



THE ONLY
MAGAZINE
GROWERS
AND RETAILERS
FLIP OVER.

Audience Profile

- 28,900 Qualified Subscribers*
- Reaches both growers and retailers each month
- A larger audience reaching more potential buyers

*Source: June 2013 ABC pub statement

Editorial Excellence

- Over 179 years of combined industry experience
- Established in 1937
- Published by *a horticultural company* ...plants are our lives

left to right:

Jennifer White (a.k.a. Jenny)

36 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

Jennifer Zurko (a.k.a. JenZ)

10 years in horticulture

Managing Editor, GrowerTalks

- Ten years with Ball Horticultural Company, four with Ball Publishing
- Bachelor's in Journalism from Northern Illinois University
- Wanted to be a sports reporter; slips the occasional sports lingo into her *GrowerTalks* stories
- Hasn't quite learned how to dress for the greenhouse

Ellen Wells (a.k.a. Boston)

44 years in agriculture/horticulture

Editor-At-Large, Green Profit and Buzz! e-newsletter

- Grew up on Wells Farm, founded 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, Cornell University



Annie White (a.k.a. Annie White)

33 years in horticulture

Editor-At-Large, Inside Grower e-newsletter

- Younger sister of Jennifer White
- At age 13, ran "Annie's Herbs"—once sold a galvanized bucket of cilantro for \$50
- Master's in Landscape Architecture, University of Wisconsin; working on PhD in Plant & Soil Sciences, University of Vermont

Chris Beytes (a.k.a. The Boss)

30 years in horticulture

Editor, GrowerTalks, Green Profit, Acres Online

- Bachelor's in Journalism, 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*

Jennifer Polanz (a.k.a. JayP)

10 years in horticulture

Managing Editor-At-Large, Green Profit

- Master's in Journalism, Ohio University
- Experienced and talented horticulture trade editor
- Dresses better than the rest of us

(not pictured) **Nicole Wisniewski**

16 years experience in horticulture

Editor-At-Large, Landscape Insider e-newsletter

More Content

GrowerTalks and Green Profit - more editorial pages per issue.

GrowerTalks 46

Greenhouse Management 41

Greenhouse Grower 39

Greenhouse Product News (GPN) 18

Green Profit 30

Today's Garden Center 24

Lawn & Garden Retailer (L&GR) 15

Source: publisher's data January 2013 – August 2013

Magazine of Choice

For the 3rd consecutive year, surveyed growers and retailers given a choice of only one magazine picked **GrowerTalks/Green Profit** more often.

If you could read only **ONE** of these greenhouse magazines, which would it be?

GrowerTalks/Green Profit 55%

Greenhouse Grower 37%

Greenhouse Management 5%

Greenhouse Product News (GPN) 3%

If you could read only **ONE** of these retail garden center magazines, which would it be?

GrowerTalks/Green Profit 35%

Today's Garden Center 31%

Other 17%

Garden Center Magazine 10%

Lawn & Garden Retailer (L&GR) 7%

Source: publisher's survey of 2013 AmericanHort Short Course attendees

january

GROWERTALKS

The Cool New Stuff Issue—Trends, Products & Ideas

FEATURE

New Greenhouse Supplies You Can't Live Without

FEATURE

Spring Trials Preview & Guide

february

GROWERTALKS

The Fertilizer, Irrigation & Potting Mixes Issue

FEATURE

Soil Recipe Basics

FEATURE

Putting the "New" in Nutrition

FEATURE

Water Conservation—How Low Can You Grow?

march

GROWERTALKS

The Greenhouse Issue

FEATURE

Under Construction: New Greenhouse Projects



greenPROFIT

The Landscape Issue

FEATURE

Shady Favorites

FEATURE

Landscape Design Software

greenPROFIT

The Pots, Baskets & Window Boxes Issue

FEATURE

Pinable Combo Recipes

FEATURE

"Pot" Culture—Hot Container Trends from Europe

greenPROFIT

The Industry Trends Issue

FEATURE

IPM Essen—The Fast Lane to Hot Trends

FEATURE

Opinions from the Garden Pundits

Bonus Distribution

- Dallas Total Home & Gift Market
- New England Grows
- TPIE

BUY ONE — GET ONE FREE!

When you commit to advertising in the 2014 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2013, you will receive one advertisement of the same size and color specifications in any remaining 2014 issue of your choice.*

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

SPACE DEADLINE 11-18-13
MATERIAL DEADLINE 12-6-13



SPACE DEADLINE 12-16-13
MATERIAL DEADLINE 1-7-14



SPACE DEADLINE 1-17-14
MATERIAL DEADLINE 2-6-14

april

GROWERTALKS

The Pest Management Issue

FEATURE

Controlling This Season's Scourges

greenPROFIT

The Plant Food & Pest Controls Issue

FEATURE

Tips for Selling More

FEATURE

Digging Into Soil Health Products

Bonus Distribution

- National Hardware Show



SPACE DEADLINE 2-17-14
MATERIAL DEADLINE 3-6-14

may

GROWERTALKS

The Money-Saving Issue

FEATURE

Cut Your Energy Bill This Year!

FEATURE

Reduce Your Input Costs

greenPROFIT

The Money-Making Issue

FEATURE

10 Places to Find Money

FEATURE

Pricing—The \$64 \$65 Question

SPACE DEADLINE 3-17-14
MATERIAL DEADLINE 4-7-14

june

GROWERTALKS

The Greenhouse Tools & Equipment Issue

FEATURE

Big Greenhouse Efficiency for the Little Greenhouse

FEATURE

Young Grower Award Essays

greenPROFIT

The Aquatics Issue

FEATURE

PK 101—Pumps, Liners, Filters & More

FEATURE

Young Retailer Award Essays

Bonus Distribution

- Dallas Total Home & Gift Market
- International Floriculture Expo
- National Lawn & Garden Show



SPACE DEADLINE 4-17-14
MATERIAL DEADLINE 5-6-14

july

GROWERTALKS

The Short Course Issue

FEATURE

Spring Trials Hot New Varieties

august

GROWERTALKS

The Landscape Insider Issue

FEATURE

The State of the Landscape Market

FEATURE

What Successful Landscape Nurseries Do Right

FEATURE

Spring Trials Part II

september

GROWERTALKS

The Plug & Propagation Issue

FEATURE

Plug Conference Preview

FEATURE

Short Course Recap

FEATURE

Young Grower Award Winner Profile

FLIP

greenPROFIT

The Science of Retailing Issue

FEATURE

The Facts, Data & Metrics of Today's Shopper

FEATURE

10 Changes for a More Modern Look

FLIP

greenPROFIT

The Edibles & Veggies Issue

FEATURE

Raised Beds & Containers

FEATURE

Food for Thought—What's Trending

FLIP

greenPROFIT

The Facilities & Technology Issue

FEATURE

Capturing Data

FEATURE

Using Data

FEATURE

Young Retailer Award Winner Profile

Bonus Distribution

- AmericasMart Atlanta
- PANTS
- Short Course

Bonus Distribution

- Farwest

Bonus Distribution

- Arett Sales Open House
- Plug & Cutting Conference



SPACE DEADLINE 5-16-14
MATERIAL DEADLINE 6-6-14

SPACE DEADLINE 6-17-14
MATERIAL DEADLINE 7-7-14

SPACE DEADLINE 7-17-14
MATERIAL DEADLINE 8-6-14

october

GROWERTALKS

The Culture Notes Issue

FEATURE

Growing Info on Breeders' Best Varieties

greenPROFIT

The Best New Plant and Product Issue

FEATURE

Hot New Products from the IGC Show

FEATURE

Top Plants for Retail in Spring 2015

november

GROWERTALKS

The Greenhouse Efficiency Issue

FEATURE

Six Ways to Control Your Labor Costs

FEATURE

Update—Grants, Tax Credits & Other Incentive Programs

greenPROFIT

The Gifts & Holiday Issue

FEATURE

Winter Gift Show Preview

FEATURE

Telling The Story Behind the Product

Bonus Distribution

- Michigan Greenhouse Growers Expo



SPACE DEADLINE 9-17-14
MATERIAL DEADLINE 10-6-14

december

GROWERTALKS

The Business & HR Issue

FEATURE

A Year of Healthcare Reform—How Did It Go?

FEATURE

Hiring Best Practices

FEATURE

Wage & Benefit Survey

greenPROFIT

The Style Issue

FEATURE

What's Your Style IQ?

FEATURE

Garden Center Makeovers

Bonus Distribution

- AmericasMart Atlanta
- MANTS
- The Western

**TRADE SHOW
CALENDAR
SPONSORSHIPS
AVAILABLE**

SPACE DEADLINE 10-17-14
MATERIAL DEADLINE 11-6-14



SPACE DEADLINE 8-18-14
MATERIAL DEADLINE 9-5-14

INTERACTIVE MEDIA

E-newsletter Advertising

Our e-newsletters provide weekly news **directly to our subscribers' inboxes** without making them "click for more." Your ads are delivered right on the newsletter for immediate impact.

The e-newsletters are more than just simple press releases. What makes them so popular is the commentary, insight and style delivered by our industry-expert editors.

High open rates and a web-hosted version make our e-newsletters a key component of any marketing campaign.

Banner advertising positions outlined below are sold "per month."



What's in Your Inbox?

E-newsletter	Subject	Emails Delivered/ Month	Frequency
<i>Acres Online</i>	Greenhouse	99,000+	4/month
<i>BuZZ</i>	Garden Center	87,000+	4/month
<i>Acres of BuZZ*</i>	Spring Trials	171,000/week	6/week
<i>Landscape Insider</i>	Landscape	67,400+	2/month
<i>GreenTalks</i>	Sustainability	53,900+	2/month
<i>Inside Grower</i>	Vegetables	60,200+	2/month

Email advertising is sold "per month"

*"per week" for *Acres of BuZZ*

AD BANNERS AVAILABLE FOR E-NEWSLETTERS

HEADER: 730 x 120

SIDE: 120 x 240

TABLE OF CONTENTS: 360 x 180

CONTENT: 560 x 75

FOOTER: 555 x 100



INTERACTIVE MEDIA



GrowerTalks' Acres Online

News and Commentary from GrowerTalks Magazine

Reaching greenhouse growers and grower/retailers

If you could read only ONE of these GROWER industry e-newsletters, which would it be?

Acres Online 56%

GPN Weekly 28%

The Benchrunner 11%

Green Mail 5%

*Source: publisher's survey of 2013 AmericanHort Short Course attendees

- Banner sponsorship includes four newsletters per month
- Delivered to over 24,800 emails each week

Specifically for commercial growers and grower/retailers - *Acres Online* e-news is sent to more than 24,800 recipients four times each month (nearly 100,000 deliveries each month!).

Chris Beytes' witty and informative commentary makes *Acres Online* a top choice in the industry. If you advertise to growers and grower/retailers, you need to be in *Acres Online*.



Green Profit's buZZ.

Retail news from inside and outside the green industry

Reaching retail garden centers, retail growers and nurseries

If you could read only ONE of these RETAIL GARDEN CENTER industry e-newsletters, which would it be?

BuZZ 37%

Today's Garden Center e-News 30%

Retail Report 15%

The Weekly Dirt 15%

The Product Zone 3%

- Banner sponsorship includes four newsletters per month
- Delivered to over 21,700 emails each week

Green Profit's BuZZ reaches the inboxes of over 21,700 recipients four times each month (more than 86,800 deliveries each month!). More than just a newsletter, Ellen Wells expounds on the hot topics and trends in the green industry. Specifically geared to the retail garden center and retailer/grower audiences, *BuZZ* gets your ad in front of the key buyers and decision makers you want to reach.

INTERACTIVE MEDIA



Covering the annual California Spring Trials

- Banner sponsorship includes six newsletters sent during the week of Spring Trials
- More than 171,000 total deliveries

The California Spring Trials is perhaps the most anticipated annual event in the greenhouse industry. Editors Chris Beytes, Ellen Wells and Jennifer Zurko produce this daily e-newsletter during their trip along the California coast, reporting on all the latest and greatest from the trials. Greenhouse and retail professionals rely on this daily newsletter to keep up with all the new information presented at each trial stop.

Our editors' style, wit, informative commentary and video tour make this popular e-newsletter a fun read, and a great way to get your ads in front of key decision makers.



LANDSCAPE *Insider*

News and Commentary for the landscape and nursery market

For the professional landscape market

- Banner sponsorship includes two newsletters per month
- Delivered to over 33,500 recipients each send

Launched in January 2013, *Landscape Insider* provides timely news, information and commentary relevant to the landscape trade. From landscape contractors and installers, to growers and allied suppliers, *Landscape Insider* reaches those who buy and sell the products you provide.

Sixteen-year veteran Landscape Editor Nicole Wisniewski brings her expertise, style and voice to this popular e-newsletter.

INTERACTIVE MEDIA



greenTalks

sustainability e-news

For growers and
retailers
interested in
sustainability

- Banner sponsorship includes two newsletters per month
- Delivered to over 26,950 emails each send

GreenTalks reaches the inboxes of over 26,950 industry professionals each month (53,900 delivered per month!). This is an excellent product to advertise your sustainable products and services as Jennifer Duffield White brings industry news and trends regarding this aspect of the industry.



Inside GROWER

Controlled Environment Agriculture



For commercial
greenhouse
vegetable
producers

- Banner sponsorship includes two newsletters per month
- Delivered to over 30,100 emails each send

Inside Grower is delivered to over 30,100 recipients each month (over 60,200 delivered per month!). Annie White has plenty to write about regarding Controlled Environment Agriculture for vegetable and other under-glass growers. *Inside Grower* is a critical information resource for this important up-and-coming market.

Inside Grower Print Supplement

Inside Grower has been so successful and well received that we also have two print supplements planned for 2014 (January and September). The print supplements will mail with *GrowerTalks* and focus entirely on greenhouse vegetable production. Contact your advertising representative for positioning opportunities and pricing.



INTERACTIVE MEDIA

Websites

Our popular websites are go-to resources for garden center and greenhouse professionals

- 10,000 unique visitors/month on average
- Videos
- Webinars
- Catalogs
- Special Events

GrowerTalks.com, Green Profit.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



SPLASH PAGE BANNER (Three banners along each side)

All three Ball Publishing domains lead here first

120 x 240



HOME PAGE BANNER (exclusive)

350 x 115



HortCalendar.com

728 x 90

300 x 250

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



INTERACTIVE MEDIA

■ Videos—production and hosting available

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



■ Digital Catalog and Research Papers

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

BALL PUBLISHING Webinars

■ Webinars—A variety of ways are available to partner with us to get your message out.

- Promoted in print, digital and editorial
- Editors provided to host the event
- Commercial or educational
- Attendees range from 100 – 500 based on timing and subject
- Archived for future viewing
- Contact us for pricing

■ Targeted Email Blasts—We will send your advertising message directly to a select group of growers and/or retailers

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

■ Digital Edition Email (exclusive)

Send your banner ad to **more than 16,800** recipients as the sponsor of each month's "Digital Edition" of *GrowerTalks* | *Green Profit*.



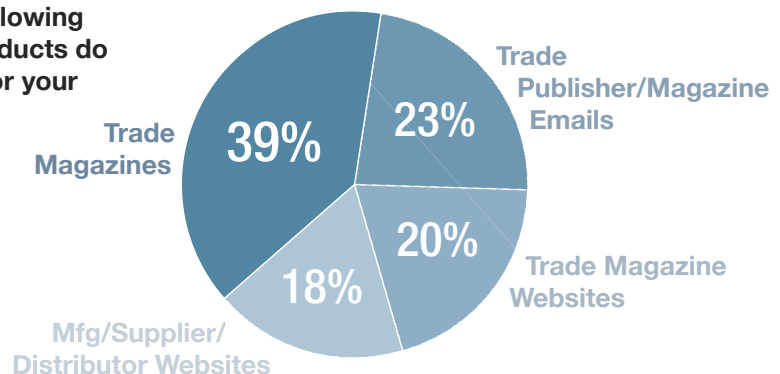
800 x 120

Print ^{and} vs. Digital — Magazines still #1, but...

According to a 2013 survey of AmericanHort grower and retailer attendees – and for the third consecutive year – trade magazines are still the top choice in the industry.

But digital options also play an important role and should be included for the most effective advertising campaign.

Which of the following information products do you use most for your business?



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!

For the **third consecutive year**, *GrowerTalks*|*Green Profit* was chosen by growers and retailers as the grower magazine with the most valuable product information.

GrowerTalks|*Green Profit* 51%

Greenhouse Grower 34%

Greenhouse Product News (GPN) 8%

Greenhouse Management 7%

For the **third year in a row**, *GrowerTalks*|*Green Profit* was chosen by growers and retailers as the retail magazine with the most valuable product information.

GrowerTalks|*Green Profit* 41%

Today's Garden Center 26%

IGC Retailer (formerly Nursery Retailer) 19%

Garden Center Magazine 7%

Lawn & Garden Retailer (L&GR) 7%

Source: survey of 2013 AmericanHort Short Course attendees

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

Green Profit

www.ballpublishing.com/GreenProfit/ClassifiedAds.aspx

Or email 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

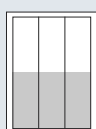
Publication Trim Size	9 x 10.875 in. (229 x 276 mm)
Printing	cover, half-web offset; body, web offset
Binding	perfect bound, 1/8 in. (4 mm) grind at spine
Screen	150 line (60 lines per centimeter)
Bleed Page Size	9.25 x 11.125 in. (235 x 286 mm)

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

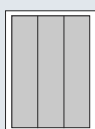
Advertising Specifications



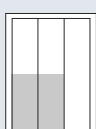
2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



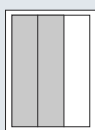
1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



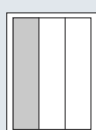
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



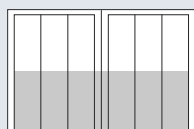
1/3 Page (square)
4.875 in. x 4.625 in.



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



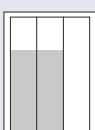
1/3 Page (vertical)
Live Area: 2.375 in. x 9.375 in.
Bleed option available*



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)
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
for detailed BLEED instructions.

Digital Media

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 does not meet the criteria established below or for color ad material that is not accompanied by a calibrated composite proof.

Color Calibration: SWOP standards

Software (PC or Mac): QuarkXPress 8.0, Adobe InDesign CS5, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Acrobat 8.0

Images/Artwork: TIFF, EPS and high resolution (300 dpi) PDF

Media: CD-ROM and DVD

Media Labeling Requirements: Publication name, issue date, advertiser, ad title, file name and disk directory

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

tel 1.630.588.3352 | email 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

2014 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 / Product Profile 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
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