



THE ONLY
MAGAZINE
GROWERS
AND RETAILERS
FLIP OVER.



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 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.



Chris Beytes
Editor



Jennifer Zurko
Managing Editor



greenPROFIT

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.



Jennifer Polanz
Managing Editor



Ellen C. Wells
Editor-at-Large



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.

Digital Media Ball Publishing is a pioneer and leader in the digital realm, having launched our first website in 1996 and our first e-newsletter, *Acres Online*, in 2003. We currently publish ten different topic-specific e-newsletters, have produced nearly 700



videos, and each year create and host a variety of educational webinars. With these digital tools, the industry accesses our educational and inspirational content globally 24 hours a day via the best platform for their needs, which means they can access your products and services in the same convenient way.

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 288 years of experience in horticulture and agriculture. Five 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, writing and commentary.



Jennifer Zurko
14 years in horticulture
Managing Editor, *GrowerTalks*

- Bachelor's in Journalism from Northern Illinois University
- Seven years with Ball Horticultural Company, eight with Ball Publishing
- Slips the occasional sports lingo and song lyric into her *GrowerTalks* stories



Jennifer Duffield White
40 years in horticulture
Editor-At-Large,
GreenTalks e-newsletter

- Master's in Creative Writing from University of Montana
- Grew up with a greenhouse in her front yard
- Father and grandfather were seedsmen—Grandfather Lyman White was president of All-America Selections in 1944-45



Debbie Hamrick
34 years in horticulture
Editor-At-Large,
NewTerrain e-newsletter

- Bachelor's in Horticultural Science from NC State University
- Publishing 20 years; Policy 13 years; P.R. three years
- Founder *FloraCulture International*, Editorial Director Ball Publishing
- Believes horticulture is the answer to our urban future
- Policy wonk



Jennifer Polanz
14 years in horticulture
Managing Editor, *Green Profit*
and *Inside Grower*
e-newsletter

- Master's in Journalism from Ohio University
- Experienced and talented horticulture trade editor
- Revels in her geekiness and loves to read, garden and watch birds in her spare time



Ellen C. Wells
48 years in agriculture/
horticulture
Editor-At-Large,
Green Profit, *buZZ!* and
Tropical Topics e-newsletters

- Master's in Floriculture and Ornamental Horticulture from Cornell University
- Bachelor's in Biology from Smith College
- 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



Paul Pilon
36 years in horticulture
Editor-At-Large,
Perennial Pulse e-newsletter

- Bachelor's in Horticulture from Michigan State University
- Horticultural Consultant for ten years (Perennial Solutions Consulting)
- Authored the book *Perennial Solutions: A Grower's Guide to Perennial Production*
- Writes a column called "Paul Talks Perennials" every other month in *GrowerTalks*



Chris Beytes
34 years in horticulture
Editor, *GrowerTalks*,
Green Profit, *Aces Online*
e-newsletter

- Bachelor's in Journalism from 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*



Dr. Matthew Chappell
27 years in horticulture
Editor-At-Large,
Nursery & Landscape Insider
e-newsletter

- Bachelor's in Horticulture from Virginia Tech
- Master's in Crop & Soil Science from Virginia Tech & Sveriges lantbruksuniversitet
- Ph.D. in Horticulture from University of Georgia
- Associate Professor of Horticulture & State Extension Specialist for Nursery Crops
- Nine years at The University of Georgia as a faculty member
- Nursery & Landscape Consultant for ten years (Chappell Horticultural Consulting)



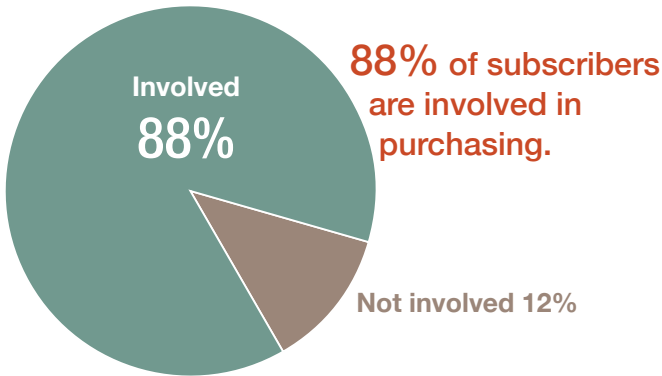
Dr. Juang-Horng "JC" Chong
41 years in horticulture
Editor-At-Large,
PestTalks e-newsletter

- BS in Ecology and Evolutionary Biology from University of Arizona
- MS and Ph.D. in Entomology from University of Georgia
- Associate Professor of Turf and Ornamentals Entomology
- A true southern boy: Grew up in the southernmost city of mainland Asia, studied in the Southwest and the Southeast, got his first job in southern Florida, now lives in South Carolina.

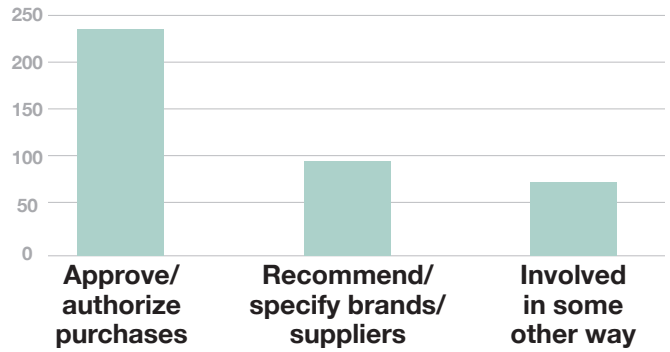
About Our Audience

- **27,508** Total Average Qualified Subscribers*
- Decision makers with substantial buying power
- Complete coverage reaching both growers and retailers

They have purchasing roles**



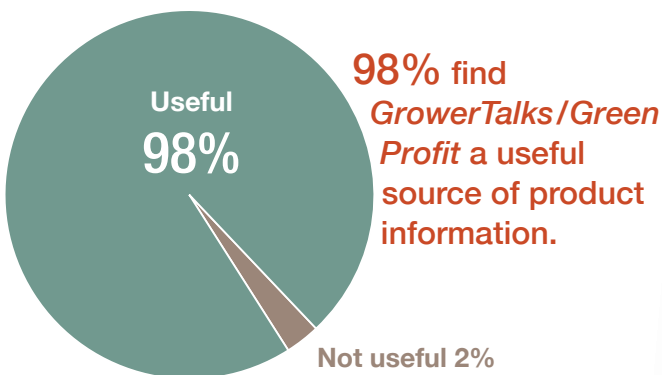
Purchasing Role



Extended reach**

More than **65%** of surveyed subscribers share their copy with their colleagues, giving *GrowerTalks/Green Profit* an approximate reach of more than **60,000**.

They find what they need**



*2017 Alliance for Audited Media. 12 months ended June, 2017
 **May 2017 Readex Research survey – 465 respondents

Ball Publishing Knows Newsletters!

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements.

Topical formats ensure your ad is displayed with relevant content on a regular basis.

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

GrowerTalks' **Acres Online**



News and Commentary for Greenhouse Growers and Grower/Retailers

- More than 22,000 recipients each send
- Your advertisement included on four sends each month

Chris Beytes' e-newsletter *Acres Online* is the complement to *GrowerTalks* magazine for growers, owners, and production staff.

Green Profit's **buZZ!**



News and Commentary for Retail Garden Centers, Retail/Growers, and Nurseries

- More than 20,000 recipients each send
- Your advertisement included on four sends each month

Ellen C. Wells is the editor of *buZZ!*, the e-newsletter complement to *Green Profit* magazine targeting retailers, owners and managers.



Covering the
annual California
Spring Trials

Acres of **buZZ!** *From Spring Trials*

News and Commentary for Growers, Retail Garden Centers, Grower/Retailers, and Nurseries

- More than 34,000 delivered each send
- Your advertisement included on all six sends during trials week (one per day)

Acres of buZZ! connects growers and retailers with flower breeders and related suppliers through one of the most anticipated events of the year – the California Spring Trials. Written by Chris Beytes and Ellen C. Wells.

Perennial PULSE

News and Commentary for Perennial Plant Growers and Retailers

- More than 32,000 recipients each send
- Your advertisement included on two sends each month



Perennials continue to be a staple crop category of the horticultural industry and **Paul Pilon's** e-newsletter *Perennial Pulse* looks at the broad spectrum of plant forms, genera and cultivars, hardiness zones, propagation and production methods, and garden uses. For more than 15 years, Paul has been an author and consultant. 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.

Nursery & LANDSCAPE INSIDER

News and Commentary for Nurseries and the Professional Landscape Market

- More than 28,000 recipients each send
- Your advertisement included on two sends each month



Dr. Matthew Chappell's e-newsletter *Nursery & Landscape Insider* covers the inner workings of the nursery and landscape industry. An associate professor of horticulture at the University of Georgia, Matthew's areas of expertise are nursery production and management, plant breeding/genetics, plant pathology, entomology and public gardens management/maintenance.

TROPICAL TOPICS

News and Commentary for Foliage and Tropical Plant Growers and Retailers

- More than 26,000 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. **Ellen C. Wells** (who also writes our *buZZ!* e-newsletter) focuses on interior, patio and landscape uses of tropical and exotic plants.

*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 International Expo (TPIE) is the founding sponsor.



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

News and Commentary for Growers and Retailers Interested in Sustainability

- More than 23,000 recipients each send
- Your advertisement included on two sends each month



For growers and retailers interested in sustainability, our resident expert on all things sustainable, **Jennifer Duffield White**, brings industry news and trends on the topics of organic growing, integrated pest management, renewable energy and more. These are issues near and dear to Jennifer's heart and it shows in every one of her *GreenTalks* e-newsletters.

newTERRAIN
Functional Plants. Functional Landscapes.

Plants and Functional Landscapes in Urban and Developed Spaces

- More than 17,500 recipients each send
- Your advertisement included on two sends each month



The emerging green infrastructure market is new for the ornamental horticulture industry. Sales of functional plants to these markets are becoming a stable, growing, viable piece of the wholesale landscape plant market trade for nurseries and greenhouses (perennials/grasses). The market for green infrastructure landscape installation and maintenance services is also growing. Editor **Debbie Hamrick's** e-newsletter *NewTerrain* covers emerging green infrastructure markets and the external influences shaping them.

PestTalks

Insect, Disease and Weed Control for the Modern Grower

- Your advertisement included on two sends each month

new!



Controlling insects, diseases and weeds will probably always be the No. 1 battle faced by growers because it never ends. Combat one and a new one emerges. Pest expert **Dr. Juang-Horng "JC" Chong**, associate professor of entomology at Clemson University, offers growers tips, tricks, research and news on the latest pest management techniques, from traditional chemistries to biological controls.

Inside GROWER



News and Commentary for Commercial Greenhouse Vegetable Producers

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



Inside Grower is all about controlled-environment vegetable production. In it, **Jennifer Polanz** covers everything about growing finished vegetables (and other edible crops) in controlled environments—greenhouses, mainly, but also other inside growing techniques, such as the move towards urban warehouse food production; and even some less-controlled climates, such as high tunnels.

INSIDE GROWER PRINT SUPPLEMENTS 2018 (February, June 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.



Digital Media

Websites

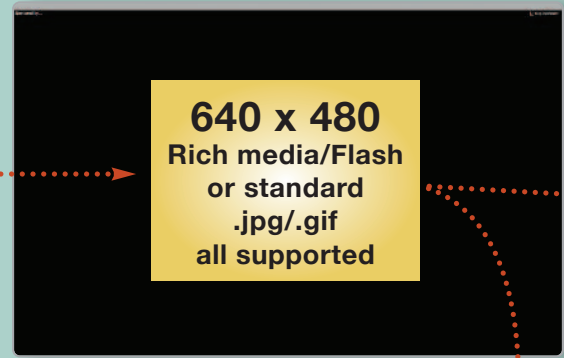
Redesigned for 2018, GrowerTalks.com and GreenProfit.com offer easy access to articles, videos, webinars, to thousands of visitors each month.

The fresh new look and feel engages the reader while presenting highly visible advertising opportunities for your company.

GrowerTalks.com
GreenProfit.com
HortCalendar.com
BallPublishing.com
SpringTrials.com

Videos — production and hosting

We will create a professional-quality video for your business and host it on our website and popular YouTube page.



TAKEOVER BANNER
(exclusive)
Takes over page upon entry

BallPublishing.com
GrowerTalks.com
GreenProfit.com

... then
transforms to
home page
placement



GROWERTALKS
HOME PAGE/HEADER BANNER
(exclusive, run of site)

Targeted Email Blasts

We will send your advertising message directly to all our subscribers or a specific segment.

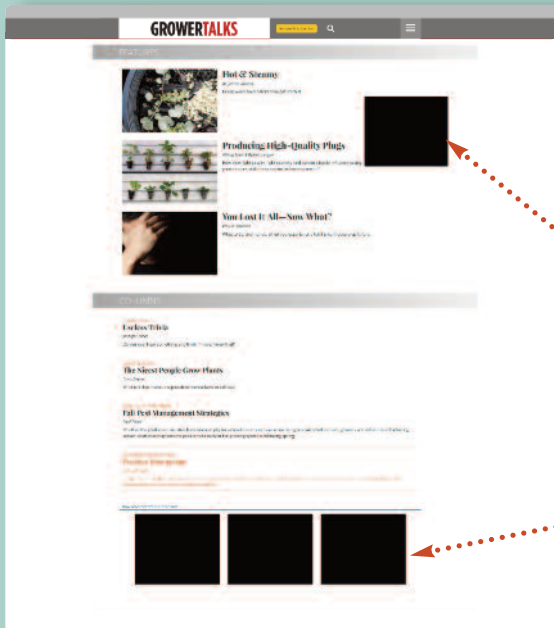
- \$350/thousand emails sent + \$100 setup
- HTML or text



**GREEN PROFIT
HOME PAGE/HEADER BANNER
(exclusive, run of site)
970 x 120**



ARTICLES PAGE BANNERS
Banners appear on every article for one full month
HOME PAGE/HEADER BANNER (run of site) 970 x 120
SIDE BANNERS 120 x 240



New HOME PAGE FLY-IN BANNER 300 x 250

BLOCK AD BANNERS (run of site) 300 x 250



HORTCALENDAR.COM

728 x 90

300 x 250

120 x 240

Webinars — Partner with us to get your message out

- Print and digitally promoted
- Editor moderated events
- Archived for instant access

Digital Edition Email (exclusive)

Your ad sent to **more than 18,000** recipients as the sponsor of each month's "Digital Edition" of *GrowerTalks/Green Profit*.

800 x 120



january

GROWERTALKS

The Cool New Stuff Issue

FEATURE

The Latest in LED Research

FEATURE

Great Products for Spring 2018

FEATURE

Spring Trials Preview & Guide

New!

Corr on Cannabis

february

GROWERTALKS

The Fertilizer, Irrigation & Potting Mixes Issue

FEATURE

Fine-tuning Your Irrigation

FEATURE

Using Organic/Natural Fertilizers in Your Traditional Programs

New!

Paul Talks Perennials

march

GROWERTALKS

The Greenhouse Issue

FEATURE

Potted vs. Pot—The Differences in Greenhouses

FEATURE

The Latest in Automation

New!

Corr on Cannabis

greenPROFIT

The Landscape Issue

FEATURE

The Modern Landscape Department

FEATURE

Wage & Benefit Survey

greenPROFIT

The Pots, Baskets & Window Boxes Issue

FEATURE

The 4 Dos of Containers—Color, Texture, Shape & Style

FEATURE

Merchandising—More or Less?

greenPROFIT

The Industry Trends Issue

FEATURE

Microbrew & Wine Making—Getting the Most Out of Niche Categories

FEATURE

Products Just in Time for Spring 2018

Bonus Distribution

- Tropical Plant International Expo (TPIE)

BUY ONE — GET ONE FREE!

When you commit to advertising in the 2018 January issue of *GrowerTalks/Green Profit*, with an increased schedule over 2017, you will receive one free matching ad in any remaining 2018 issue of your choice.*

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

SPACE DEADLINE 11-27-17

MATERIAL DEADLINE 12-6-17



SPACE DEADLINE 12-22-17

Inside Grower

SPACE DEADLINE 12-20-17

MATERIAL DEADLINE 1-5-18



SPACE DEADLINE 1-24-18

MATERIAL DEADLINE 2-6-18

april

GROWERTALKS

The Pest Management Issue

FEATURE
Care & Handling of Biocontrols

FEATURE
The Top 3 Pests & How to Combat Them

New!
Paul Talks Perennials

FLIP

greenPROFIT

The Plant Food & Pest Controls Issue

FEATURE
How to Talk to Your Customers About Beneficials

FEATURE
Biostimulants—What Are They & How Do They Work?

Bonus Distribution

- National Hardware Show

may

GROWERTALKS

The Money-Saving Issue

FEATURE
Alternative Heating Methods

FEATURE
Labor Savings—Common Bottlenecks & How to Uncork Them

New!
Corr on Cannabis

FLIP

greenPROFIT

The Money-Making Issue

FEATURE
5 Ways to Make Money

FEATURE
Hot Annuals for the Summer Season



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

SPACE DEADLINE 3-23-18
MATERIAL DEADLINE 4-6-18

june

inside**Grower**

Supplement (See page 7 for more info)

GROWERTALKS

The Greenhouse Tools & Equipment Issue

FEATURE
The Benefits of Diffused Light

FEATURE
Maximizing Your Curtain System

FEATURE
Young Grower Award Essays

New!
Paul Talks Perennials

FLIP

greenPROFIT

The Outdoor Room Issue

FEATURE
Illuminating the Night with Plants & Lighting

FEATURE
Getting a Seat at the Table—Patio Furniture Sales

FEATURE
Young Retailer Award Essays

Bonus Distribution

- International Floriculture Expo
- National Lawn & Garden Show

SPACE DEADLINE 4-24-18
Inside Grower
SPACE DEADLINE 3-28-18
MATERIAL DEADLINE 5-7-18

SPACE DEADLINE 2-23-18
MATERIAL DEADLINE 3-6-18

july

GROWERTALKS

The Cultivate'18 Issue

FEATURE
California Spring Trials
Highlights

New!
Corr on
Cannabis



FFA

greenPROFIT

The Science of Retailing Issue

FEATURE
Shelf-Level Technology

FEATURE
What's RFID & What it Means
to Retailers

FEATURE
Spring Trials for Retail

Bonus Distribution

- Ball Seed Field Day & Landscape Day
- Cultivate'18
- Perennial Plant Symposium

august

GROWERTALKS

The Nursery & Landscape Issue

FEATURE
New Varieties in Woody
Ornamentals

FEATURE
Spring Trials Part II

New!
Paul Talks Perennials

FFA

greenPROFIT

The Facilities & Technology Issue

FEATURE
Sophisticated Displays &
Benching for the Modern
Garden Center

FEATURE
Retail Watering Best Practices

Bonus Distribution

- Farwest
- SAF Annual Convention



SPACE DEADLINE 6-25-18

MATERIAL DEADLINE 7-6-18

september

GROWERTALKS

The Plug & Propagation Issue

FEATURE
Quick Plug Turns—When is
Fast Too Fast?

FEATURE
Cultivate'18 Highlights

FEATURE
Young Grower Award Winner

New!
Corr on Cannabis

FFA

greenPROFIT

The Gifts & Holiday Issue

FEATURE
Giving the Gift of Gardening

FEATURE
Young Retailer Award Winner



Bonus Distribution

- Arett Sales Open House
- National FFA Convention & Expo
- Plug & Cutting Conference

SPACE DEADLINE 5-24-18

MATERIAL DEADLINE 6-6-18

SPACE DEADLINE 7-24-18

MATERIAL DEADLINE 8-6-18

inside**Grower**

Supplement (See page 7 for more info)

october

GROWERTALKS

The Culture Notes Issue

FEATURE

How to Grow the New Spring Trials Intros

New!

Paul Talks Perennials

november

GROWERTALKS

The Greenhouse Efficiency Issue

FEATURE

Fuel—The Long-Range Outlook

FEATURE

The Economics of Greenhouse Automation

New!

Corr on Cannabis

december

GROWERTALKS

The Business Issue

FEATURE

Could You Get Hacked? Protecting Your Customers' Info

FEATURE

Seed Company Sales Reps & What They Can Do For You

FEATURE

Wage & Benefit Survey

New!

Paul Talks Perennials

greenPROFIT

The Best New Plants & Products Issue

FEATURE

Origin Stories of the Newest Intros



greenPROFIT

The Edibles & Veggies Issue

FEATURE

All-America Selections Oldies But Goodies

FEATURE

The Well-Stocked Veggie Department

greenPROFIT

The Style Issue

FEATURE

The Latest Trends in Outdoor Living

FEATURE

The Trifecta of Fashion—Colors, Textures & Finishings

Bonus Distribution

- Michigan Greenhouse Growers Expo
- New England Grows

Bonus Distribution

- Mid-Atlantic Nursery Trade Show (MANTS)
- Western

TRADE SHOW
CALENDAR
SPONSORSHIPS
AVAILABLE

SPACE DEADLINE 8-24-18

Inside Grower

SPACE DEADLINE 7-26-18

MATERIAL DEADLINE 9-6-18

SPACE DEADLINE 9-24-18

MATERIAL DEADLINE 10-5-18

SPACE DEADLINE 10-24-18

MATERIAL DEADLINE 11-6-18

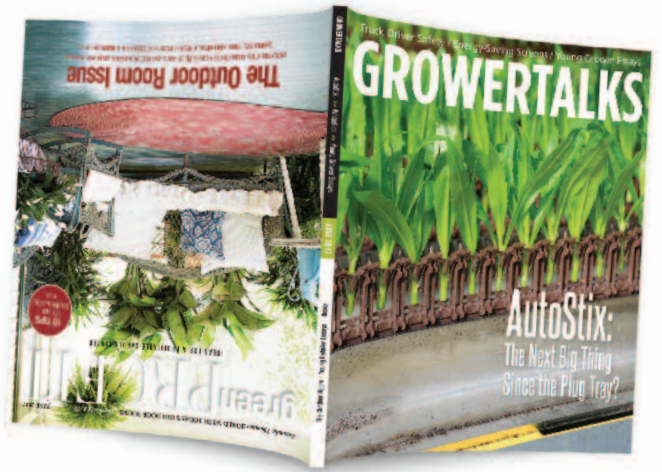
Direct Contact

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!

HOT Lead Program

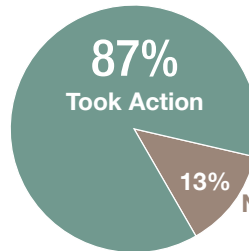
You can receive direct requests specific to your product each month.

WARM Lead Program

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

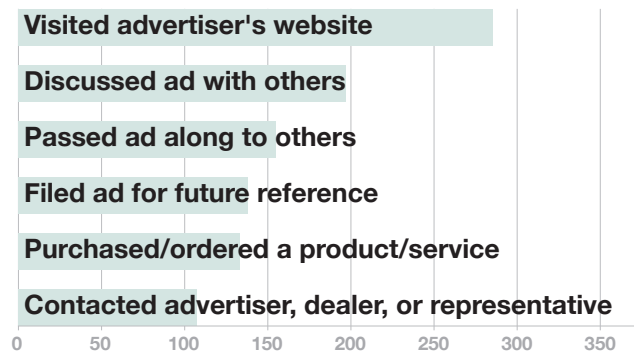
An individual advertiser may expect between 40-200 leads per month on average.

Our subscribers react to advertising



87% have taken action as a result of seeing ads in *GrowerTalks*/*Green Profit*.

Type of Action



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.GrowerTalks.com/Classifieds/

Green Profit

www.GreenProfit.com/Classifieds/

Or email 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.

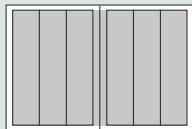
Mechanical Requirements

Magazine Specifications

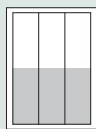
Publication Trim Size	9 x 10.875 in. (229 x 276 mm)
Printing	cover, half-web offset; body, web offset
Binding	perfect bound, 1/8 in. (4 mm) grind at spine
Screen	150 line (60 lines per centimeter)
Bleed Page Size	9.25 x 11.125 in. (235 x 286 mm)

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

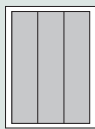
Advertising Specifications



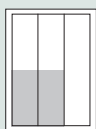
2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



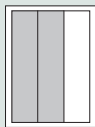
1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



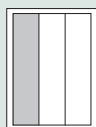
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



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



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



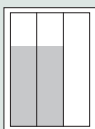
1/3 Page (vertical)
Live Area: 2.375 in. x 9.375 in.
Bleed option available*



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)
Live Area: 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
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

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 an additional cost 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

2018 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)



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