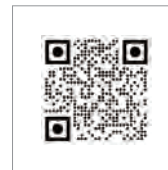


insideGROWER

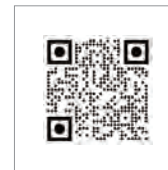
Print & Digital Material and Design Specifications



magazine



e-newsletter



website

WEBSITE



inside-grower.com

Take-Over Banner [640 x 480]

Opening ad to the website, then reduces in size and stays on the page.

Fly-In Banner [300 x 250]

When scrolling down, the ad appears at "Features" on the home page and on every page with articles including cover story for the month. Stays on the page until it's closed and is run of site.

Header Banner [970 x 120]

*Falls below the monthly cover image on the opening page and is run of site.
Additional artwork required [300 x 250].*

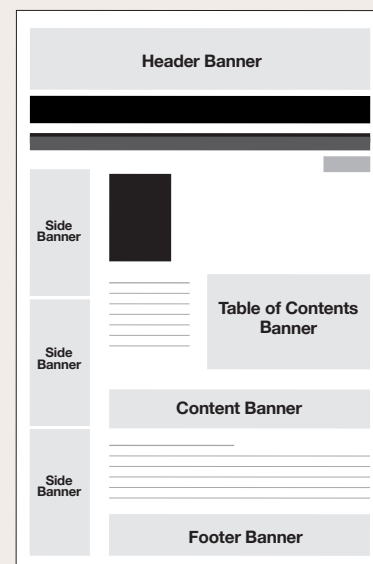
Article Banner [120 x 240]

Appear on every page with articles including cover story for the month.

Block Banner [300 x 250]

Run of site.

E-NEWSLETTER



Header Banner [730 x 120]

Side Banner [120 x 240]

Table of Contents Banner [360 x 180]

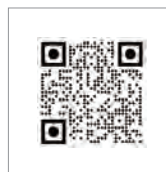
Content Banner [560 x 75]

Footer Banner [555 x 100]

DIGITAL EDITION



Header Banner [800 x 120]



magazine



e-newsletter



website

Publication Trim Size
9 x 10.875 in. (229 x 276 mm)

Printing
Cover, half-web offset;
body, web offset

Binding
Saddle Stitched

Screen
150 line (60 lines per centimeter)

Bleed Page Size
9.25 x 11.125 in. (235 x 286 mm)

**EMAIL ALL PRINT
ADVERTISING MATERIALS to:**

Jackie Batson
Production Specialist

ph 1.630.277.9823
email jbatson@ballpublishing.com

FTP upload available. Please call for instructions
to verify your upload with Jackie.

Preferred medium for advertiser-supplied printed
ad materials is high-resolution (minimum
resolution 300 dpi), press-ready PDFs.

**EMAIL ALL DIGITAL
ADVERTISING MATERIALS to:**

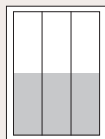
Denielle Noe
Publishing Assistant

ph 1.630.588.3233
email dneoe@ballpublishing.com

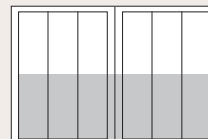
Exact dimensions (pixels); jpg or gif; file size
≤100kb; URL is requested for each ad. Animation
allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID to:

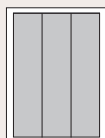
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



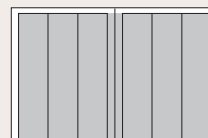
1/2-Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



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



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.



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.

There is no extra charge for a bleed page. *See ad template for additional detailed bleed instructions.

Enhancements

Custom pieces, polybag inserts, gate fold,
bind-in cards, heavy stock, metallic ink, and
PMS match colors are available. Contact
your account manager for information
and pricing.

Pricing for maximum full page 2-sided
insert, does not include additional postage
or poly-bagging charges. Charges depend
on quantity specified by customer. No
postage fee for inserts that conform to
Media Kit specs.

PRODUCTION DATES

PRINT—Ad Close and Material Due Dates

FEBRUARY SPRING ISSUE
Structures & Greenhouse Climate

Ad Close: 12-20-24

Print Material Due: 1-6-25

Bonus Distribution: Indoor Ag-Con

MAY SUMMER ISSUE
Technology, Lighting & Efficiency

Ad Close: 3-3-25

Print Material Due: 4-7-25

Bonus Distribution: Cultivate'25

AUGUST AUTUMN ISSUE
Plant Health & Pest Controls

Ad Close: 5-23-25

Print Material Due: 7-7-25

Bonus Distribution: CEA Summit East

NOVEMBER WINTER ISSUE
Growing Media, Nutrition & Irrigation

Ad Close: 8-29-25

Print Material Due: 10-6-25

DIGITAL—Material Due Dates

JANUARY 12-6-24

FEBRUARY 1-6-25

MARCH 2-6-25

APRIL 3-6-25

MAY 4-7-25

JUNE 5-6-25

JULY 6-6-25

AUGUST 7-7-25

SEPTEMBER 8-6-25

OCTOBER 9-5-25

NOVEMBER 10-6-25

DECEMBER 11-6-25

*Scan QR code
for ad templates and
bleed instructions.



FULL PAGE AD

ORANGE BOX:

Live Area: 8 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this orange live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

PINK BOX:

Trim Size: 9 in. x 10.875 in.

BLUE BOX:

Bleed Size: 9.25 in. x 11.125 in.

Blue area will be trimmed off.

2-PAGE SPREAD AD

ORANGE BOX:

Live Area: 17 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this orange live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

PINK BOX:

Trim Size: 18 in. x 10.875 in.

BLUE BOX:

Bleed Size: 18.25 in. x 11.125 in.

Blue area will be trimmed off.

1/2-PAGE (HORIZONTAL) AD

GREY BOX:

Standard Non-Bleed Ad: 7.5 in. x 4.625 in.

This non-bleed ad will work on a right or left-hand page.

BLEED OPTION:

ORANGE BOX:

Live Area: 8.25 in. x 5.1325 in.

Keep ALL type and critical graphics within this orange live/safe area.

PINK BOX:

Trim Size: 9 in. x 5.375 in.

BLUE BOX:

Bleed Size: 9.25 in. x 5.5 in.

Blue area will be trimmed off.



1/2-PAGE (HORIZONTAL) SPREAD AD

GREY BOX:

Standard Non-Bleed Ad: 16.5 in. x 4.625 in.

BLEED OPTION:

ORANGE BOX:

Live Area: 17.25 in. x 5.1325 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this orange live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

PINK BOX:

Trim Size: 18 in. x 5.375 in.

BLUE BOX:

Bleed Size: 18.25 in. x 5.5 in. *Blue area will be trimmed off.*

