color</i>	2,221	2,296	2,436	2,566	2,682	2,781	2,873
2/3 Page   <i>black-and-white</i>	1,337	1,422	1,576	1,727	1,853	1,969	2,074
2/3 Page   <i>2-color*</i>	1,792	1,878	2,032	2,182	2,309	2,426	2,531
2/3 Page   <i>4-color</i>	2,388	2,475	2,629	2,776	2,905	3,020	3,125
Full Page   <i>black-and-white</i>	1,881	1,999	2,221	2,431	2,585	2,745	2,888
Full Page   <i>2-color*</i>	2,337	2,454	2,674	2,885	3,039	3,200	3,344
Full Page   <i>4-color</i>	2,931	3,050	3,271	3,481	3,635	3,795	3,939
New Products / The Goods feature	\$357	\$357	\$357	\$357	\$357	\$357	\$357
Postcard***	903	959	1,003	1,035	1,130	1,188	1,446
Insert Rate per Page	2,005	2,131	2,298	2,508	2,644	2,792	3,211

\* Standard red, green, blue or yellow. \*\* 1/2 Page Island premium makes advertiser only ad on page. \*\*\* 3.5 in. x 5 in. up to 4 in. x 7 in. preprinted on both sides, plus tipping charges.

## Sales Sizzlers

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.

**A** **Print (4-color):** 6x 1/6 Page  
**Online (GT or GP):** 1 Month Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads** **TOTAL COST \$3,595**

**B** **Print (4-color):** 6x 1/3 Page  
**Online (GT or GP):** 1 Month Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads** **TOTAL COST \$9,195**

**C** **Print (4-color):** 6x 1/2 Page  
**Online (GT or GP):** 2 Months Banner  
**Bonus:** 2 Product Features  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads** **TOTAL COST \$11,095**

**Interested in advertising?**  
 toll-free number  
**1.866.888.4ADS (4237)**



**NORTH AMERICA – WEST**  
 Paul Black  
 1.630.588.3301  
 pblack@ballpublishing.com



**NORTH AMERICA – EAST**  
 Kim Brown  
 1.630.588.3433  
 kbrown@ballpublishing.com



Adriana Heikkila (Sales Coordinator)  
 1.630.588.3106  
 aheikkila@ballpublishing.com

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