The only magazine growers and retailers flip over.
**Who We Are**

*A publication is only as good as its editors … and ours are the best: Ball Publishing’s nine full-time and at-large editors combine for more than 300 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**

<table>
<thead>
<tr>
<th><strong>25,091</strong> TOTAL QUALIFIED SUBSCRIBERS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>DECISION MAKERS WITH BUYING POWER</td>
</tr>
<tr>
<td>COMPLETE INDUSTRY COVERAGE REACHING GROWERS, RETAILERS, NURSERY AND LANDSCAPE</td>
</tr>
<tr>
<td>52% OF GROWER SUBSCRIBERS ARE ALSO RETAILERS</td>
</tr>
</tbody>
</table>

**ADVERTISING WORKS!** **89% RESPONSE RATE**

- Visited advertiser’s website: 63%
- Discussed ad with others: 38%
- Passed ad along to others: 32%
- Purchased/ordered a product or service: 30%
- Filed ad for future reference: 28%
- Recommended product/service: 24%
- Contacted advertiser, dealer or representative: 18%
- Returned reader service (card/online): 14%

* As of June 2021 AAM Publisher’s Statement  **May 2021 Readex Research Study

**97% PURCHASING ROLES**

97% of subscribers are involved with purchasing.

**60K**

More than 70% of subscribers share their copy with coworkers, translating to an estimated industry reach of more than 60,000.
Print Media

Magazine

GrowerTalks  12x per year (January–December)

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.

Retail Component to GrowerTalks

Green Profit  12x per year (January–December)

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.

ADVERTISING VALUE**

99%

99% OF RESPONDENTS FIND GROWERTALKS/GREEN PROFIT A USEFUL SOURCE OF PRODUCT INFORMATION.

** May 2021 Readex Research Study

CLASSIFIEDS

GrowerTalks.com/Classifieds
GreenProfit.com/Classifieds

Email classifieds@ballpublishing.com or call 1.630.588.3352 to place a classified.

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!

$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 or use the word count feature in Microsoft Word. Display Ads are $133 per column inch (25 mm).

No frequency discounts or agency commission.

Digital Component

 Acres Online e-newsletter

Chris Beytes, Editor

See page 9 for e-newsletter information

Digital Component

 buzz! e-newsletter

Ellen C. Wells, Editor

See page 9 for e-newsletter information
# 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tr>
<td><strong>Ad Close:</strong> 11-24-21</td>
<td><strong>Ad Close:</strong> 12-23-21</td>
<td><strong>Ad Close:</strong> 1-24-22</td>
<td><strong>Ad Close:</strong> 2-24-22</td>
<td><strong>Ad Close:</strong> 3-24-22</td>
<td><strong>Ad Close:</strong> 4-25-22</td>
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<td><strong>Material Due:</strong> 12-6-21</td>
<td><strong>Material Due:</strong> 1-6-22</td>
<td><strong>Material Due:</strong> 2-7-22</td>
<td><strong>Material Due:</strong> 3-7-22</td>
<td><strong>Material Due:</strong> 4-6-22</td>
<td><strong>Material Due:</strong> 5-6-22</td>
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<tr>
<td><strong>THE FERTILIZER, IRRIGATION &amp; POTTING MIXES ISSUE</strong></td>
<td><strong>THE PEST MANAGEMENT ISSUE</strong></td>
<td><strong>THE COOL NEW STUFF ISSUE</strong></td>
<td><strong>THE STRUCTURES ISSUE</strong></td>
<td><strong>THE POINSETTIA PRODUCTION ISSUE</strong></td>
<td><strong>THE GREENHOUSE TOOLS &amp; EQUIPMENT ISSUE</strong></td>
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<tr>
<td><strong>THE GIFTS &amp; HOLIDAY ISSUE</strong></td>
<td><strong>THE CONTAINER GARDENING PRODUCTS ISSUE</strong></td>
<td><strong>THE TRENDING NOW ISSUE</strong></td>
<td><strong>THE PLANT HEALTH PRODUCTS ISSUE</strong></td>
<td><strong>THE HOUSEPLANTS &amp; HOME DÉCOR PRODUCTS ISSUE</strong></td>
<td><strong>THE GARDEN DÉCOR PRODUCTS ISSUE</strong></td>
</tr>
<tr>
<td>What’s Hot in Gift &amp; Holiday for 2022 State of the Greenery Industry Wage &amp; Benefit Survey</td>
<td>Sorting Out Your Container Category The Scoop on Specialty Soil Mixes</td>
<td>Leveling Up with New Products</td>
<td>Solving the Most-Common Garden Pest Problems Training Employees on Pest Control Products</td>
<td>Small Pots for Indoor Gardens Feed Me, Seymour!—Help Customers Feed Their Houseplants</td>
<td>Garden Structures Roundup Fish &amp; Fowl—Building Backyard Habitats</td>
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<tr>
<td><strong>COLUMN: CORR ON CANNABIS</strong></td>
<td><strong>COLUMN: PAUL TALKS PERENNIALS</strong></td>
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<td><strong>BONUS DISTRIBUTION:</strong> Tropical Plant International Expo (TPIE)</td>
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<tr>
<td><strong>BONUS DISTRIBUTION:</strong> National Hardware Show</td>
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<td><strong>PRINT SUPPLEMENT</strong></td>
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<tr>
<td>Your full page ad in GrowerTalks/ Green Profit provides a free On Target® ad effectiveness study by: Readex Research</td>
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<td><strong>PRINT SUPPLEMENT</strong></td>
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<td>GREEN PROFIT</td>
<td>EXTRAS</td>
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<tr>
<td>JULY</td>
<td>5-24-22</td>
<td>6-6-22</td>
<td><strong>THE @CULTIVATE ISSUE</strong>&lt;br&gt;The Best New Intros from CAST</td>
<td><strong>THE NEW VARIETIES ISSUE</strong>&lt;br&gt;CAST Intros for Indies</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Ball Seed Customer Day&lt;br&gt;Cultivate’22 Perennial Plant Symposium</td>
</tr>
<tr>
<td>AUGUST</td>
<td>6-24-22</td>
<td>7-6-22</td>
<td><strong>THE NURSERY &amp; LANDSCAPE ISSUE</strong>&lt;br&gt;The Best Woodies Fresh From the Field&lt;br&gt;New Perennials &amp; Shrubs from CAST&lt;br&gt;Tips for Overwintering Perennials</td>
<td><strong>THE GARDEN CENTER TOOLS &amp; EQUIPMENT ISSUE</strong>&lt;br&gt;Outfitting Your Garden Center Employees&lt;br&gt;Must-Have Gardening Tools</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Farwest&lt;br&gt;The Garden Center Show</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7-25-22</td>
<td>8-5-22</td>
<td><strong>THE CULTURE NOTES ISSUE</strong>&lt;br&gt;Growing the Newest Intros&lt;br&gt;Cultivate’22 Highlights for Growers</td>
<td><strong>THE FACILITIES &amp; TECHNOLOGY ISSUE</strong>&lt;br&gt;E-Commerce Best Practices&lt;br&gt;Cultivate’22 Highlights for Retailers</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Plug &amp; Cutting Conference&lt;br&gt;SAF Annual Convention&lt;br&gt;The Garden Center Group Fall Event</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>8-24-22</td>
<td>9-6-22</td>
<td><strong>THE GREENHOUSE EFFICIENCY ISSUE</strong>&lt;br&gt;Greenhouse Efficiency By the Numbers</td>
<td><strong>THE FRESH NEW PRODUCTS ISSUE</strong>&lt;br&gt;Hot New Picks for 2023</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;National FFA Convention &amp; Expo</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>9-23-22</td>
<td>10-6-22</td>
<td><strong>THE PLUG &amp; PROPAGATION ISSUE</strong>&lt;br&gt;Success With URCs&lt;br&gt;Dipping Your Toes Into Seed Cut Flowers</td>
<td><strong>THE SOIL &amp; AMENDMENT PRODUCTS ISSUE</strong>&lt;br&gt;Encouraging Success By Increasing Fertilizer Sales&lt;br&gt;Amendments for Sub-par Garden Soil</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Great Lakes Expo</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10-24-22</td>
<td>11-7-22</td>
<td><strong>THE BUSINESS ISSUE</strong>&lt;br&gt;Labor Shortages—Challenges &amp; Solutions&lt;br&gt;Wage &amp; Benefit Survey</td>
<td><strong>THE NATIVES &amp; NATURALS ISSUE</strong>&lt;br&gt;Cultivating Native Plant Sales&lt;br&gt;Natural Causes—Selling More Organic Controls</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Mid-Atlantic Nursery Trade Show (MANTS)</td>
</tr>
</tbody>
</table>

**YOUNG GROWER AWARD | YOUNG RETAILER AWARD | WINNERS**
**Print Supplement**

*Inside Grower*  
4x per year (February, May, August, November)

The *Inside Grower* print supplement focuses on controlled environment agriculture (CEA), which is the growing of plants such as vegetables, microgreens, herbs and Cannabis inside controlled environment structures such as greenhouses, vertical farms and growth chambers, as well as related CEA products. It mails with our *GrowerTalks* magazine in February, May, August and November and provides cross-platform integration of your marketing efforts when paired with digital ads in our monthly *Inside Grower* e-newsletter.

**Digital Component**

*Inside Grower* e-newsletter  
Jennifer Polanz, Editor

See page 9 for e-newsletter information

**Live Webinars**

**Sponsored/Custom**

Your promotions include:

- Print and digital advertising, editorial mentions, direct emails and more.
- 180 to 500 average registrations per webinar.
- 45 to 60 minutes.
- Feature your expert or sponsor existing content.
- Ball Publishing editorial team moderator.

**COST $6,000**

**Digital Edition Email (Exclusive)**

With an open rate of 25%, your exclusive header ad is sent to more than 19,500 recipients as the sponsor of the “Digital Edition” of *GrowerTalks/Green Profit* magazine.

**COST $2,100**

**Targeted Email Blasts**

We will send your advertising message directly to all our available emails.

$300 PER A TARGETED AUDIENCE OR  
THOUSAND EMAILS SENT + $100 SETUP.  
$500 MINIMUM.
Production/Hosting

Tech On Demand Podcasts

Podcasts provide a convenient way for growers and retailers to get critical business information. Sponsor existing podcasts or work with us to create custom content based on your objectives.

- Your podcast will be promoted in print and digital format.
- Editorial mentions in print and/or digital.
- Hosted on our website’s Tech On Demand podcast page.
- Available on iTunes, Spotify, TuneIn, Stitcher and Google Podcasts.

COST $3,500

Digital Media

Impactful digital solutions for your brand.

Trending Now Videos

Production/Hosting

Your product is featured in both video and print with this opportunity.

- Ball Publishing produced video segment about your product (6-8 minutes).
- Video will then be included on our YouTube playlist for our more than 5,000 subscribers.
- A print promotion of your product will appear in our “Trending Now” section of the magazine for one month, and will include a QR Code leading to your video.
- Production and editing included.

COST $1,500

Custom Videos

Production/Hosting

We will create a custom video to help promote your products and brand.

- Custom video production may include video, still shots, time lapse or drone footage.
- Optional “brainstorm” session with Ball Publishing editor.
- Finished files provided for your own use.
- Promote video through video links in Ball Publishing e-newsletters.

COST $2,000+
Website Banners

TAKE OVER BANNER  [640 x 480]
Opening ad to the website, then reduces in size and stays on the page. $2,000/month

FLY-IN BANNER  [300 x 250]
When scrolling down, the ad appears at “Features” and stays on the page until it's closed. $1,500/month

HEADER BANNER  [970 x 120]
Falls below the monthly cover image on the opening page and is run of site. $1,500/month

ARTICLE SIDE BANNERS  [120 x 240]
Appear on every page with articles including cover story for the month. $800/month

BLOCK BANNERS  [300 x 250]
Run of site. $1,000/month
E-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.

<table>
<thead>
<tr>
<th>NEW!</th>
<th>TECH ON DEMAND</th>
<th>Growers</th>
<th>4 emails sent/mo.</th>
<th>25,000+ recipients/send</th>
<th>OPEN RATE</th>
<th>AD VIEWS</th>
<th>HEADER</th>
<th>TOC</th>
<th>CONTENT</th>
<th>FOOTER</th>
<th>SIDE</th>
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<tbody>
<tr>
<td></td>
<td>Acres Online</td>
<td>Growers</td>
<td>4 emails sent/mo.</td>
<td>25,000+ recipients/send</td>
<td>34%</td>
<td>28k+</td>
<td>$3,280</td>
<td>$2,060</td>
<td>$1,660</td>
<td>$1,560</td>
<td>$1,200</td>
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<tr>
<td></td>
<td>buZZ!</td>
<td>Retailers</td>
<td>4 emails sent/mo.</td>
<td>23,000+ recipients/send</td>
<td>23%</td>
<td>18k+</td>
<td>$2,835</td>
<td>$1,785</td>
<td>$1,560</td>
<td>$1,460</td>
<td>$1,050</td>
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<tr>
<td></td>
<td>Acres of buZZ!</td>
<td>Growers &amp; Retailers</td>
<td>6 emails sent</td>
<td>30,000+ recipients/send</td>
<td>30%</td>
<td>50k+</td>
<td>$2,950</td>
<td>$2,310</td>
<td>$1,835</td>
<td>$1,735</td>
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<td>Perennial Pulse</td>
<td>Perennial Growers</td>
<td>2 emails sent/mo.</td>
<td>34,000+ recipients/send</td>
<td>23%</td>
<td>14k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
<td>$1,095</td>
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<td>Nursery &amp; Landscape Insider</td>
<td>Nursery &amp; Landscape Growers</td>
<td>2 emails sent/mo.</td>
<td>31,000+ recipients/send</td>
<td>23%</td>
<td>13k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
<td>$1,095</td>
<td>$790</td>
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<tr>
<td></td>
<td>Tropical Topics</td>
<td>Growers &amp; Retailers</td>
<td>2 emails sent/mo.</td>
<td>29,000+ recipients/send</td>
<td>22%</td>
<td>11k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
<td>$1,095</td>
<td>$790</td>
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<tr>
<td></td>
<td>PestTalks</td>
<td>Growers</td>
<td>2 emails sent/mo.</td>
<td>26,000+ recipients/send</td>
<td>22%</td>
<td>10k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
<td>$1,095</td>
<td>$790</td>
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<td>Inside Grower</td>
<td>Growers</td>
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<td>28,000+ recipients/send</td>
<td>22%</td>
<td>11k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
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<td>GreenTalks</td>
<td>Growers</td>
<td>2 emails sent/mo.</td>
<td>26,000+ recipients/send</td>
<td>22%</td>
<td>10k+</td>
<td>$2,000</td>
<td>$1,580</td>
<td>$1,195</td>
<td>$1,095</td>
<td>$790</td>
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</tbody>
</table>

**Grandeurs** | **Grandeurs** |Growers | 4 emails sent/mo. | 25,000+ recipients/send | 22%       | 20k+     | $3,000 | $1,900| $1,600  | $1,500 | $1,100 |

**buZZ!** | **buZZ!** | Retailers | 4 emails sent/mo. | 23,000+ recipients/send | 22%       | 18k+     | $2,835 | $1,785| $1,560  | $1,460 | $1,050 |

**President** | **President** | Growers & Retailers | 6 emails sent | 30,000+ recipients/send | 30%       | 50k+     | $2,950 | $2,310| $1,835  | $1,735 | $1,095 |

**Perennial Pulse** | **Perennial Pulse** | Perennial Growers | 2 emails sent/mo. | 34,000+ recipients/send | 22%       | 14k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |

**Nursery & Landscape Insider** | **Nursery & Landscape Growers** | 2 emails sent/mo. | 31,000+ recipients/send | 22%       | 13k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |

**Tropical Topics** | **Tropicals & Houseplants** | Growers & Retailers | 2 emails sent/mo. | 29,000+ recipients/send | 22%       | 11k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |

**PestTalks** | **Insect & Disease Management** | Growers | 2 emails sent/mo. | 26,000+ recipients/send | 22%       | 10k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |

**Inside Grower** | **CEA, Vegetables, Microgreens, Herbs & Cannabis** | Growers | 2 emails sent/mo. | 28,000+ recipients/send | 22%       | 11k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |

**GreenTalks** | **Sustainability** | Growers | 2 emails sent/mo. | 26,000+ recipients/send | 22%       | 10k+     | $2,000 | $1,580| $1,195  | $1,095 | $790  |
California Trials

California Trials is one of our industry’s most important yearly events. The format of the event, taking place in multiple locations, allows breeders to display all of their new genetics to important brokers, growers and retailers in a unique and engaging way. This summer, Chris and Bill will hit the road again to cover all the important stops. With all the industry following this event, it’s important to consider promoting your products to the engaged audience.

Video

Exclusive Sponsorship

Promote your company brand and products by sponsoring this popular video series.

Your sponsorship includes:
- Sole sponsor recognition at “intro” and “conclusion” of each video.
- May include URL, logo and/or other artistic elements.

Promotional elements:
- Daily editorial promotions of video series in Acres of buZZ! e-newsletter.
- Editorial promotions of video series during and after event through both Acres Online and buZZ! e-newsletters.
- Green Profit’s Facebook page promotion by Ellen C. Wells.
- Mention of videos in January issue outlining the California Trials stops.

E-newsletter

Acres of buZZ!

Chris Beytes & Bill Calkins, Editors

MORE THAN 50K IMPRESSIONS

Acres of buZZ! presents a recap of editors Chris Beytes', Jennifer Zurko's and Bill Calkins' travels along the California coast for the Trials. This product connects growers and retailers with breeders and related suppliers through one of the most anticipated events of the year. Coverage is included from nearly all stops, with video links to many of the trial stops.

See page 9 for pricing

Advertising Rate

Header Banner [ 970 x 120 ] ........ $2,100
Block Banner [ 300 x 250 ] ........ $800

CaliforniaTrials.com
**Sponsorship Opportunity**

**Your sponsorship includes company logo/mention with each of the following:**

**PRINT**
- Print nomination requests in December, January and February issues.
- House ads promoting award in December, January, February, June and July issues.
- Award presentation event ad in Cultivate’22 Onsite Show Guide if space is available.
- June article with finalists’ essays.
- September cover story article with winner announcement.

**DIGITAL**
- Our website from December to July.
- Acres Online, buzz! and HORTCalendar.com banner ads promoting awards.
- Banner ads in GrowerTalks and Green Profit Advertiser emails promoting awards.
- All social media and video produced featuring winners.

**ADDITIONAL BENEFITS**
- Awards presentation invitation and judge packet.
- Banners at GrowerTalks/Green Profit’s Cultivate’22 booth recognizing finalists.
- AmericanHort’s banner at awards event.
- When introducing finalists and winners at awards event.
- A representative from your company has the opportunity to present an appropriate gift to the finalists and winners.
- Partner can attend awards event.

**Website**

**HORTCalendar.com**

*Industry events website.*

**Monthly Rate**

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<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Header Banner</td>
<td>728 x 90</td>
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<tr>
<td>Block Banner</td>
<td>300 x 250</td>
<td>$600</td>
</tr>
<tr>
<td>Side Banner</td>
<td>120 x 240</td>
<td>$500</td>
</tr>
</tbody>
</table>

**2023 Industry Wall Calendar**

Inserted in the December 2022 issue of GrowerTalks/Green Profit with additional distribution at TPIE and MANTS. Options include exclusive or shared sponsorships.

**EXCLUSIVE SPONSOR**

COST $6,500

- All advertising space dedicated to your company.
- 500 copies of the calendar.
- January 2023 Header banner—HORTCalendar.com website.

**OR**

**LEAD SPONSOR** (1 available)  
COST $4,000

- Two larger areas for your company’s message.
- 350 copies of the calendar.
- January 2023 Header banner—HORTCalendar.com website.

**FEATURE SPONSOR** (4 available)  
COST $1,000

- Two smaller areas for your company logo and description.
- 100 copies of the calendar.
- January 2023 Side banner—HORTCalendar.com website.
Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)

NORTH AMERICA—WEST
PAUL BLACK
1.630.588.3301
pblack@ballpublishing.com

NORTH AMERICA—EAST
KIM R.L. BROWN
1.630.588.3433
kbrown@ballpublishing.com

SALES COORDINATOR
ADRIANA HEIKKILA
1.630.588.3106
aheikkila@ballpublishing.com

JANUARY SPECIAL
When you commit to advertising in the 2022 January issue of GrowerTalks/Green Profit, with an increased schedule over 2021, you will receive one free matching ad in 2022.*

*Buy One–Get One Free offer may not be combined with customized advertising programs. Contact your account manager for details.

PRINT AD RATES 2022

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<thead>
<tr>
<th></th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>709</td>
<td>741</td>
<td>773</td>
<td>846</td>
<td>881</td>
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<tr>
<td>1/3 Page</td>
<td>1,972</td>
<td>2,034</td>
<td>2,096</td>
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<td>2,433</td>
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<tr>
<td>1/2 Page Island*</td>
<td>2,436</td>
<td>2,566</td>
<td>2,682</td>
<td>2,781</td>
<td>2,873</td>
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<td>2,905</td>
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<td>Full Page</td>
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<td>3,635</td>
<td>3,795</td>
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<tr>
<td>Product Feature</td>
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<td>357</td>
<td>357</td>
<td>357</td>
<td>357</td>
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<tr>
<td>Insert Rate per Page</td>
<td>2,298</td>
<td>2,508</td>
<td>2,644</td>
<td>2,792</td>
<td>3,211</td>
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<tr>
<td>Postcard**</td>
<td>1,003</td>
<td>1,035</td>
<td>1,130</td>
<td>1,188</td>
<td>1,446</td>
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* 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.

MATERIALS AND DESIGN SPECIFICATIONS

ballpublishing.com/materialinstructions

Email all advertising materials (with exception of inserts) to:
Kathy Wootton, Production Manager, GrowerTalks/Green Profit Magazine.
622 Town Road, West Chicago, IL 60185  ph 1.630.588.3352 | fax 1.630.562.7984
email kwootton@ballpublishing.com

Ship all inserts prepaid to:
Schumann Printers, Inc., Attn: Insert Warehouse Building #2, 200 Swarthout Road, Fall River, WI 53932

ADVERTISEMENT BUNDLES

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.

<table>
<thead>
<tr>
<th>Bundle</th>
<th>Description</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Print: 6x—1/6 Page Online: 1 Month Banner Bonus: 1 Product Feature Direct Mail List: 1x use 9 Months of Sales Leads</td>
<td>$3,595</td>
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<tr>
<td>2</td>
<td>Print: 6x—1/3 Page Online: 1 Month Banner Bonus: 1 Product Feature Direct Mail List: 1x use 9 Months of Sales Leads</td>
<td>$9,195</td>
</tr>
<tr>
<td>3</td>
<td>Print: 6x—1/2 Page Online: 2 Months Banner Bonus: 2 Product Features Direct Mail List: 1x use 9 Months of Sales Leads</td>
<td>$11,095</td>
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<tr>
<td>4</td>
<td>EXCLUSIVE PRODUCT VIDEO Print: 1x—Product Feature Digital: 2 Months E-news Side Banners* 3 Months of Sales Leads</td>
<td>$2,000</td>
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<td>5</td>
<td>EXCLUSIVE PRODUCT VIDEO Print: 2x—1/3 Page, 1x—Product Feature Digital: 2 Months E-news Side Banners* 6 Months of Sales Leads</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

*Excludes Acres Online

NEW!

EXCLUSIVE PRODUCT VIDEO

Print: 1x—Product Feature
Digital: 2 Months E-news Side Banners*
3 Months of Sales Leads

TOTAL COST $2,000

*Excludes Acres Online

NEW!

EXCLUSIVE PRODUCT VIDEO

Print: 2x—1/3 Page, 1x—Product Feature
Digital: 2 Months E-news Side Banners*
6 Months of Sales Leads

TOTAL COST $4,500

*Excludes Acres Online