



We are Ball Publishing,  
a boutique publishing  
company specializing  
exclusively in the world  
of professional  
horticulture.

Since 1932, with the publishing of the *Ball RedBook*, we have helped growers and retailers grow and sell their crops more effectively.

From the historic days of local cut roses, to the heyday of holiday potted plants, then bedding plants, perennials, and now the emerging worlds of sustainability, controlled environment agriculture and green infrastructure, we cover it, thoroughly and professionally.

## 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



CHRIS BEYTES  
EDITOR



JENNIFER ZURKO  
MANAGING EDITOR

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

## green PROFIT



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 249 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.

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

**12 years in horticulture**

*Managing Editor, GrowerTalks*

- Six years with Ball Horticultural Company, six 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)

**35 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)

**12 years in horticulture**

*Managing Editor, Green Profit*

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



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

**38 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 C. Wells** (a.k.a. Boston)

**46 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, Cornell University

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

**32 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**

**18 years experience in horticulture**

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



**Paul Pilon**

**24 years experience in horticulture**

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



**Debbie Hamrick**

**32 years experience in horticulture**

*Editor-At-Large, NewTerrain e-newsletter*

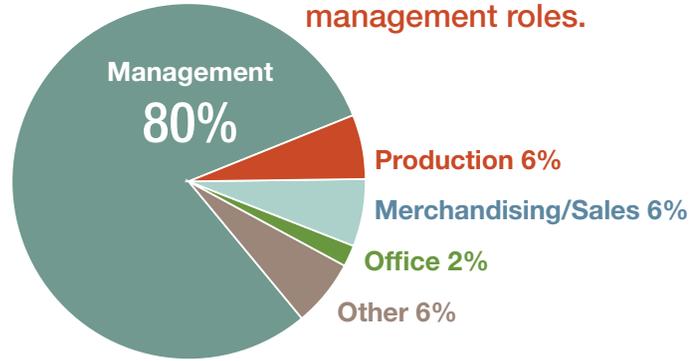
# Audience Profile & Survey Data

- Decision makers with substantial buying power
- Complete coverage reaching both retailers and growers
- 27,268 Total Average Qualified Subscribers\*

\*2016 Alliance for Audited Media. 12 months ended June 30, 2015.

## Decision Makers

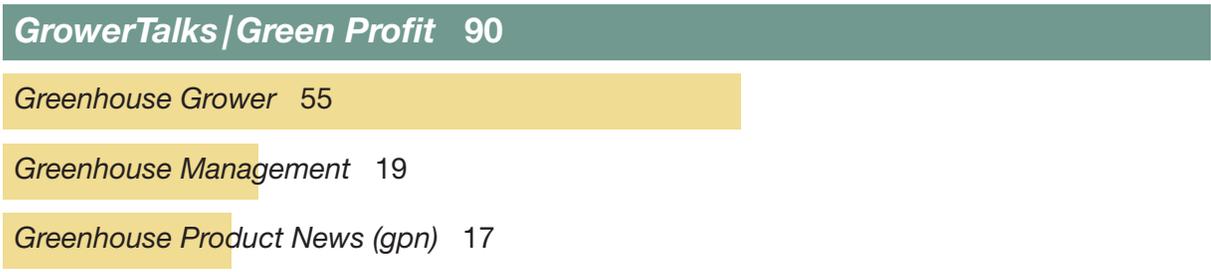
Over 80% of subscribers are in management roles.



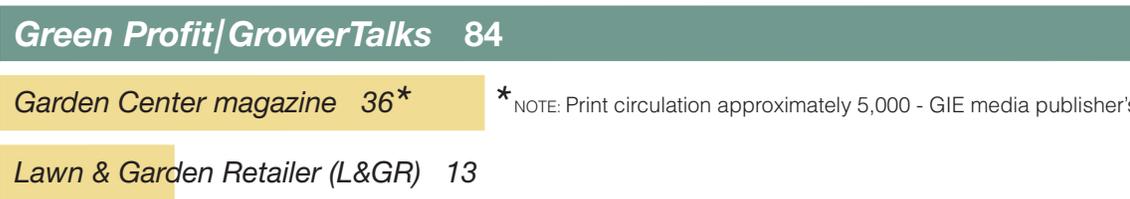
## Magazine of Choice 5 Years Running

A 2015 blind survey of AmericanHort members revealed *GrowerTalks|Green Profit* as their top choice for the **5th consecutive year**.

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



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



\* NOTE: Print circulation approximately 5,000 - GIE media publisher's data.

NOTE: *Today's Garden Center* not included in survey (publication ended).

# Ball Publishing Knows Newsletters!

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

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

**News and commentary for greenhouse growers and grower/retailers**

- More than 27,500 recipients each send
- Your advertisement included on four sends each month



CHRIS BEYTES EDITOR

**If you could read only ONE of these GROWER E-NEWSLETTERS which would it be?**

Year-over-year, growers indicate *Acres Online* as their go-to e-newsletter for industry news and commentary.

***Acres Online* (Ball Publishing/*GrowerTalks* magazine) 82**

*The Benchrunner* (Meister Media/*Greenhouse Grower* magazine) 31

*Greenhouse Management Newsletter* (GIE Media/*Greenhouse Management* magazine) 27

*GPN Weekly* (Scranton Gillette Communications/*gpn* magazine) 19

## *Green Profit's* **buZZ.**

**News and commentary for retail garden centers, retail/growers, and nurseries**

- More than 25,000 recipients each send
- Your advertisement included on four sends each month



ELLEN C. WELLS EDITOR

**If you could read only ONE of these RETAIL GARDEN CENTER E-NEWSLETTERS, which would it be?**

Year-over-year, independent garden centers, nurseries, and mass merchants indicate *buZZ* as their go-to e-newsletter for industry news and commentary.

***buZZ* (Ball Publishing/*Green Profit* magazine) 74**

*Weekly Dirt* (GIE Media/*Garden Center* magazine) 38

*LGR Retail Report* (Scranton Gillette Communications/*L&GR* magazine) 12

Covering the annual California Spring Trials



**News and commentary for growers, retail garden centers, grower/retailers and nurseries**

- More than 32,500 delivered each send
- Your advertisement included on all six sends during trials week (one per day)

*Acres of Buzz* connects the industry with flower breeders and related suppliers through one of the most anticipated events of the year – the California Spring Trials. Greenhouse and garden center retail professionals rely on this daily e-newsletter written by Chris Beytes and Ellen C. Wells to get informed of new products that will be in the pipeline in the coming year.



**News and commentary for perennial plant growers and retailers**

- More than 42,500 recipients each send
- Your advertisement included on two sends each month



Editor **Paul Pilon** covers all aspects of perennial plant growing. *Perennial Pulse* provides news, commentary and research information dedicated to helping growers improve crop quality, decrease losses and simplify cultural practices.

# LANDSCAPE Insider

**News and commentary for the professional landscape market**

- More than 36,000 recipients each send
- Your advertisement included on two sends each month

From landscape contractors and installers, to growers and allied suppliers, *Landscape Insider* reaches those who buy and sell your products.



Eighteen-year veteran Landscape Editor **Nicole Wisniewski** brings valuable expertise, style, and voice to this popular e-newsletter.



**News and commentary for growers and retailers interested in sustainability**

- More than 30,000 recipients each send
- Your advertisement included on two sends each month

Advertising in *greenTalks* is an ideal way to get your sustainable products in front of growers, retailers, and related industry professionals who make buying decisions.



Editor **Jennifer Duffield White** has a Master's Degree in Creative Writing to go along with 38 years of experience in horticulture.

e-newsletter	Covers	# of Recipients	Frequency
<i>Acres Online</i>	Greenhouse Growing	27,500+	4/month
<i>buZZ</i>	Garden Center Retailing	25,000+	4/month
<i>*Acres of Buzz</i>	Spring Trials (growing and retailing)	32,500+	6/week
<i>Perennial Pulse</i>	Perennial Growing	42,500+	2/month
<i>Landscape Insider</i>	Landscaping	36,000+	2/month
<i>greenTalks</i>	Sustainable Growing	30,000+	2/month
<i>Inside Grower</i>	Greenhouse Vegetable/Controlled Environment Ag.	33,000+	2/month
<i>Tropical Topics</i>	Foliage, Tropicals Growing and Retailing	30,000+	2/month
<i>New Terrain</i>	Green Infrastructure	12,000+	2/month

All e-newsletter advertising is sold on a "per month" basis  
\*per week for "Acres of Buzz" (6 consecutive days)

# Inside GROWER



News and commentary for commercial greenhouse vegetable producers

- More than 33,000 recipients each send
- Your advertisement included on two sends each month

Inside Grower will continually keep your banner advertisement in front of the greenhouse vegetable and hydroponic growers.

Controlled Environment Agriculture is an up-and-coming market, and **Annie White** (studying for her PhD in Plant and Soil Sciences) brings 35 years of expertise to this technical and informative e-newsletter.



## Inside Grower Print Supplements 2016 (February 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.



*new!*

# TROPICAL TOPICS

News and commentary for foliage and tropical plant growers and retailers

- More than 30,000 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. Its focus includes interior, patio and landscape uses of tropical and exotic plants. **Ellen C. Wells** (editor of the *buZZ* e-newsletter) provides commentary and insight as she produces this twice-monthly e-newsletter.

*\*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.*

*new!*

# new TERRAIN

Functional Plants. Functional Landscapes.

News and commentary for anyone interested in the emerging field of green infrastructure

- More than 12,000 recipients each send
- Your advertisement included on two sends each month

*NewTerrain* covers the emerging new field of green infrastructure—using functional plants to enhance or replace traditional infrastructure in urban and developed spaces. Editor **Debbie Hamrick** has made it a personal goal to educate plant breeders, growers, architects, landscapers and urban planners on the myriad benefits of functional plants and functional landscapes.



## 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

# 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](http://ballpublishing.com)  
[growertalks.com](http://growertalks.com)  
[greenprofit.com](http://greenprofit.com)



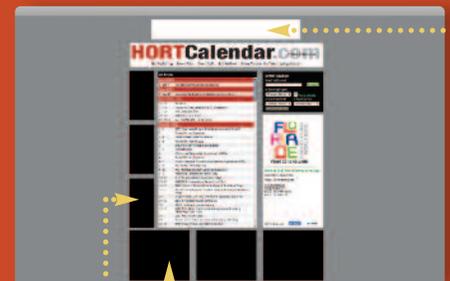
**SPLASH PAGE BANNER**  
(Three banners along each side)

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 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

## 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*.



## Print and e-newsletters are most useful

How useful to you are the following platforms to keep up with industry news?

Printed Magazines 78

e-newsletters 70

"Digital Magazines" 42

Magazine Websites 29

Facebook 29

Twitter 9

According to a survey of Cultivate 2015 attendees, of the listed trade information platforms, **print magazines** are the most useful – for the fifth consecutive year – followed closely by **e-newsletters**.

As these are the two most important trade media information resources, the majority of your advertising should be dedicated to these two platforms.

# january

## GROWERTALKS

### The Cool New Stuff Issue

FEATURE

What's New in Hardgoods

FEATURE

Trends in Finished Containers

FEATURE

Spring Trials Preview & Guide

FLIP

## greenPROFIT

### The Landscape Issue

FEATURE

Woody Ornamental Standouts from Spring Trials

FEATURE

Pollinator Plants for the Landscape

FEATURE

Wage & Benefit Survey

### Bonus Distribution

- Tropical Plant Industry Exhibition (TPIE)
- Western

### BUY ONE — GET ONE FREE!

When you commit to advertising in the 2016 January issue of *GrowerTalks|Green Profit*, with an increased schedule over 2015, you will receive one advertisement of the same size and color specifications in any remaining 2016 issue of your choice.\*

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

SPACE DEADLINE 11-24-15  
MATERIAL DEADLINE 12-7-15

# february

## GROWERTALKS

### The Fertilizer, Irrigation & Potting Mixes Issue

FEATURE

The Hose Knows—Drip Irrigation Basics

FEATURE

Organic vs. Synthetic Fertilizer—Do Plants Know the Difference?

FEATURE

When Good Soil Goes Bad

FLIP

## greenPROFIT

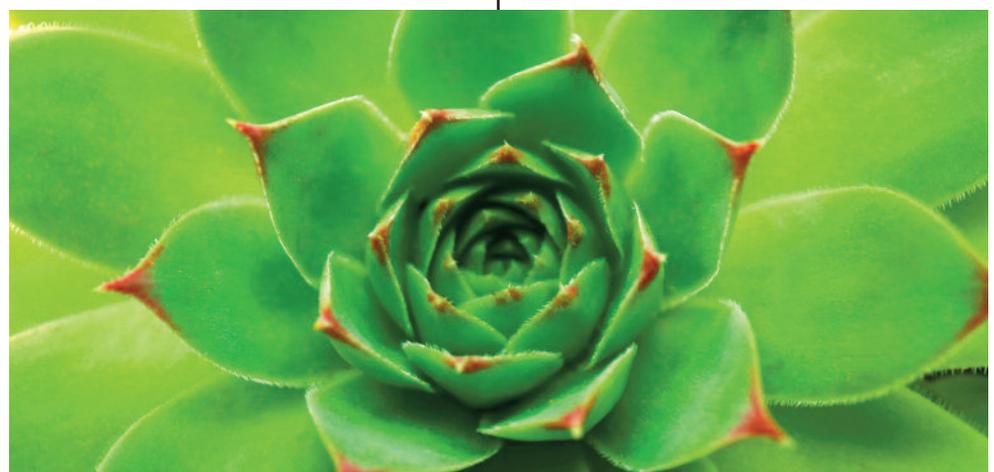
### The Pots, Baskets & Window Boxes Issue

FEATURE

Tiny 'Tainers—Containers for Small Spaces

FEATURE

Drip 101 for Retail



SPACE DEADLINE 12-23-15  
MATERIAL DEADLINE 1-7-16

# march

## GROWERTALKS

### The Greenhouse Issue

FEATURE

The Engineering Behind Rooftop Greenhouses

FEATURE

What's Your Angle? The Flat vs. Curved Debate

FLIP

## greenPROFIT

### The Industry Trends Issue

FEATURE

What's Hot & What's Not in Retail Departments

SPACE DEADLINE 1-25-16  
MATERIAL DEADLINE 2-8-16

# april

## **GROWERTALKS**

### The Pest Management Issue

**FEATURE**

An Update on the Biggest Issues

FLIP

## **greenPROFIT**

### The Plant Food & Pest Controls Issue

**FEATURE**

Pest & Disease Report—What's Troubling Consumers

**FEATURE**

Plant Food Additions & How They Work

### **Bonus Distribution**

- National Hardware Show

# may

## **GROWERTALKS**

### The Money-Saving Issue

**FEATURE**

How Fuel Price Trends Affect You

**FEATURE**

LEDs—What's the Pay-off?

FLIP

## **greenPROFIT**

### The Money-Making Issue

**FEATURE**

What's Your Best Money-Making Idea?

### **Bonus Distribution**

- International Symposium on Light in Horticulture



**Readex  
Research**

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

SPACE DEADLINE 3-24-16  
MATERIAL DEADLINE 4-7-16

# june

## **GROWERTALKS**

### The Greenhouse Tools & Equipment Issue

**FEATURE**

Keep It Clean—Proper Sanitation

**FEATURE**

Young Grower Award Essays

FLIP

## **greenPROFIT**

### The Outdoor Room Issue

**FEATURE**

Outdoor Living on the Front Porch

**FEATURE**

Focus On Grills & Firepits

**FEATURE**

Young Retailer Award Essays

### **Bonus Distribution**

- Arett Sales June Market
- International Floriculture Expo
- National Lawn & Garden Show

SPACE DEADLINE 2-24-16  
MATERIAL DEADLINE 3-7-16

SPACE DEADLINE 4-25-16  
MATERIAL DEADLINE 5-6-16

# july

## GROWERTALKS

### The Cultivate'16 Issue

FEATURE

The Best from Spring Trials

# august

## GROWERTALKS

### The Landscape Issue

FEATURE

New Woody Ornamentals for the Landscape

FEATURE

Green Infrastructure in Our Cities

FEATURE

Spring Trials Part II

# september

## GROWERTALKS

### The Plug & Propagation Issue

FEATURE

Rooting Hormone—  
Is it Worth it?

FEATURE

Cultivate'16 Highlights

FEATURE

Young Grower Award Winner Profile

## greenPROFIT

### The Science of Retailing Issue

FEATURE

How Consumer Trends Data Affects You

FEATURE

Spring Trials for Retail

## greenPROFIT

### The Edibles & Veggies Issue

FEATURE

Where Do We Go Next?  
The Future of Edibles

FEATURE

Organic Herbs & Veggies

## greenPROFIT

### The Facilities & Technology Issue

FEATURE

Capturing & Using Data

FEATURE

Young Retailer Award Winner Profile

### Bonus Distribution

- Ball Seed Field Day & Landscape Day
- Cultivate'16

### Bonus Distribution

- Farwest

### Bonus Distribution

- Arett Sales Open House
- Plug & Cutting Conference



SPACE DEADLINE 5-24-16  
MATERIAL DEADLINE 6-6-16

SPACE DEADLINE 6-24-16  
MATERIAL DEADLINE 7-7-16

SPACE DEADLINE 7-25-16  
MATERIAL DEADLINE 8-8-16

inside**Grower**

Supplement (See page 7 for more info)

# october

## GROWERTALKS

### The Culture Notes Issue

FEATURE

Growing the New Spring Trials Intros

# november

## GROWERTALKS

### The Greenhouse Efficiency Issue

FEATURE

Comparing Internal Transport Systems

FEATURE

Ventilation During the Winter Months

# december

## GROWERTALKS

### The Business Issue

FEATURE

Coal in the Stocking—My Biggest Business Mistake

FEATURE

Business Succession—Four Generations in the Workplace

FEATURE

Wage & Benefit Survey

## greenPROFIT

### The Best New Plants & Products Issue

FEATURE

Hot New Products from the IGC Shows

FEATURE

Top Plants for Retail for Spring 2017

## greenPROFIT

### The Gifts & Holiday Issue

FEATURE

The Best Habits of Successful Gift Buyers

FEATURE

How Early is Too Early for Christmas?

## greenPROFIT

### The Style Issue

FEATURE

Color Trends for 2017

FEATURE

Outdoor Living Styles for All Shoppers

### Bonus Distribution

- Michigan Greenhouse Growers Expo

### Bonus Distribution

- Mid-Atlantic Nursery Trade Show (MANTS)



SPACE DEADLINE 8-24-16  
MATERIAL DEADLINE 9-6-16

SPACE DEADLINE 9-23-16  
MATERIAL DEADLINE 10-7-16

SPACE DEADLINE 10-24-16  
MATERIAL DEADLINE 11-7-16

TRADE SHOW  
CALENDAR  
SPONSORSHIPS  
AVAILABLE

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

**GrowerTalks|Green Profit 80**

*Greenhouse Grower* 52

*Greenhouse Product News (gpn)* 22

*Greenhouse Management* 15

For the **fifth 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.

**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.

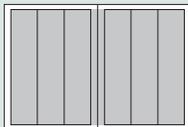
# Mechanical Requirements

## Magazine Specifications

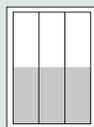
<b>Publication Trim Size</b>	9 x 10.875 in. (229 x 276 mm)
<b>Printing</b>	cover, half-web offset; body, web offset
<b>Binding</b>	perfect bound, 1/8 in. (4 mm) grind at spine
<b>Screen</b>	150 line (60 lines per centimeter)
<b>Bleed Page Size</b>	9.25 x 11.125 in. (235 x 286 mm)

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

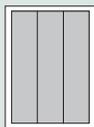
## Advertising Specifications



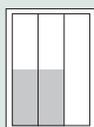
**2 Page Spread**  
**Live Area:** 17 in. x 9.875 in.  
**Trim:** 18 in. x 10.875 in.  
**Bleed:** 18.25 in. x 11.125 in.



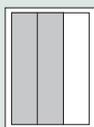
**1/2 Page (horizontal)**  
**Live Area:** 7.5 in. x 4.625 in.  
**Bleed option available\***



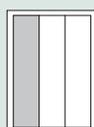
**Full Page**  
**Live Area:** 8 in. x 9.875 in.  
**Trim:** 9 in. x 10.875 in.  
**Bleed:** 9.25 in. x 11.125 in.



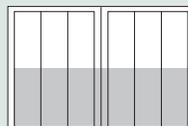
**1/3 Page (square)**  
4.875 in. x 4.625 in.



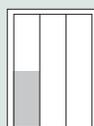
**2/3 Page (vertical)**  
**Live Area:** 4.875 in. x 9.375 in.  
**Bleed option available\***



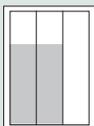
**1/3 Page (vertical)**  
**Live Area:** 2.375 in. x 9.375 in.  
**Bleed option available\***



**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](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)

# 2016 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.

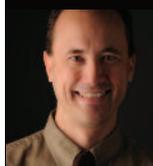
**A** **Print (4-color):** 6x 1/6 Page  
**Online (GT or GP):** 1 Month Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads**    **TOTAL COST \$3,595**

**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

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

tel 1.630.231.3675  
 fax 1.630.231.5254