



THE ONLY  
MAGAZINE  
GROWERS  
AND RETAILERS  
FLIP OVER.

# Editorial Expertise

- Over 200 years of combined industry experience
- Established in 1937
- Published by *a horticultural company* ...plants are our lives

**Jennifer Zurko** (a.k.a. JenZ)

**11 years in horticulture**

*Managing Editor, GrowerTalks*

- Six years with Ball Horticultural Company, five 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

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

**34 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

**Jennifer Polanz** (a.k.a. JayP)

**11 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



**Jennifer White** (a.k.a. Jenny)

**37 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

**Ellen Wells** (a.k.a. Boston)

**45 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

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

**31 years in horticulture**

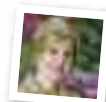
*Editor, GrowerTalks, Green Profit, Acres Online*

- 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*

**Nicole Wisniewski**

**17 years experience in horticulture**

*Editor-At-Large, Landscape Insider e-newsletter*



**Paul Pilon**

**23 years experience in horticulture**

*Editor-At-Large, Perennial Pulse e-newsletter*



# Audience Profile

- A larger audience reaching more potential buyers
- Reaches both growers and retailers each month
- 28,150 Qualified Subscribers\*

\*Source: 2014 ABC audit bureau: 6 mo. average Jan-Jun 2014

## Magazine of Choice *4 Years Running*

A 2014 media survey sent by AmericanHort to its members showed *GrowerTalks/Green Profit* as the top choice for growers and retailers for the fourth consecutive year.

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

*GrowerTalks/Green Profit* 51%

*Greenhouse Grower* 28%

*Greenhouse Product News (gpn)* 11%

*Greenhouse Management* 10%

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

*Green Profit/GrowerTalks* 51%

*Today's Garden Center* 22%

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

*Garden Center Magazine* 13%

# january

## GROWERTALKS

The Cool New Stuff Issue—Trends, Products & Ideas

**FEATURE**  
New Hardgood Highlights

**FEATURE**  
Spring Trials Preview & Guide

# february

## GROWERTALKS

The Fertilizer, Irrigation & Potting Mixes Issue

**FEATURE**  
The Need for Feed—Fertilizer Best Practices

**FEATURE**  
Soil Amendments—Make Your Media Work Better

**FEATURE**  
Tips on How to Conserve Water

# march

## GROWERTALKS

The Greenhouse Issue

**FEATURE**  
Tips & Tricks for Extending the Life of Your Greenhouse



## greenPROFIT

The Landscape Issue

**FEATURE**  
Landscape Variety Favorites

**FEATURE**  
Wage & Benefits Retail Survey Results

## greenPROFIT

The Pots, Baskets & Window Boxes Issue

**FEATURE**  
Outside the Window Box – Unique Shapes, Sizes & Textures

**FEATURE**  
Perennial Combos for Containers

## greenPROFIT

The Industry Trends Issue

**FEATURE**  
What Will Consumers Be Buzzing About This Spring?

### Bonus Distribution

- New England Grows
- TPIE

### BUY ONE – GET ONE FREE!

When you commit to advertising in the 2015 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2014, you will receive one advertisement of the same size and color specifications in any remaining 2015 issue of your choice.\*

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



SPACE DEADLINE 11-24-14  
MATERIAL DEADLINE 12-5-14

SPACE DEADLINE 12-23-14  
MATERIAL DEADLINE 1-7-15

SPACE DEADLINE 1-23-15  
MATERIAL DEADLINE 2-6-15

# april

## **GROWERTALKS**

### The Pest Management Issue

**FEATURE**  
How Pests Have Changed What You Grow

**FEATURE**  
What to Worry About This Season

FLIP

## **greenPROFIT**

### The Plant Food & Pest Controls Issue

**FEATURE**  
10 Most Common Pests & How To Treat Them

### **Bonus Distribution**

- National Hardware Show



**SPACE DEADLINE** 2-24-15  
**MATERIAL DEADLINE** 3-6-15

# may

## **GROWERTALKS**

### The Money-Saving Issue

**FEATURE**  
The Current State of Solar Energy

**FEATURE**  
How Modern E-Technology Can Help Your Business

FLIP

## **greenPROFIT**

### The Money-Making Issue

**FEATURE**  
Setting Sales Goals That Work



**SPACE DEADLINE** 3-24-15  
**MATERIAL DEADLINE** 4-7-15

# june

## **GROWERTALKS**

### The Greenhouse Tools & Equipment Issue

**FEATURE**  
What's New in Automation

**FEATURE**  
Young Grower Award Essays

FLIP

## **greenPROFIT**

### The Water, Light & Sound Issue

**FEATURE**  
Creating the Perfect Garden Ambiance

**FEATURE**  
Young Retailer Award Essays

### **Bonus Distribution**

- International Floriculture Expo
- National Lawn & Garden Show

**SPACE DEADLINE** 4-24-15  
**MATERIAL DEADLINE** 5-6-15

# july

## GROWERTALKS

### The Cultivate'15 Issue

FEATURE

Hot New Varieties from Spring Trials

# august

## GROWERTALKS

### The Landscape Insider Issue

FEATURE

The Role of the Landscape Architect

FEATURE

New Landscape Trends

FEATURE

Spring Trials Part II

# september

## GROWERTALKS

### The Plug & Propagation Issue

FEATURE

The Latest PGR Techniques

FEATURE

Cultivate'15 Recap

FEATURE

Young Grower Award Winner Profile

## greenPROFIT

### The Science of Retailing Issue

FEATURE

The Newest Research on Consumer Buying Habits



## greenPROFIT

### The Facilities & Technology Issue

FEATURE

10 Changes For a More Modern Look

FEATURE

Capturing & Using Data

## greenPROFIT

### The Best New Plant & Product Issue

FEATURE

Top Plants in Retail for Spring 2016

FEATURE

Young Retailer Award Winner Profile

### Bonus Distribution

- Cultivate'15
- PANTS

### Bonus Distribution

- Farwest



### Bonus Distribution

- Arett Sales Open House

SPACE DEADLINE 5-25-15  
MATERIAL DEADLINE 6-5-15

SPACE DEADLINE 6-24-15  
MATERIAL DEADLINE 7-7-15

SPACE DEADLINE 7-24-15  
MATERIAL DEADLINE 8-6-15

# october

## GROWERTALKS

### The Culture Notes Issue

FEATURE

How to Grow the Newest Varieties

## greenPROFIT

### The Edibles & Veggies Issue

FEATURE

Extending Edibles Through Fall & Winter

FEATURE

Canning 101

FEATURE

Hot New Products from the IGC Shows



SPACE DEADLINE 8-24-15  
MATERIAL DEADLINE 9-4-15

# november

## GROWERTALKS

### The Greenhouse Efficiency Issue

FEATURE

Saving Steps With Lean Techniques

## greenPROFIT

### The Gifts & Holiday Issue

FEATURE

Expert Tips for Shopping the Gift Markets

### Bonus Distribution

- Michigan Greenhouse Growers Expo



SPACE DEADLINE 9-24-15  
MATERIAL DEADLINE 10-6-15

# december

## GROWERTALKS

### The Business & HR Issue

FEATURE

The Fine Art of Firing

FEATURE

How Business Savvy Are You?

FEATURE

Wage & Benefit Survey

## greenPROFIT

### The Business & HR Issue

FEATURE

Hiring For Careers

FEATURE

Wage & Benefit Survey

### Bonus Distribution

- MANTS
- The Western



SPACE DEADLINE 10-23-15  
MATERIAL DEADLINE 11-6-15

# E-NEWSLETTERS

## E-newsletter Specifics

- Digitally delivered direct to subscribers, our topic specific e-newsletters do not require recipients to “click for more.”
- Your ads are delivered right on the newsletter for immediate visibility.
- Our e-newsletters provide in-depth commentary and insights (not just copied press releases)... This is what makes them so popular.

## Banner advertising positions are sold “per month”

E-newsletter	Subject	Emails Delivered/ Month	Frequency
<i>Acres Online</i>	Greenhouse	106,000+	4/month
<i>BuZZ</i>	Garden Center	95,000+	4/month
<i>Landscape Insider</i>	Landscape	70,000+	2/month
<i>GreenTalks</i>	Sustainability	57,000+	2/month
<i>Inside Grower</i>	Vegetables	63,800+	2/month
<i>Perennial Pulse</i>	Perennial Growers	84,000+	2/month
<i>Acres of BuZZ*</i>	Spring Trials	184,000+/week	6/week

\*per week for “Acres of Buzz” (6 consecutive days)

### 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







**GrowerTalks'**  
**Acres Online**  
*News and Commentary from GrowerTalks Magazine*

## Reaching greenhouse growers and grower/retailers

- Banner sponsorship includes four e-newsletters per month
- Delivered to more than 26,500 recipients each send

Specifically for commercial growers and grower/retailers — *Acres Online* e-news is sent to more than 26,500 recipients 4 times each month (more than 100,000 deliveries each month!). Your advertising banner is included on each of the sends.

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*.



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

## Covering the annual California Spring Trials

- Banner on all six e-newsletters sent during Spring Trials
- More than 184,000 delivered

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.



**Green Profit's**  
**buzz!**  
*Retail news from inside and outside the green industry*

## Reaching retail garden centers, retail growers and nurseries

- Banner sponsorship includes four e-newsletters per month
- Delivered to more than 23,700 recipients each send

*Green Profit's BuZZ* reaches the inboxes of more than 23,700 recipients four times each month (more than 95,000 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.

# E-NEWSLETTERS



For growers and  
retailers of  
perennial plants



- Banner sponsorship includes two e-newsletters per month
- Delivered to more than 42,000 recipients each send

Perennials have a broad spectrum of plant forms, genera and cultivars, hardiness zones, propagation and production methods, and garden uses. Paul Pilon has equally diverse knowledge and experience on the subject with more than 14 years as a head grower, researcher, and consultant. Along with articles published in industry trade publications, Paul wrote the book *“Perennial Solutions: A Growers Guide to Perennial Production.”*

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.



For the  
professional  
landscape  
market

## LANDSCAPE *Insider*

News and Commentary for the landscape and nursery market

- Banner sponsorship includes two e-newsletters per month
- Delivered to more than 35,000 recipients each send

*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.

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



# greenTalks

sustainability e-news

For growers and  
retailers  
interested in  
sustainability

- Banner sponsorship includes two e-newsletters per month
- Delivered to more than 28,500 recipients each send

*GreenTalks* reaches the inboxes of more than 28,500 industry professionals each month (57,000+ delivered each 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 e-newsletters per month
- Delivered to more than 31,900 recipients each send

*Inside Grower* is delivered to over 31,900 recipients each month (over 63,800 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 Supplements 2015 (February and October).**

The popular printed complement to our e-newsletter, this piece allows you a bigger and bolder opportunity to display your message.

The print supplements will mail with *GrowerTalks* and the content will focus entirely on greenhouse vegetable production. **Space is limited.** Contact your advertising representative for positioning opportunities and pricing.



# DIGITAL MEDIA

## Websites

Our popular websites are go-to resources for industry professionals

- Digital Magazines
- 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](http://ballpublishing.com)  
[growertalks.com](http://growertalks.com)  
[greenprofit.com](http://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**

■ **Videos—production and hosting available**

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.

# 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

■ **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)**

800 x 120

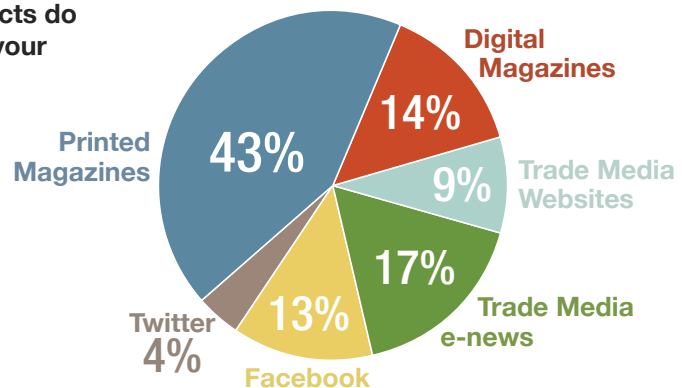
Send your banner ad to **more than 19,000** recipients as the sponsor of each month's "Digital Edition" of *GrowerTalks* | *Green Profit*.



## Print & Digital — where should you invest?

According to a survey of Cultivate 2014 attendees — and for the fourth consecutive year — **printed trade magazines** are still more frequently referenced than other forms of business information in our industry.

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

<b>GrowerTalks Green Profit</b>	<b>48%</b>
Greenhouse Grower	29%
Greenhouse Management	13%
Greenhouse Product News (gpn)	10%

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

<b>Green Profit GrowerTalks</b>	<b>45%</b>
Today's Garden Center	25%
Lawn & Garden Retailer (L&GR)	17%
Garden Center Magazine	10%
IGC Magazine	3%

\*Source: Survey responses of Cultivate 2014 grower and retailer 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](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

 <p><b>2 Page Spread</b> <b>Live Area:</b> 17 in. x 9.875 in. <b>Trim:</b> 18 in. x 10.875 in. <b>Bleed:</b> 18.25 in. x 11.125 in.</p>	 <p><b>1/2 Page (horizontal)</b> <b>Live Area:</b> 7.5 in. x 4.625 in. <b>Bleed option available*</b></p>
 <p><b>Full Page</b> <b>Live Area:</b> 8 in. x 9.875 in. <b>Trim:</b> 9 in. x 10.875 in. <b>Bleed:</b> 9.25 in. x 11.125 in.</p>	 <p><b>1/3 Page (square)</b> 4.875 in. x 4.625 in.</p>
 <p><b>2/3 Page (vertical)</b> <b>Live Area:</b> 4.875 in. x 9.375 in. <b>Bleed option available*</b></p>	 <p><b>1/3 Page (vertical)</b> <b>Live Area:</b> 2.375 in. x 9.375 in. <b>Bleed option available*</b></p>
 <p><b>1/2 Page Spread</b> <b>Live Area:</b> 16.5 in. x 4.625 in. <b>Bleed:</b> 18.25 in. x 5.5 in.</p>	 <p><b>1/6 Page (vertical)</b> 2.375 in. x 4.625 in.</p>
 <p><b>1/2 Page Island</b> <b>Live Area:</b> 4.875 in. x 6.875 in. <b>Bleed option available*</b></p>	

**\* Download Template at**  
**[www.ballpublishing.com/adtemplates](http://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](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.

<b>Insert Sizes:</b>	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)

# 2015 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  
**1.866.888.4ADS (4237)**



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