THE ONLY MAGAZINE GROWERS AND RETAILERS FLIP OVER.
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.

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.

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.
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**

- **88%** of subscribers are involved in purchasing.

Purchasing Role

- **Approve/authorize purchases**: 200
- **Recommend/suppliers**: 150
- **Involved in some other way**: 50

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**

- **98%** find GrowerTalks/Green Profit a useful source of product information.

*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.

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**Acres of buzz!**

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.*

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**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.

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.

PestTalks

Insect, Disease and Weed Control for the Modern Grower

- Your advertisement included on two sends each month

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.
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.

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
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.
2018 Editorial Calendar

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

GreenPROFIT

The Landscape Issue

FEATURE
The Modern Landscape Department

FEATURE
Wage & Benefit Survey

Bonus Distribution

= Tropical Plant International Expo (TPIE)

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

GreenPROFIT

The Pots, Baskets & Window Boxes Issue

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

FEATURE
Merchandising—More or Less?

March

GROWERTALKS

The Greenhouse Issue

FEATURE
Potted vs. Pot—The Differences in Greenhouses

FEATURE
The Latest in Automation

New!
Corr on Cannabis

GreenPROFIT

The Industry Trends Issue

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

FEATURE
Products Just in Time for Spring 2018

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 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

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?

May

GROWERTALKS
The Money-Saving Issue

FEATURE
Alternative Heating Methods

FEATURE
Labor Savings—Common Bottlenecks & How to Uncork Them

New!
Corr on Cannabis

GreenPROFIT
The Money-Making Issue

FEATURE
5 Ways to Make Money

FEATURE
Hot Annuals for the Summer Season

June

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

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

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

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

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

SPACE DEADLINE 4-24-18
MATERIAL DEADLINE 5-7-18
### July

**Growertalks**
- The Cultivate’18 Issue
- California Spring Trials Highlights
- New! Corr on Cannabis

**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

**Space Deadline**: 5-24-18  
**Material Deadline**: 6-6-18

### August

**Growertalks**
- The Nursery & Landscape Issue
- New Varieties in Woody Ornamentals
- Spring Trials Part II
- New! Paul Talks Perennials

**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
- Quick Plug Turns—When is Fast Too Fast?
- Cultivate’18 Highlights
- Young Grower Award Winner
- New! Corr on Cannabis

**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**: 7-24-18  
**Material Deadline**: 8-6-18
October

GROWERTALKS
The Culture Notes Issue
FEATURE
How to Grow the New Spring Trials Intros
New!
Paul Talks Perennials

greenPROFIT
The Best New Plants & Products Issue
FEATURE
Origin Stories of the Newest Intros

November

GROWERTALKS
The Greenhouse Efficiency Issue
FEATURE
Fuel—The Long-Range Outlook
FEATURE
The Economics of Greenhouse Automation
New!
Corr on Cannabis

greenPROFIT
The Edibles & Veggies Issue
FEATURE
Origin Stories of the Newest Intros
FEATURE
All-America Selections Oldies But Goodies
FEATURE
The Well-Stocked Veggie Department

Bonus Distribution
- Michigan Greenhouse Growers Expo
- New England Grows

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 Style Issue
FEATURE
The Latest Trends in Outdoor Living
FEATURE
The Trifecta of Fashion—Colors, Textures & Finishings

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

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
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.

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

<table>
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<tr>
<th>Publication Trim Size</th>
<th>9 x 10.875 in. (229 x 276 mm)</th>
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<tr>
<td>Printing</td>
<td>cover, half-web offset; body, web offset</td>
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<tr>
<td>Binding</td>
<td>perfect bound, ¼ in. (4 mm) grind at spine</td>
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<tr>
<td>Screen</td>
<td>150 line (60 lines per centimeter)</td>
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<tr>
<td>Bleed Page Size</td>
<td>9.25 x 11.125 in. (235 x 286 mm)</td>
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There is no extra charge for a bleed page. See below for additional bleed ad sizes.

Advising Specifications

- 1/2 Page (horizontal)
  - Live Area: 7.5 in. x 4.625 in.
  - Bleed: 1.125 in.
  - Trim: 6.375 in. x 4.625 in.
  - Bleed option available

- 1/3 Page (vertical)
  - Live Area: 4.875 in. x 6.875 in.
  - Bleed: 1.875 in.
  - Trim: 4.125 in. x 6.875 in.
  - Bleed option available

- 1/2 Page Island
  - Live Area: 4.875 in. x 6.875 in.
  - Bleed: 0 in.
  - Trim: 4.875 in. x 6.875 in.
  - Bleed option available

- Full Page
  - Live Area: 8 in. x 9.875 in.
  - Trim: 7 in. x 9.875 in.
  - Bled: 1.125 in.
  - Trim: 6.375 in. x 9.875 in.

- 2/3 Page (vertical)
  - Live Area: 4.875 in. x 3.75 in.
  - Bleed: 0 in.
  - Trim: 4.125 in. x 3.75 in.

- 3-Page Spread
  - Live Area: 17 in. x 10.875 in.
  - Trim: 16 in. x 10.875 in.
  - Bleed: 1.25 in.

- 1/6 Page (vertical)
  - Live Area: 2.375 in. x 9.375 in.
  - Bleed: 0 in.
  - Trim: 1.625 in. x 9.375 in.

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

* Download Template at www.ballpublishing.com/adtemplates for detailed BLEED instructions.
## 2018 Advertising Rates

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### New Products / The Goods feature
- $357

### Postcard
- 903

### Insert Rate per Page
- 2,005

**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.**

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### 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

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**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

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**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

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### Interested in advertising?

**toll-free number**

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