The only magazine growers and retailers flip over!
A publication is only as good as its editors … and ours are the best: Ball Publishing’s 10 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.

Print Advertising Works!

- Visited Advertiser’s Website: 51%
- Discussed Ad with Others: 32%
- Filed Ad for Future Reference: 30%
- Purchased/Ordered a Product or Service: 29%
- Passed Ad Along to Others: 27%
- Recommended Product/Service: 21%
- Contacted Advertiser, Dealer or Representative: 19%
- Returned Reader Service (Card/Online): 13%

84% Response Rate**

* As of June 2022 AAM Publisher’s Statement  **May 2022 Readex Research Study

25,043 Total Qualified Subscribers*
Complete industry coverage reaching growers, retailers, nursery and landscape.

100% Advertising Value
100% of respondents reported GrowerTalks|Green Profit a useful source of product information.**

92% Decision Makers with Buying Power
92% of respondents are involved with purchasing.**

65K
74% of respondents share their copy with at least one coworker, for an estimated industry reach of more than 65,000.**

60%
60% of grower subscribers are also retailers.*

29%
29% reported purchasing a product as a result of seeing a print ad in GrowerTalks|Green Profit.**
**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.

**Digital Component**

*Acres Online* e-newsletter  
Chris Beytes, Editor

See page 6 for e-newsletter information.

**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.

**Digital Component**

*buZZ!* e-newsletter  
Ellen C. Wells, Editor

See page 6 for e-newsletter information.

**CEA Print Supplement**

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

16,960 Circulation*

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 providing 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 6 for e-newsletter information.
## 2023 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>GREEN PROFIT</th>
<th>EXTRAS</th>
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<tbody>
<tr>
<td><strong>FERTILIZER, IRRIGATION &amp; POTTING MIXES ISSUE</strong></td>
<td><strong>GIFTS &amp; HOLIDAY ISSUE</strong></td>
<td><strong>BONUS DISTRIBUTION:</strong></td>
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<tr>
<td>Ad Close: 11-23-22</td>
<td>Gift &amp; Holiday Trends for 2023</td>
<td>National Hardware Show</td>
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<tr>
<td>Material Due: 12-6-22</td>
<td>O Tannebaum!—The State of the Christmas Tree Market</td>
<td>Tropical Plant International Exhibition (TPIE)</td>
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<tr>
<td><strong>THE FERTILIZER, IRRIGATION &amp; POTTING MIXES ISSUE</strong></td>
<td><strong>CONTAINER GARDENING PRODUCTS ISSUE</strong></td>
<td><strong>SPECIAL OFFER</strong></td>
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<tr>
<td></td>
<td>Container SKU Management Strategies to Sell More Soil</td>
<td>BUY ONE—GET ONE FREE!</td>
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<tr>
<td><strong>California Trials Preview &amp; Guide</strong></td>
<td><strong>TRENDING NOW NEW PRODUCTS ISSUE</strong></td>
<td>See ad rate page for details.</td>
</tr>
<tr>
<td><strong>THE FERTILIZER, IRRIGATION &amp; POTTING MIXES ISSUE</strong></td>
<td><strong>TRENDING NOW NEW PRODUCTS ISSUE</strong></td>
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<td>Ad Close: 12-23-22</td>
<td>Our Favorite Products From the Winter Shows</td>
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<tr>
<td>Material Due: 1-6-23</td>
<td><strong>TRENDING NOW NEW PRODUCTS ISSUE</strong></td>
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<td><strong>THE CHEMICALS &amp; BIOCONTROLS ISSUE</strong></td>
<td>Fill Their Carts With New Products</td>
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<td><strong>CONTAINER GARDENING PRODUCTS ISSUE</strong></td>
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<tr>
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<td><strong>THE STRUCTURES ISSUE</strong></td>
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<td><strong>THE POINSETTIA PRODUCTION ISSUE</strong></td>
<td><strong>PLANT HEALTH PRODUCTS ISSUE</strong></td>
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<td>Must-Have Houseplant Accessories</td>
<td>Floriexpo</td>
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<td>Material Due: 5-5-23</td>
<td>Biocontrols for Houseplants</td>
<td><strong>PRINT SUPPLEMENT</strong></td>
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<td><strong>THE GREENHOUSE TOOLS &amp; EQUIPMENT ISSUE</strong></td>
<td><strong>GARDEN DÉCOR PRODUCTS ISSUE</strong></td>
<td><strong>inside GROWER</strong></td>
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<td>Selling a Garden Oasis</td>
<td>Controlled Environment Agriculture</td>
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<td>Outdoor Furniture Trends for 2024</td>
<td>DISTRIBUTION: INDOOR AG-CON</td>
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<td>JULY</td>
<td>OCTOBER</td>
<td>NOVEMBER</td>
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<tr>
<td><strong>THE @CULTIVATE ISSUE</strong>&lt;br&gt;Highlights From the California Trials</td>
<td><strong>THE NURSERY &amp; LANDSCAPE ISSUE</strong>&lt;br&gt;The Latest in Nursery Stock Breeding&lt;br&gt;New Shrubs &amp; Perennials from California Trials&lt;br&gt;All You Need to Know About First-Year Flowering Perennials</td>
<td><strong>THE CULTURE NOTES ISSUE</strong>&lt;br&gt;Production Tips for Patterned Petunias&lt;br&gt;Cultivate’23 Highlights for Growers</td>
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<td><strong>THE NEW VARIETIES ISSUE</strong>&lt;br&gt;California Trials Intros for Indies</td>
<td><strong>THE PREP FOR NEXT YEAR ISSUE</strong>&lt;br&gt;What’s Trending in Displays &amp; Merchandising&lt;br&gt;Better Carts = More Sales</td>
<td><strong>THE FACILITIES &amp; TECHNOLOGY ISSUE</strong>&lt;br&gt;Mobile Retail Tech&lt;br&gt;Speedy Checkout Strategies&lt;br&gt;Cultivate’23 Highlights for Retailers</td>
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<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Ball Seed Customer Days&lt;br&gt;Cultivate’23</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;Farwest&lt;br&gt;SAF Annual Convention&lt;br&gt;The Garden Center Show</td>
<td><strong>BONUS DISTRIBUTION:</strong>&lt;br&gt;The Garden Center Group Fall Event</td>
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**AD CLOSES AND MATERIAL DUES:**
- **JULY:** Ad Close: 5-24-23<br>Material Due: 6-6-23
- **AUGUST:** Ad Close: 6-23-23<br>Inside Grower Close: 5-26-23<br>Material Due: 7-6-23
- **SEPTEMBER:** Ad Close: 7-24-23<br>Material Due: 8-7-23
- **OCTOBER:** Ad Close: 8-24-23<br>Material Due: 9-6-23
- **NOVEMBER:** Ad Close: 9-25-23<br>Inside Grower Close: 8-29-23<br>Material Due: 10-6-23
- **DECEMBER:** Ad Close: 10-24-23<br>Material Due: 11-6-23
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>E-newsletter</th>
<th>Description</th>
<th>Frequency</th>
<th>Recipients/Issue</th>
<th>Open Rate</th>
<th>Views</th>
<th>Header</th>
<th>TOC</th>
<th>Content</th>
<th>Footer</th>
<th>Side</th>
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<tbody>
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<td>BLOOM BEAT</td>
<td>Cut Flower Growers</td>
<td>2 emails</td>
<td>4,700+</td>
<td>67%</td>
<td>5,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
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<td>$830</td>
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<td>Acres Online</td>
<td>Growers</td>
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<td>38%</td>
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<td>$2,165</td>
<td>$1,740</td>
<td>$1,640</td>
<td>$1,260</td>
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<tr>
<td>buZZ!</td>
<td>Retailers</td>
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<td>24,000+</td>
<td>31%</td>
<td>23,000+</td>
<td>$2,980</td>
<td>$1,875</td>
<td>$1,640</td>
<td>$1,540</td>
<td>$1,105</td>
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<tr>
<td>Acres of buZZ!</td>
<td>(California Trials) Growers &amp; Retailers</td>
<td>6 emails</td>
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<td>37%</td>
<td>55,000+</td>
<td>$3,095</td>
<td>$2,425</td>
<td>$1,925</td>
<td>$1,825</td>
<td>$1,150</td>
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<tr>
<td>Tech On Demand</td>
<td>Growers</td>
<td>4 emails</td>
<td>25,000+</td>
<td>32%</td>
<td>25,000+</td>
<td>$3,150</td>
<td>$1,995</td>
<td>$1,680</td>
<td>$1,575</td>
<td>$1,155</td>
</tr>
<tr>
<td>Perennial Pulse</td>
<td>Perennial Growers</td>
<td>2 emails</td>
<td>34,000+</td>
<td>31%</td>
<td>18,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
<tr>
<td>Nursery &amp; Landscape Insider</td>
<td>Nursery &amp; Landscape Growers</td>
<td>2 emails</td>
<td>31,000+</td>
<td>31%</td>
<td>18,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
<tr>
<td>Tropical Topics</td>
<td>(Tropicals &amp; Houseplants) Growers &amp; Retailers</td>
<td>2 emails</td>
<td>29,000+</td>
<td>29%</td>
<td>14,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
<tr>
<td>PestTalks</td>
<td>(Insect &amp; Disease Management) Growers</td>
<td>2 emails</td>
<td>27,000+</td>
<td>31%</td>
<td>14,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
<tr>
<td>Inside Grower</td>
<td>(CEA, Vegetables, Microgreens, Herbs &amp; Cannabis)</td>
<td>2 emails</td>
<td>28,000+</td>
<td>29%</td>
<td>16,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
<tr>
<td>GreenTalks</td>
<td>(Sustainability) Growers</td>
<td>2 emails</td>
<td>27,000+</td>
<td>30%</td>
<td>14,000+</td>
<td>$2,100</td>
<td>$1,660</td>
<td>$1,255</td>
<td>$1,150</td>
<td>$830</td>
</tr>
</tbody>
</table>
Digital Media

Live Webinars
Sponsored/Custom

Your promotions include:
- Print and digital advertising, editorial mentions, direct emails and more.
- Up to 500 registrants.
- 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 30%, your exclusive header ad is sent to more than 23,000 recipients as the sponsor of the “Digital Edition” of GrowerTalks/Green Profit magazine.

COST $3,000

Targeted Email Blasts

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

$350 PER THOUSAND EMAILS SENT.
$500 MINIMUM.

COST $2,000

Custom Videos

PRODUCTION/HOSTING
Our professional full-time videographer creates your video masterpiece.

- Options include video, still shots, drone footage and more.
- Finished files provided for your own use.

COST $2,000+

Growing Talks Channel

- More than 1.9 million views.
- Growing Talks YouTube hosting with more than 6,000 subscribers.
- Ball Publishing has produced more than 700 videos since May 2007.

COST $6,000

Trending Now Videos

Production/Hosting

Your product featured in video (and print).
- Ball Publishing-produced video segment about your product (6-8 minutes).
- YouTube hosted for our more than 6,000 subscribers!
- Print promotion in our “Trending Now” section of the magazine for one month (includes QR code to video).

COST $2,000

Tech On Demand Podcasts

Production/Hosting

Sponsor existing podcasts or we can help create custom content based on your objectives.
- We have more than 8,000 downloads of our 39 episodes to date (August 2022).
- Multi-channel promotions including print, e-news, website, and more.
- Available on iTunes, Spotify, TuneIn, Stitcher, Google Podcasts and on our websites.

COST $4,000
Websites

**Take Over Banner**

<table>
<thead>
<tr>
<th>640 x 480</th>
</tr>
</thead>
</table>

Opening ad to the website, then reduces in size and stays on the page. $2,300/month

**Fly-In Banner**

<table>
<thead>
<tr>
<th>300 x 250</th>
</tr>
</thead>
</table>

When scrolling down, the ad appears at “Features” and stays on the page until it’s closed. $1,700/month

**Header Banner**

<table>
<thead>
<tr>
<th>970 x 120</th>
</tr>
</thead>
</table>

Falls below the monthly cover image on the opening page and is run of site. Artwork required [300 x 250]; $1,700/month

**Article Side Banners**

<table>
<thead>
<tr>
<th>120 x 240</th>
</tr>
</thead>
</table>

Appear on every page with articles including cover story for the month. $900/month

**Block Banners**

<table>
<thead>
<tr>
<th>300 x 250</th>
</tr>
</thead>
</table>

Run of site. $1,150/month
Industry Events

California Trials

E-NEWSLETTER | VIDEO | WEBSITE

California Trials, one of our industry's most important events, takes place in multiple locations, where breeders display their new genetics to brokers, growers and retailers.

E-newsletter

Acres of buZZ!

Chris Beytes & Bill Calkins, Editors

Acres of buZZ! is the daily e-newsletter sent by our editors covering the trial stops through editorial and video.

See page 6 for e-newsletter pricing.

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.
• Promoted across our social media platforms.
• Mention of videos in January issue outlining the California Trials stops.

Website

HORTCalendar.com

Industry events website.

Monthly Rate

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<th>Rate</th>
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<td>$700</td>
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<td>Side Banner</td>
<td>120 x 240</td>
<td>$600</td>
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Website

CaliforniaTrials.com

Advertising Rate

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<th>Rate</th>
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<td>Block Banner</td>
<td>300 x 250</td>
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## Advertising Roadmap

### To your target audience

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<th>Ornamental Growers</th>
<th>CEA Growers</th>
<th>Garden Center Retailers</th>
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<tr>
<td><strong>print</strong></td>
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<tr>
<td>GrowerTalks</td>
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<td></td>
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<tr>
<td>Inside Grower</td>
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<td></td>
</tr>
<tr>
<td>Green Profit</td>
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<td>WEBSITES</td>
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<td>Inside Grower</td>
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<td>Bloom Beat</td>
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</table>

### Niche Audiences

- **Perennial Pulse**
  - Perennial Grower Products

- **Nursery & Landscape Insider**
  - Nursery & Landscape Grower Products

- **Tropical Topics**
  - Tropical & Houseplant Products

- **Bloom Beat**
  - Cut Flower Products

- **GreenTalks**
  - Sustainable Products
Material and Design Specifications

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

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

Binding
Perfect bound, ¼ 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 ad template for additional detailed bleed instructions: www.ballpublishing.com/productionguidelines

EMAIL ALL PRINT ADVERTISING MATERIALS (with exception of inserts) to:

Kathy Wootton
Production Manager

ph 1.630.588.3352
e-mail kwootton@ballpublishing.com

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

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
e-mail dnoe@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

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.

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.
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 PRINT SPECIAL
Ad Close: 11-23-22 | Material Due: 12-6-22

BUY ONE—GET ONE FREE!
When you commit to advertising in the 2023 January issue of GrowerTalks/Green Profit, with an increased schedule over 2022, you will receive one free matching ad in 2023.*

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

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

1. Print: 6x—1/6 Page
   Online: 1 Month Banner
   Bonus: 1 Product Feature
   Direct Mail List: 1x use
   9 Months of Sales Leads
   TOTAL COST $4,000

2. Print: 6x—1/3 Page
   Online: 1 Month Banner
   Bonus: 1 Product Feature
   Direct Mail List: 1x use
   9 Months of Sales Leads
   TOTAL COST $9,900

3. Print: 6x—1/2 Page
   Online: 2 Months Banner
   Bonus: 2 Product Features
   Direct Mail List: 1x use
   10 Months of Sales Leads
   TOTAL COST $11,900

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! $1.50 per word, including company name and address. $10 upcharge for blind ads requiring a box number. $30 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 $150 per column inch (25 mm).

No frequency discounts or agency commission.