

75th
ANNIVERSARY
GROWERTALKS

greenPROFIT
15th
ANNIVERSARY

Together, bringing the
industry to growers and
retailers for *90* years.

THE ONLY MAGAZINE GROWERS AND RETAILERS CAN READ

Why advertise with **GROWERTALKS** | **greenPROFIT**?

MORE COVERAGE

- *GrowerTalks|Green Profit* reaches both **growers and retailers**...more than 26,000* of them!
- We send 200,000+ emails per month
- 19,000 average unique web visitors per month

HIGHER QUALITY

- Heavy bright paper and premium design display your ads with impact
- Editorial that is interesting, important and informative
- Top-notch websites that attract and engage visitors
- Industry leading e-newsletters providing critical, concise commentary every week

INDUSTRY LEADERSHIP

More Advertisers

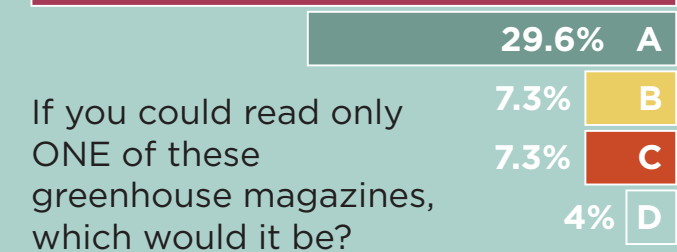
- *GrowerTalks|Green Profit* leads in advertising (Jan - Sep 2011)
 - ▶ *GrowerTalks|Green Profit*: 64 ads/issue
 - ▶ Average of other grower and garden center publications: 32 ads/issue
- *GrowerTalks|Green Profit* leads in content (Jan - Sep 2011)
 - ▶ *GrowerTalks|Green Profit*: 71 editorial pages/issue
 - ▶ Average of other grower and garden center publications: 26 editorial pages/issue

More Valuable

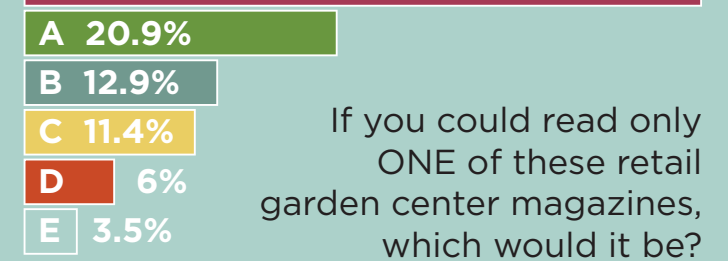
Grower and Retailer attendees of the 2011 OFA Short Course overwhelmingly pick *GrowerTalks|Green Profit* as their magazine of choice*



51.8% GROWERTALKS | Green Profit



GROWERTALKS | Green Profit 45.3%



CIRCULATION PROFILE*
QUALIFIED
CIRCULATION

GROWER: 17,387
GARDEN CENTER: 19,110
GROWER/RETAILER: 12,806

26,312

*Source: June 2011 ABC Statement

*Source: Blind email survey of OFA grower and retailer attendees. Full results available upon request.

Editorial Calendar

In Every Issue:

- >> Pest Management
- >> Culture Notes
- >> New Products/Product Profiles

january

GROWERTALKS
The Cool New Stuff Issue—Trends, Products & Ideas
 FEATURE New Season, New Stuff
 FEATURE Spring Trials Preview & Guide

BUY ONE—GET ONE FREE!

When you commit to advertising in the January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2011, you will receive one advertisement of the same size and color specifications in any remaining 2012 issue of your choice.*

greenPROFIT
The Consumer Buzz Issue
 FEATURE Retail Trends from Abroad
 FEATURE 2012 Consumer—What's She Thinking?

Bonus Distribution
 Dallas Holiday & Home Expo
 Mid-Am
 New England Grows
 TPIE

SPACE DEADLINE 11.28.11
 MATERIAL DEADLINE 12.06.11

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

april


GROWERTALKS
The Pest Management Issue
 FEATURE Experts Give Their Best Control Tips

FREE PRODUCT AD!

Place a 1/2-page or larger ad and get one free 4-color product ad in an upcoming issue*

greenPROFIT
The Management Clinic Issue
 FEATURE Banking, Borrowing & Bookkeeping
 FEATURE Managing Your Manpower

Bonus Distribution
 National Hardware Show



SPACE DEADLINE 02.24.12
 MATERIAL DEADLINE 03.06.12

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

february

GROWERTALKS
The Fertilizer, Irrigation & Potting Mixes Issue
 FEATURE The Latest in Potting Media Research
 FEATURE Water—The Irreplaceable Input
 FEATURE Fertilizer Fine-Tuning



SPACE DEADLINE 12.23.11
 MATERIAL DEADLINE 01.06.12

greenPROFIT
The Container Gardening Issue
 FEATURE Combo Recipes—New Twists on Old Favorites
 FEATURE The Upside of Upselling—Add-ons for Higher Profits

may

GROWERTALKS
The 75th Anniversary Issue
 FEATURE 75 Years—My, How Things Have Changed!



Bonus Distribution
 California Grown Show/The Nursery Mart

SPACE DEADLINE 03.23.12
 MATERIAL DEADLINE 04.05.12

greenPROFIT
The Merchandising Issue
 FEATURE Saying It With Shelf Talkers
 FEATURE Freshen Up Your Store With New Fixtures

march

GROWERTALKS
The Greenhouse Issue
 FEATURE Manufacturers Tell Us—"Hot" (and Not) Houses



SPACE DEADLINE 01.24.12
 MATERIAL DEADLINE 02.06.12

greenPROFIT
The Landscape Issue
 FEATURE Eco-Gardening—What's Your Duty?
 FEATURE Vegetative Varieties in the Landscape? Heck Yeah!

june

GROWERTALKS
The Equipment, Tools & Structures Issue
 FEATURE Six Must-Have Machines
 FEATURE Greenhouse Maintenance Checklist
 FEATURE Young Grower Award Essays

Bonus Distribution
 Dallas Holiday & Home Expo
 GCA Summer Tour
 International Floriculture Expo
 National Lawn & Garden Show

SPACE DEADLINE 04.24.12
 MATERIAL DEADLINE 05.04.12

greenPROFIT
The Aquatics Issue
 FEATURE Selling the Sustainability of Ponds
 FEATURE The Best Water Department on Land
 FEATURE Young Retailer Award Essays

Editorial Calendar

In Every Issue:

- >> Pest Management
- >> Culture Notes
- >> New Products/Product Profiles

july

GROWERTALKS
The OFA Short Course Issue
 FEATURE Spring Trials' Hot New Varieties

Bonus Distribution
 AmericasMart Atlanta
 OFA Short Course
 PANTS

FREE ARTICLE PLACEMENT
 Submit your research article or white paper and we will post it on our popular website* (Per publisher's approval)

greenPROFIT
**The Social Media Issue/
 15th Anniversary Issue**
 FEATURE How Retailing Has Changed: Tech, Promotion & Rise of the Big Boxes

SPACE DEADLINE 05.24.12
 MATERIAL DEADLINE 06.06.12

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

october

GROWERTALKS
The Culture Notes Issue
 FEATURE How to Grow 10 Floriculture Favorites



FREE DIRECT MAIL LIST USE!
 Place a 1/3-page or larger ad and we will provide you with one free use of our subscriber list for your direct mail campaign.*

greenPROFIT
The Best New Plant and Product Issue
 FEATURE IGC Product Picks
 FEATURE Coolest Plants from Spring Trials

SPACE DEADLINE 08.24.12
 MATERIAL DEADLINE 09.06.12

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

august

GROWERTALKS
The Edibles Issue
 FEATURE Tips for Better Veggie Flats
 FEATURE Organics—Where's the Trend Heading?
 FEATURE Spring Trials Part II

Bonus Distribution
 Farwest



SPACE DEADLINE 06.25.12
 MATERIAL DEADLINE 07.06.12

greenPROFIT
The Edibles Issue
 FEATURE Getting Involved in School Gardening
 FEATURE Pros & Cons of Veggie Brands

november

GROWERTALKS
The Greenhouse Efficiency Issue
 FEATURE Save Energy, Save Time, Save Money

Bonus Distribution
 GCA Holiday Tour
 Michigan Greenhouse Growers Expo



SPACE DEADLINE 09.24.12
 MATERIAL DEADLINE 10.05.12

greenPROFIT
The Kids & Pets Issue
 FEATURE Kids' Gear & Gadgets for the Garden
 FEATURE Fido, Fish & Feathered Friends

september

GROWERTALKS
The Plug & Propagation Issue
 FEATURE Cutting-Edge Plug Research
 FEATURE 512s—Why Are We Still Using Them?
 FEATURE Young Grower Award Winner Profile



SPACE DEADLINE 07.24.12
 MATERIAL DEADLINE 08.06.12

greenPROFIT
The Gifts & Holiday Issue
 FEATURE The Best Last-Minute Gift Ideas
 FEATURE Keepin' It Real for Christmas
 FEATURE Young Retailer Award Winner Profile

december

GROWERTALKS
The Grower/Retailer Issue

Bonus Distribution
 AmericasMart Atlanta
 MANTS
 National Green Centre

TRADE SHOW CALENDAR SPONSORSHIPS AVAILABLE

greenPROFIT
The Retailer/Grower Issue
 FEATURE Insect & Disease Control for the Grower/Retailer
 FEATURE Greenhouse Layout for the Grower/Retailer
 FEATURE Wage & Benefit Surveys

SPACE DEADLINE 10.24.12
 MATERIAL DEADLINE 11.06.12

Digital Media

INTEGRATE YOUR MESSAGE BY ADDING DIGITAL MEDIA TO YOUR MARKETING MIX. Ad studies prove more effective than using a single platform approach.

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



E-NEWSLETTERS

Our e-newsletters provide weekly updates **directly to our subscriber's inboxes** without asking them to "click for more." Your ads are delivered right on the newsletter for maximum impact.

WEBSITE

Our popular website is a go-to resource for today's garden center and grower professionals.

- 19,000 unique visitors/month on average
- Rich media/flash supported
- Videos, Webinars, Catalogs, Special Event Pages



640 x 480
Rich media/Flash or standard .jpg/.gif all supported

INTERSTITIAL FULL PAGE (exclusive)
Pops up upon entry to all three domains growertalks.com ballpublishing.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

All sites support Rich media/Flash or standard .jpg/.gif

ARTICLES AND ARCHIVES PAGE BANNERS
(Three banners on page)
Banners appear on every article and archived article page (except cover story) for one full month.
120 x 240



	SUBJECT	EMAILS DELIVERED	FREQUENCY
GrowerTalks' Acres Online	Greenhouse	72,316/month	4/month
Green Profit's buZZ.	Garden Center	58,176/month	4/month
greenTalks sustainability e-news	Sustainability	40,824/month	2/month
NEW! Inside GROWER	Vegetables	47,618/month	2/month
ACRES of BUZZ from Spring Trials	Spring Trials	123,720/week*	6 times during SPRING TRIALS

EMAIL ADVERTISING IS SOLD "PER MONTH"
* "PER WEEK" FOR ACRES OF BUZZ

MORE DIGITAL OPPORTUNITIES

- **Video Sponsorships** Creation and hosting available
- **Digital Catalog and Research Papers** Your catalog or research article in a special section of our website
- **Webinars** A variety of ways are available to partner with us. Integrated marketing may be included to increase results.

- **Targeted Email Blasts** We can send your advertising message directly to a select group of *GrowerTalks* and/or *Green Profit* subscribers.
- **Digital Edition Email Notice - (Exclusive)** Include your banner ad to over 9,000 recipients as the sponsor of the month's "Digital Edition."

CALL FOR DETAILS!

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 Lead Programs

OUR WIDE REACH MAKES *GROWERTALKS* | *GREEN PROFIT* UNIQUELY CAPABLE OF ATTRACTING MORE INTERESTED BUYERS. Leads are delivered monthly to you via email for quick response.

AN INDIVIDUAL
ADVERTISER MAY EXPECT
BETWEEN
40-100
LEADS PER MONTH ON
AVERAGE.

HOT LEAD PROGRAM

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

SOFT LEAD PROGRAM

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

Over 23,000 total lead requests sent each month on average.

We have a great deal of experience observing which ads, products, timing and messaging are most effective in generating response. Your account representative will be happy to share our insights and help fine-tune your efforts to maximize your lead requests.

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

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.

Please email classifieds@ballpublishing.com or call 1.866.888.4237 to place a display-type classified.

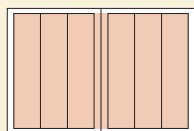
Mechanical Requirements

Magazine Specifications

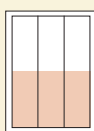
Publication Trim Size	9 x 10.875 in. (229 x 276 mm)
Printing	cover, half-web offset; body, web offset
Binding	perfect bound, 1/8 in. (4 mm) grind at spine
Screen	150 line (60 lines per centimeter)
Bleed Page Size	9.25 x 11.125 in. (235 x 286 mm)

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

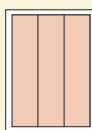
Advertising Specifications



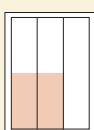
2 Page Spread
Bleed: 18.25 in. x 11.125 in.
Trim: 18 in. x 10.875 in.
Live Area: 16.5 in. x 9.375 in.



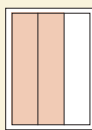
1/2 Page (horizontal)
Bleed: 9.25 in. x 5.5 in.
Live Area: 7.5 in. x 4.625 in.



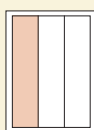
Full Page
Bleed: 9.25 in. x 11.125 in.
Trim: 9 in. x 10.875 in.
Live Area: 7.5 in. x 9.375 in.



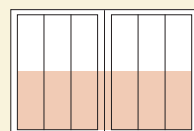
1/3 Page (square)
Live Area: 4.875 in. x 4.625 in.



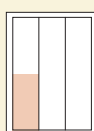
2/3 Page (vertical)
Bleed: 6.625 in. x 11.125 in.
Bleed-Ad Live Area is very critical here, either left OR right will trim off .875 in.
Live Area: 4.875 in. x 9.375 in.



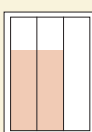
1/3 Page (vertical)
Bleed: 4.125 in. x 11.125 in.
Bleed-Ad Live Area is very critical here, either left OR right will trim off .875 in.
Live Area: 2.375 in. x 9.375 in.



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



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



1/2 Page Island
B: 6.625 in. x 8.625 in.
Live Area: 4.875 in. x 6.875 in.

All type and other essential material should be WITHIN the Live Area.

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

2012 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
Product Profile	\$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" x 5" up to 4" x 7" 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**

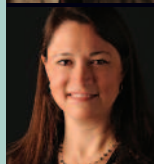
C { **Print (4 color):** 6x 1/2 Page
Online (GT or GP): 2 Months Banner
Bonus: 2 Product Features
Direct Mail List: 1x use
9 Months of Sales Leads **TOTAL COST \$11,095**

Interested in advertising?

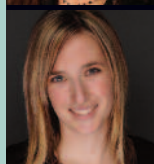
toll-free number
1.866.888.4ADS (4237)



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 (Coordinator)
1.630.588.3106
 aheikkila@ballpublishing.com

Ball Publishing
 PO Box 1660
 West Chicago, IL 60186 United States

tel 1.630.231.3675
 fax 1.630.231.5254