

# GrowerTalks®

M A G A Z I N E • Since 1937



**credible**

Voted growers' favorite magazine!

**visible**

Newly increased circulation reaching more growers than ever before!

**effective**

One-stop shopping for green industry marketing.

**innovative**

Creative solutions connecting suppliers to growers.

The Magazine for Growers of Today and Tomorrow

## Editorial Staff

### OUR EDITORIAL HELPS YOUR SALES!

For over 70 years, *GrowerTalks* has been the leading information source to the ornamental horticulture industry. Our editors have hands-on, practical experience in commercial growing, and it shows. Our readers rely on us to provide the best information to continually improve their businesses.

When you place your ad in *GrowerTalks*, it means that you've linked your name, your product and your reputation with quality. With integrity. With trust.



**Chris Beytes, Editor**

*cbeytes@ballpublishing.com*

Chris not only has a degree in journalism, he's also the *only* editor in the floriculture industry who has owned and operated a commercial greenhouse. He has more than 20 years in the industry, more than half of that with *GrowerTalks*. Business owners and growers have learned that Chris understands the inner workings and challenges of their businesses, and that he reports the facts with professional skill and objectivity. Chris is also a sought-after speaker on a wide range of industry topics.



**Jennifer Duffield White, Editor-at-Large**

*jwhite@ballpublishing.com*

Jennifer comes from a long line of seedsmen, and she grew up with a greenhouse business in her front yard, where she learned the horticulture industry from the ground up. Jennifer has been with *GrowerTalks* for eight years, and as our editor-at-large, works with the country's top growers, experienced freelancers and respected academics to bring only the best, most pertinent editorial content to our readers.



**Catherine Evans**

*cevans@ballpublishing.com*

Managing editor of sister publication, *Green Profit*, Catherine has an extensive background in reporting on all things retail, focusing on the latest trends and creative strategies and sharing them with the industry in a reader-friendly style.

## **GROWERTALKS' COLUMNS: A STEP ABOVE THE REST**

### **Seeds | Kerry Herndon**

Lively, insightful commentary from the real-world experiences of this world traveler, consumer, student and cutting-edge business owner.

### **Perennial Cynic | John Friel**

A quirky, slightly sideways look at the world of perennials, marketing and gardening.

### **Growing Ideas | Allen Hammer**

Tools growers need to be more profitable in the long term.

### **Growers Talk Production | Joe Moore, Mark Berner, Roger McGaughey and Our New Mystery Grower**

Four growers share their real-world greenhouse experiences and solutions each month.

### **Growers Talk Business | Gerry Raker, Bill Swanekamp, Abe Van Wingerden and Gary Mangum**

Four progressive businessmen reveal their own thought-provoking, proven business strategies.

### **ANLA: Bob's View | Bob Dolibois**

ANLA's Executive Director delivers smart, snappy commentary on how the big issues (immigration, the environment, imports) influence growers.

### **Under Glass**

Tips and new information to keep structures and equipment running at peak performance.

### **SAF in the Lobby**

No one connects growers to pertinent politics in Washington like *GrowerTalks* and the Society of American Florists.

### **Under an Acre**

A regular profile of smaller growers and retailers highlights varieties, facilities and marketing practices that work for the small grower.

### **Acres & Acres | Chris Beytes**

Chris' unique perspective on all things growing leaves everyone with food for thought.

### **In Brief**

Hard news, trends and ideas—quickies to keep growers informed.

### **Culture Notes**

6 pages of the latest cultural information on the hottest crops.

### **Pest Management (in English and Spanish)**

Industry experts share tips and tricks on managing specific greenhouse pest and disease problems.

### **Innovations**

Cool new products. Launch yours with us!

Send your new product releases to **Adriana Heikkila** at **[aheikkila@ballpublishing.com](mailto:aheikkila@ballpublishing.com)**.

## The Choice Is Simple!

### 1 Circulation Doubled!

TOTAL QUALIFIED CIRCULATION

**12,401**

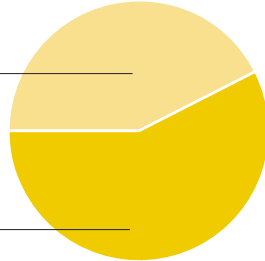
QUALIFIED PAID

**5,252**

QUALIFIED

CONTROLLED

**7,149**



- 2** *GrowerTalks* has a highly-qualified, highly-engaged paid subscription base of growers but now we're extending superior information to those growers who are following cost conscious business models, cutting expenses where necessary in order to provide more value to their customers. **We've added a group of controlled circulation to our database so your business reaches even more potential customers than ever before.** All it took was a simple telemarketing effort and growers are clamoring for their own free subscription to *GrowerTalks*!
- 3** *GrowerTalks* was first published in 1937. No other magazine has provided quality information for the ornamental horticulture industry for as long.
- 4** Our readers help us plan and write our stories. Where else can you get such involved participation from a publication's recipients?
- 5** Despite having a circulation less than one third of competitive magazines, *GrowerTalks* was still able to effectively permeate the industry to such a degree, that it was rated "Growers' Favorite" in 2006 by an independent reader preference study ... in the coming year, with *GrowerTalks*' circulation more than doubled, the visibility, recognition, and perception throughout the industry will be even better!



All circulation figures are from the June 2007 BPA Audit. Log on and register at [www.bpaww.com](http://www.bpaww.com) for the latest circulation statement. Contact your account manager for the most up-to-date circulation figures.

You put a lot of time, money and effort into your marketing plan. Therefore, you should know you are getting a quality audience for your advertisements. Shouldn't your advertisements be in the magazine rated highest in all categories by growers?

## Growers' Favorite! Just Ask . . .

- 1** Which one magazine best delivers the information to help you and your employees run a successful operation?

MAGAZINE	PERCENTAGE
<b>GROWERTALKS</b>	<b>42%</b>
GREENHOUSE GROWER	38%
GMPRO	8%
GREENHOUSE BUSINESS	8%
GREENHOUSE PRODUCT NEWS	4%
- 2** Which one magazine best delivers the production and cultural information you need in your business?

MAGAZINE	PERCENTAGE
<b>GROWERTALKS</b>	<b>59%</b>
GREENHOUSE GROWER	30%
GMPRO	5%
GREENHOUSE PRODUCT NEWS	5%
GREENHOUSE BUSINESS	0%
- 3** Which one magazine is the most insightful and helpful to you for the future of your business (e.g., industry trends, marketing ideas, management strategies, etc.)?

MAGAZINE	PERCENTAGE
<b>GROWERTALKS</b>	<b>42%</b>
GREENHOUSE GROWER	29%
GMPRO	12%
GREENHOUSE BUSINESS	12%
GREENHOUSE PRODUCT NEWS	5%
- 4** Which magazine do you most often keep and file for future reference?

MAGAZINE	PERCENTAGE
<b>GROWERTALKS</b>	<b>53%</b>
GREENHOUSE GROWER	34%
GREENHOUSE PRODUCT NEWS	8%
GMPRO	4%
GREENHOUSE BUSINESS	1%
- 5** In which one magazine do you place the most trust and confidence?

MAGAZINE	PERCENTAGE
<b>GROWERTALKS</b>	<b>58%</b>
GREENHOUSE GROWER	30%
GMPRO	7%
GREENHOUSE PRODUCT NEWS	5%
GREENHOUSE BUSINESS	0%

Results are based on an August 2006 Independent Reader Preference Study that was sent to grower members of OFA.

# 2008 Editorial Calendar

January • Winter Trade Show Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> <b>12th</b> Annual Up & Coming Growers <b>Feature:</b> Why are Tropicals So Trendy? <b>Culture Notes:</b> Calibrachoa and Osteospermum <b>Pest Management/Manejo de Plagas</b>	TPIE Gulf States Hort Expo MANTS Mid-States CENTS	Foliage Tropical Plants (finished and young plants)	Plugs Seed Potting Media Fertilizer Containers Flats Tags	November 26, 2007  <b>Materials Deadline</b> December 3, 2007
<p><b>Buy One—Get One FREE!</b> when you commit to advertising in the January issue of <i>GrowerTalks</i>, with an increased schedule over 2007, you will receive one advertisement of the same size and color specifications in any remaining 2008 issue of your choice.</p>				
February • Container Prod. Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> 10 Design Principles for Mixed Containers <b>Feature:</b> Status Report: Biodegradable Pots <b>Culture Notes:</b> Herbs and Trailing Petunias <b>Pest Management/Manejo de Plagas</b>	ANLA Management Clinic SAF Pest Management Conference	Containers of All Types Pest Control Products Media, Tags, POP Materials Fertilizer Poinsettia Cuttings PGRs	Late Spring Crops Summer Crops Plugs Potting Media, Fertilizer Pesticides Growth Regulators Containers, Flats, Tags Shipping Carts	December 27, 2007  <b>Materials Deadline</b> January 3, 2008
March • The Greenhouse Issue		Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> Facilities: Start Fresh or Retrofit? <b>Feature:</b> Squeezing Extra Years from Your Equipment <b>Culture Notes:</b> Bedding Plant Vegetables <b>Pest Management/Manejo de Plagas</b>		Greenhouse Structures Shade Structures, Glazing Shade Systems/Fabric Transplanters, Seeders Pot/Flat Fillers Irrigation Equipment Environmental Control Computers	Summer Crops Fall Crops, Poinsettias Growing Supplies Repair Parts, Shadecloth Pesticides Growth Regulators Pest Monitoring Testing Supplies	January 28, 2008  <b>Materials Deadline</b> February 4, 2008
April • Pest Management Issue		Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> The Latest Pest Control Tools <b>Feature:</b> Benefiting from Organic IPM Methods <b>Culture Notes:</b> Coleus and PGRs <b>Pest Management/Manejo de Plagas</b>		Pest Control Chemicals Biological Controls Application Equipment/Sprayers Plant Growth Regulators	Late Spring Growing Supplies Baskets POP Materials Summer and Fall Crops Pansies Greenhouse Equipment Coverings	February 26, 2008  <b>Materials Deadline</b> March 4, 2008
May • Young Grower Award Issue		Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> <b>4th</b> Annual Young Grower Award Essays <b>Feature:</b> Perennials: Still a Growing Category? <b>Culture Notes:</b> Euphorbia and Lantana <b>Pest Management/Manejo de Plagas</b>		Perennial Young Plants Computers/Technology	Fall Crops Summer Production Supplies Greenhouse Structures and Equipment POP Materials	March 31, 2008  <b>Materials Deadline</b> April 7, 2008
June • Structures & Equipment Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> So You Want a New Greenhouse? <b>Feature:</b> Buying Equipment Based on Production Numbers <b>Culture Notes:</b> Poinsettias <b>Pest Management/Manejo de Plagas</b>	Southeast Greenhouse Conference OFA Short Course	Shade Systems/Fabric Seeders, Transplanters Pot/Flat Fillers Greenhouse Structures Shade Structures, Glazing Environmental Control Computers Irrigation Equipment	Fall Containers Summer Media Fertilizers, Insecticides Irrigation Products Shadecloth, Structures Greenhouse Glazing Ventilation Equipment Automation Labor Saving Devices	April 28, 2008  <b>Materials Deadline</b> May 5, 2008

July • OFA Short Course Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> The Big Trends from Pack Trials, Part I <b>Feature:</b> USDA Survey: Is Floriculture Still Growing? <b>Feature:</b> Sneak Peek— <i>GrowerTalks'</i> Plug & Propagation Conference, Part I <b>Culture Notes:</b> Fall Crops <b>Pest Management/Manejo de Plagas</b>	OFA Short Course	Seed Plugs Cuttings/Young Plants POP Materials	Spring Crops Annuals Perennials Greenhouse Structures Greenhouse Repair Equipment Irrigation Supplies Fall Growing Supplies Pest Control Products	May 23, 2008  <b>Materials Deadline</b>  June 2, 2008

August • Pack Trials Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> California Pack Trials, Part II <b>Feature:</b> Sneak Peek— <i>GrowerTalks'</i> Plug & Propagation Conference, Part II <b>Culture Notes:</b> Lilies <b>Pest Management/Manejo de Plagas</b>	SNA Farwest Nursery & Landscape Expo	Seed Plugs Cuttings/Young Plants Plug Trays Growing Media Plug Growing Supplies/Equipment	Spring Crops Annuals Perennials Greenhouse Structures Equipment Supplies Pest Control Products	June 27, 2008  <b>Materials Deadline</b>  July 7, 2008

September • Plug/Propagation Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> <i>GrowerTalks'</i> Young Grower Award Winner! <b>Feature:</b> Sneak Peek— <i>GrowerTalks'</i> Plug & Propagation Conference, Part III <b>Feature:</b> OFA Short Course Review <b>Culture Notes:</b> Media and Young Plants <b>Pest Management/Manejo de Plagas</b>	FNATS Garden Market Expo Canadian Greenhouse Conference <i>GrowerTalks'</i> Plug & Propagation Conference	Seeders Flat Fillers Plug Growing Equipment Seed Cuttings Young Plants Media and Other Inputs	Fall Growing Supplies Growth Regulators Pest Control Products Spring Crops Heating and Ventilation Equipment	July 28, 2008  <b>Materials Deadline</b>  August 4, 2008

**September Supplement • *GrowerTalks*/NCSU 2009 Insecticide & Fungicide Guide**

The *GrowerTalks*/NCSU Insecticide & Fungicide Guide is laid out by specific insect/disease and lists various products labeled for that insect or disease, plus recommended rates, special precautions and remarks.

October • Bedding Plants in the Field	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> What Performed in the Summer Field Trials? <b>Feature:</b> Getting Ready for Winter <b>Culture Notes:</b> Bracteantha and Bulbs <b>Pest Management/Manejo de Plagas</b>	Environmental Controls Heating Equipment Energy Curtains Greenhouse Glazing Spring Bulbs	Winter Supplies Heating Equipment Greenhouse Glazing Spring Crops Poinsettia Shipping Supplies Pot Covers	August 28, 2008  <b>Materials Deadline</b>  September 4, 2008

**October Supplement • *GrowerTalks*/NCSU 2009 Growth Regulator Guide**

The *GrowerTalks*/NCSU Growth Regulator Guide is laid out by crop, allowing growers to easily find the rates, recommendations and special remarks for various PGRs labeled for each crop.

November • Distribution Issue	Bonus Distribution	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> <b>7th Annual Shipping Cart Survey</b> <b>Feature:</b> 7 Keys to More Efficient Shipping <b>Culture Notes:</b> Cuphea and New Guineas <b>Pest Management/Manejo de Plagas</b>	Michigan Greenhouse Growers Conference	Shipping Carts Computer Systems Spring Growing Supplies Poinsettia Paint/Dye	Seed Cuttings Spring and Summer Crops Growing Supplies Shipping Racks Fungicides Growth Regulators Propagation Supplies Equipment	September 29, 2008  <b>Materials Deadline</b>  October 6, 2008

December • Wage & Benefit Issue	Advertising Ideas	Growers Are Buying	Space Deadline
<b>Feature:</b> <b>13th Annual Wage and Benefit Survey</b> ..... { <b>Number 1 story choice of growers</b> } <b>Feature:</b> How Much Should You Pay Your Grower? <b>Feature:</b> Tips, Tricks and Tours from <i>GrowerTalks'</i> Plug & Propagation Conference <b>Culture Notes:</b> pH/EC and Verbena <b>Pest Management/Manejo de Plagas</b>	pH Meters/EC Meters Irrigation Equipment Spring Planting Supplies	Propagation Supplies and Equipment Spring and Summer Annuals Perennials Pest Control Products Growth Regulators	October 27, 2008  <b>Materials Deadline</b>  November 3, 2008

**Trade Show Calendar Sponsorships**  
Available for \$700

# Mechanical Requirements

## Magazine Specifications

<b>Publication Trim Size</b>	8 ⅞ x 10 ⅞ in. (206 x 276 mm)
<b>Printing</b>	cover, half-web offset; body, web offset
<b>Binding</b>	perfect bound, ⅜ in. (4 mm) grind at spine
<b>Screen</b>	150 line (60 lines per centimeter)

## Bleeds

**Bleed Page Size** 8 ⅜ x 11 ⅞ in. (213 x 283 mm)

All type and other essential material should be held at least ¼ in. (6 mm) from trim edges. There is no extra charge for a bleed page. See following page for additional bleed ad sizes.

## 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 6.5, Adobe InDesign CS3, Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Acrobat 8.0

**Images/Artwork:** TIFF, EPS and press-optimized 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) 630-208-9080 x116 • **e-mail** kwootton@ballpublishing.com

## Ad Design Work

**Ad Design and Production:** Advertiser to provide overall concept/direction and all copy, logos, etc. Ball Publishing will design graphics and lay out advertisement. Includes 2–3 design concepts per ad and 2 rounds of changes to selected concept.

Fractional Ad: **\$590** Full Page Ad: **\$790**

**Ad Concept, Design and Production:** Advertiser to provide general background information and creative briefing. Ball Publishing will develop 3–5 concepts for each ad, including graphic design, copywriting, production and 2 rounds of changes to selected concept.

Fractional Ad: **\$1,450** Full Page Ad: **\$1,650**

## Agency Commission

Fifteen percent (15%) to recognized agencies. Production charges are non-commissionable.

## 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.

# Mechanical Requirements

## 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: 8  $\frac{3}{8}$  x 11  $\frac{1}{8}$  in. (213 x 283 mm);  
allow for trim to 8  $\frac{3}{8}$  x 10  $\frac{7}{8}$  in. (206 x 276 mm)

Four-page Insert: 16  $\frac{3}{4}$  x 11  $\frac{1}{8}$  in. (425 x 283 mm);  
allow for trim to 16  $\frac{3}{4}$  x 10  $\frac{7}{8}$  in. (413 x 276 mm)

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:** Quebecor World Midland, Attn: Insert Warehouse,  
1700 James Savage Road, Midland, MI 48642

## 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 *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*  
335 North River Street, Post Office Box 9, Batavia, IL 60510-0009  
**tel** (1) 630-208-9080 x116 • **fax** (1) 630-208-9350  
**e-mail** kwootton@ballpublishing.com

**Europe and Asia Only:** Claudia Stokreef, Sales Assistant  
*GrowerTalks*, Post Office Box 82, 1850 AB Heiloo, The Netherlands  
**tel** (31) 72-532-3522 • **fax** (31) 72-532-3521  
**e-mail** claudia@floracultureinternational.com



# Mechanical Requirements



## Publication Trim Size

8½ x 10⅞ in.  
(206 x 276 mm)

Material not to trim should be held ¼ in. (6mm) from trim edges.

## Publication Margins

INSIDE	⅝ in. (16 mm)
OUTSIDE	½ in. (13 mm)
TOP	⅜ in. (10 mm)
BOTTOM	½ in. (13 mm)

## Classified Advertising

Get what you want! *GrowerTalks* classifieds section enables you to get the staff, cash, products and services you need, in print and online!

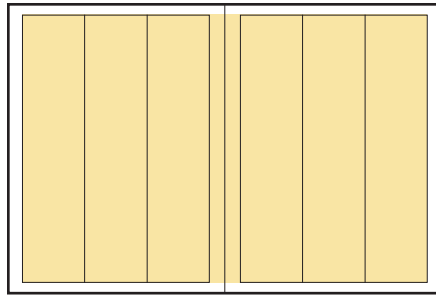
**Pricing:** \$0.97 per word, including company name and address. \$5 upcharge for blind ads requiring a box number. \$25 upcharge for white knockout option. To calculate the number of words, simply use the word count feature in Microsoft Word, or count each individual word.

**Display Ads:** \$130 per column inch (25 mm). No frequency discounts or agency commission.

**Copy Deadline:** The 5th of the month preceding the issue date (i.e., January 5 for the February issue). To place your classified ad:

- 1) Go to [www.growertalks.com](http://www.growertalks.com) to complete the online submission form
- 2) Fax copy and payment information to **630-208-9350**
- 3) E-mail copy and payment information to [classifieds@ballpublishing.com](mailto:classifieds@ballpublishing.com)

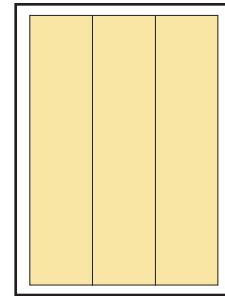
All classifieds must be prepaid either by credit/debit card, check or wire transfer before the ad will run.



## Two-Page Spread

LIVE AREA  
15 x 10 in.  
(381 x 254 mm)

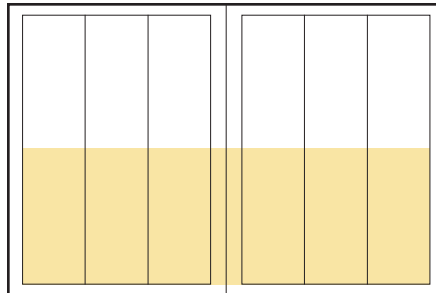
BLEED AD SIZE  
16½ x 11½ in.  
(419 x 283 mm)



## Full Page

LIVE AREA  
7 x 10 in.  
(178 x 254 mm)

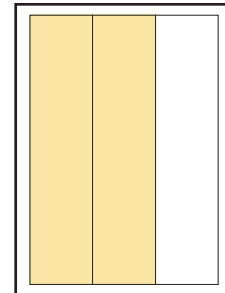
BLEED AD SIZE  
8⅝ x 11½ in.  
(213 x 283 mm)



## 1/2-Page Spread

LIVE AREA  
15 x 5 in.  
(381 x 127 mm)

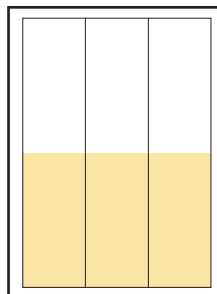
BLEED AD SIZE  
16½ x 5¾ in.  
(419 x 146 mm)



## 2/3 Vertical

LIVE AREA  
4⅝ x 10 in.  
(117 x 254 mm)

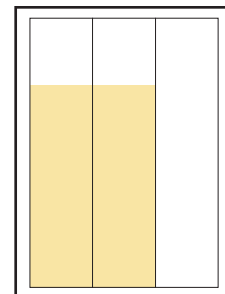
BLEED AD SIZE  
5⅝ x 11½ in.  
(136 x 283 mm)



## 1/2 Horizontal

LIVE AREA  
7 x 5 in.  
(178 x 127 mm)

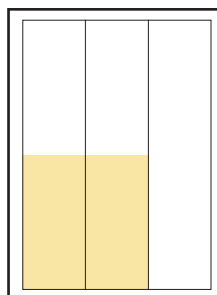
BLEED AD SIZE  
8⅝ x 5¾ in.  
(213 x 146 mm)



## 1/2 Vertical

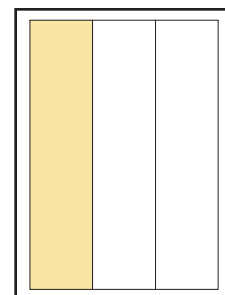
LIVE AREA  
4⅝ x 7½ in.  
(117 x 190 mm)

BLEED AD SIZE  
5⅝ x 8¼ in.  
(136 x 210 mm)



## 1/3 Square

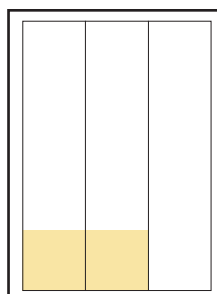
LIVE AREA  
4⅝ x 5 in.  
(117 x 127 mm)



## 1/3 Vertical

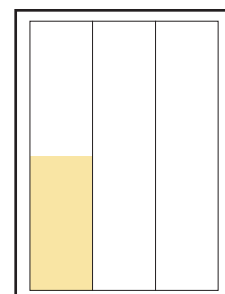
LIVE AREA  
2¼ x 10 in.  
(57 x 254 mm)

BLEED AD SIZE  
3 x 11½ in.  
(76 x 283 mm)



## 1/6 Horizontal

LIVE AREA  
4⅝ x 2¼ in.  
(117 x 57 mm)



## 1/6 Vertical

LIVE AREA  
2¼ x 5 in.  
(57 x 127 mm)

# Integrate Your Marketing

**GROWERTALKS OFFERS YOU THE MOST COMPREHENSIVE AND CREATIVE ARRAY OF PRODUCTS TO REACH NEW AND EXISTING CUSTOMERS.**

## Partnerships



- **Young Grower Award . . . . . \$5,000 per year**  
Every year, *GrowerTalks* recognizes the burgeoning talent in North America's greenhouses. Partner with *GrowerTalks* to make sure your company stays top of mind with these future leaders. Promotion of award and partnering companies starts in October and runs through September of the following year. For specific details on this unique partnership, please contact your account manager.

## Targeted, Creative Print Solutions

- **Preferred Placement . . . . . \$300 additional per placement**  
**Under an Acre** | Perfect for targeting smaller growers and retail growers  
**Culture Notes** | Ideal for seed and vegetative breeders and anyone targeting production staffs  
**Growers Talk Business** | Fantastic for business solution providers and anyone targeting the larger-thinking growers  
**Growers Talk Production** | Perfect for suppliers focusing on all aspects of greenhouse production  
**Under Glass** | Great for structures and automation equipment suppliers  
**Seeds** | Terrific for association with edgy intelligence  
**Perennial Cynic** | Well read commentary for forward-thinking suppliers  
**Growing Ideas** | From academia to corporate horticulture, this long-time *GrowerTalks* columnist provides excellent positioning for forward-thinking suppliers

- **GrowerTalks/NCSU Guides . . . . . \$3,000 per full page, 4-color advertisement**

**September** | Insecticide and Fungicide  
**October** | Plant Growth Regulator

- 12-month shelf life, frequently referenced by growers
- Company logo on each page of guide
- 50 guides provided to partner for additional promotional opportunities
- **Inserts** | We can make you pop off the page! Call us for creative insert ideas to draw additional attention to your company and products!



- **Direct Mail List Rentals . . . . . \$150 per 1,000 names**  
Pick your target audience from our list of subscribers. We'll provide you the names and addresses, and you send them your custom tailored message.

## Web Solutions



- **Acres Online E-Newsletter . . . . . \$550 per month (4 e-mails)**  
Circulation | Over 6,500  
Deliverables | 99%  
Limited to 8 sponsors per month
- **Acres of Buzz E-Newsletter . . . . . \$600 per event (6-8 e-mails)**  
Circulation | Over 13,000  
Deliverables | 99%  
Limited to 8 sponsors per event
- **Sponsored Surveys . . . . . \$250 per survey**  
We ask our e-subscribers questions in *Acres Online*, and they respond! Boldly display your company to our readers as they answer our survey questions. Company logo appears in the survey box with our question.
- **GrowerTalks Banner Ads . . . . . \$300 per month**  
Unique Visitors per month | Approximately 23,000  
Specifications | 120 x 240 or 468 x 60 pixels, RGB JPEG/GIF, file size not to exceed 30k
- **Electronic Reprint Rights . . . . . \$150 per printed page**  
Post a *GrowerTalks* article applicable to your business on your company's Web site.

## Conference Opportunities

### GrowerTalks' Plug and Propagation Conference 2008 featuring Pest Management

As with past events, we will focus on providing growers important information on all aspects of plugs and propagation. Additionally, the 2008 Conference will feature two all-day tracks focusing specifically on critical pest management issues.

- **Platinum Sponsorship . . . . . \$5,000**
  - 9 x 10 booth space/Logo on promotional material
  - Full page, 4-color advertisement in the conference brochure
  - Seminar sponsorship of applicable seminar for your business
  - Reception sponsorship
  - Tour Sponsorship
- **Booth Sponsorship . . . . . \$1,000**
  - 9 x 10 booth space/Logo on promotional material

Other sponsorships are also available. We'll work with you to customize a program to meet your specific marketing objectives at the 2008 conference!

Short on time? Tired of waiting until the last minute to make your marketing decisions? We'll put together a custom package for you, integrating all facets of a comprehensive marketing program.

# Advertising Rates

2008	1x	3x	6x	9x	12x	18x	24x
Full Page, 4-color	\$3,786	\$3,648	\$3,494	\$3,346	\$3,144	\$2,931	\$2,818
Full Page, 2-color*	\$3,214	\$3,075	\$2,921	\$2,773	\$2,571	\$2,359	\$2,246
Full Page, black-and-white	\$2,775	\$2,638	\$2,484	\$2,336	\$2,134	\$1,922	\$1,808
2/3 Page, 4-color	\$3,004	\$2,903	\$2,792	\$2,669	\$2,526	\$2,378	\$2,295
2/3 Page, 2-color*	\$2,432	\$2,331	\$2,220	\$2,097	\$1,953	\$1,805	\$1,723
2/3 Page, black-and-white	\$1,993	\$1,892	\$1,781	\$1,660	\$1,515	\$1,367	\$1,285
1/2 Page, Island,† 4-color	\$2,762	\$2,673	\$2,577	\$2,467	\$2,341	\$2,207	\$2,134
1/2 Page, Island,† 2-color*	\$2,190	\$2,101	\$2,004	\$1,895	\$1,769	\$1,635	\$1,562
1/2 Page, Island,† black-and-white	\$1,752	\$1,664	\$1,566	\$1,458	\$1,331	\$1,197	\$1,124
1/2 Page, 4-color	\$2,603	\$2,526	\$2,435	\$2,338	\$2,221	\$2,098	\$2,033
1/2 Page, 2-color*	\$2,031	\$1,953	\$1,863	\$1,766	\$1,648	\$1,526	\$1,461
1/2 Page, black-and-white	\$1,593	\$1,515	\$1,424	\$1,328	\$1,210	\$1,088	\$1,023
1/3 Page, 4-color	\$2,204	\$2,142	\$2,015	\$1,955	\$1,895	\$1,795	\$1,747
1/3 Page, 2-color*	\$1,632	\$1,570	\$1,442	\$1,383	\$1,323	\$1,223	\$1,175
1/3 Page, black-and-white	\$1,194	\$1,132	\$1,004	\$945	\$885	\$784	\$736
1/6 Page	\$651	\$617	\$547	\$516	\$485	\$430	\$406
Insert Rate per Page	\$3,086	\$2,683	\$2,541	\$2,411	\$2,209	\$2,048	\$1,927
Postcard <sup>§</sup>	\$1,390	\$1,142	\$1,086	\$995	\$964	\$922	\$868

\* 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.

## Showcase

Use this section to promote your new catalog or add to your frequency discount. Advertisements are 1/6 page vertical, 4-color on a built page.

Net Rates	3x	6x	9x	12x
1/6 Page, 4-color	\$625	\$498	\$380	\$307

## GrowerTalks

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