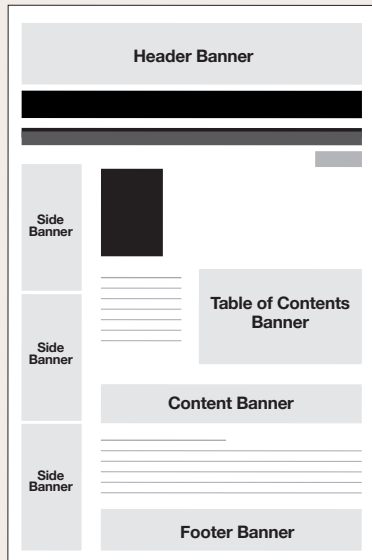




## E-NEWSLETTERS



*Acres of buZZ!, Acres Online,  
Bloom Beat, buZZ!, GreenTalks,  
Nursery & Landscape Insider,  
Perennial Pulse, PestTalks,  
Tech On Demand, Tropical Tropics*

Header Banner [ 730 x 120 ]

Side Banner [ 120 x 240 ]

Table of Contents Banner [ 360 x 180 ]

Content Banner [ 560 x 75 ]

Footer Banner [ 555 x 100 ]

## DIGITAL EDITION



Header Banner [ 800 x 120 ]

## PUBLICATION WEBSITES



GROWERTALKS.COM,  
GREENPROFIT.COM

Take-Over Banner [ 640 x 480 ]

Fly-In Banner [ 300 x 250 ]

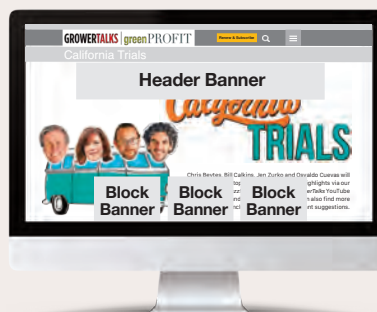
Header Banner [ 970 x 120 ]

Additional artwork required [ 300 x 250 ]

Article Banner [ 120 x 240 ]

Block Banner [ 300 x 250 ]

## CALIFORNIA TRIALS



CALIFORNIATRIALS.COM

Header Banner [ 970 x 120 ]

Additional artwork required [ 300 x 250 ]

Block Banner [ 300 x 250 ]

## HORTCALENDAR



HORTCALENDAR.COM

Header Banner [ 728 x 90 ]

Block Banner [ 300 x 250 ]

Side Banner [ 120 x 240 ]

Print & Digital 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,  
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)

EMAIL ALL PRINT  
ADVERTISING MATERIALS to:

**Jackie Batson**  
*Production Specialist*  
  
ph 1.630.277.9823  
email jbatson@ballpublishing.com

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

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

EMAIL ALL DIGITAL  
ADVERTISING MATERIALS to:

**Denielle Noe**  
*Publishing Assistant*  
  
ph 1.630.588.3233  
email 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:

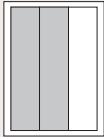
**Schumann Printers, Inc.,**  
Attn: Insert Warehouse Building #2,  
200 Swarthout Road, Fall River,  
WI 53932



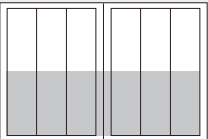
**2-Page Spread**  
**Live Area:** 17 in. x 9.875 in.  
Trim: 18 in. x 10.875 in.  
Bleed: 18.25 in. x 11.125 in.



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



**2/3-Page (vertical)**  
**Live Area:** 4.875 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.



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



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



**1/3-Page (square)**  
4.875 in. x 4.625 in.



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



**1/6-Page (vertical)**  
2.375 in. x 4.625 in.

There is no extra charge for a bleed page.

Scan QR code  
for ad templates and  
bleed instructions.



[ballpublishing.com/productionguidelines](https://ballpublishing.com/productionguidelines)

ADVERTISING CLOSE		MATERIAL DUE
GrowerTalks   Green Profit		Print & Digital
January	11-25-24	12-6-24
February	12-23-24	1-6-25
March	1-24-25	2-6-25
April	2-24-25	3-6-25
May	3-24-25	4-7-25
June	4-24-25	5-6-25
July	5-23-25	6-6-25
August	6-24-25	7-7-25
September	7-24-25	8-6-25
October	8-25-25	9-5-25
November	9-24-25	10-6-25
December	10-24-25	11-6-25

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

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

# FULL PAGE AD

## ORANGE BOX:

**Live Area:** 8 in. x 9.875 in.

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

## PINK BOX:

**Trim Size:** 9 in. x 10.875 in.

## BLUE BOX:

**Bleed Size:** 9.25 in. x 11.125 in.

*Blue area will be trimmed off.*

## 2-PAGE SPREAD AD

### ORANGE BOX:

**Live Area:** 17 in. x 9.875 in.

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

### PINK BOX:

**Trim Size:** 18 in. x 10.875 in.

### BLUE BOX:

**Bleed Size:** 18.25 in. x 11.125 in.

*Blue area will be trimmed off.*



## 2/3-PAGE (VERTICAL) AD—

*Left-hand page*

### GREY BOX:

#### **Standard**

#### **Non-Bleed Ad:**

**4.875 in. x 9.375 in.**

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

---

### BLEED OPTION:

*If you choose this BLEED option,  
you'll need to supply us with  
2 versions. One conforming to this  
template and one conforming to  
the RIGHT-HAND template on  
the following page.*

### ORANGE BOX:

**Live Area: 5.25 in. x 10.3825 in.**

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

### PINK BOX:

**Trim Size: 5.625 in. x 10.875 in.**

### BLUE BOX:

**Bleed Size: 5.75 in. x 11.125 in.**

*Blue area will be trimmed off.*

# 2/3-PAGE (VERTICAL) AD—

*Right-hand page*

## GREY BOX: Standard

### Non-Bleed Ad:

4.875 in. x 9.375 in.

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

## BLEED OPTION:

*If you choose this BLEED option,  
you'll need to supply us with  
2 versions. One conforming to this  
template and one conforming to the  
RIGHT-HAND template on the  
preceding page.*

## ORANGE BOX:

**Live Area: 5.25 in. x 10.3825 in.**

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

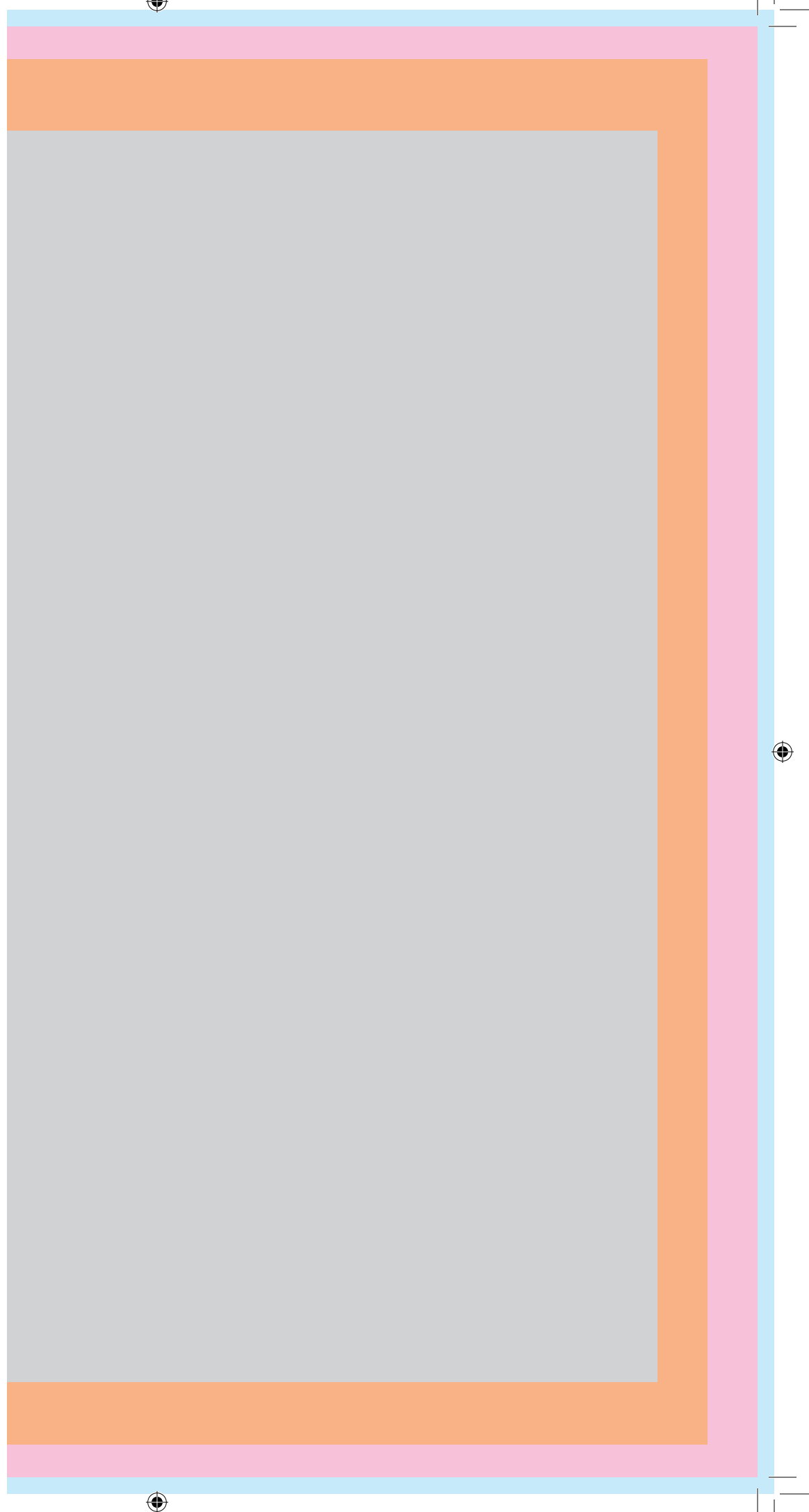
## PINK BOX:

**Trim Size: 5.625 in. x 10.875 in.**

## BLUE BOX:

**Bleed Size: 5.75 in. x 11.125 in.**

*Blue area will be trimmed off.*



# 1/2-PAGE (HORIZONTAL) AD

## GREY BOX:

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

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

## BLEED OPTION:

### ORANGE BOX:

**Live Area:** 8.25 in. x 5.1325 in.

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

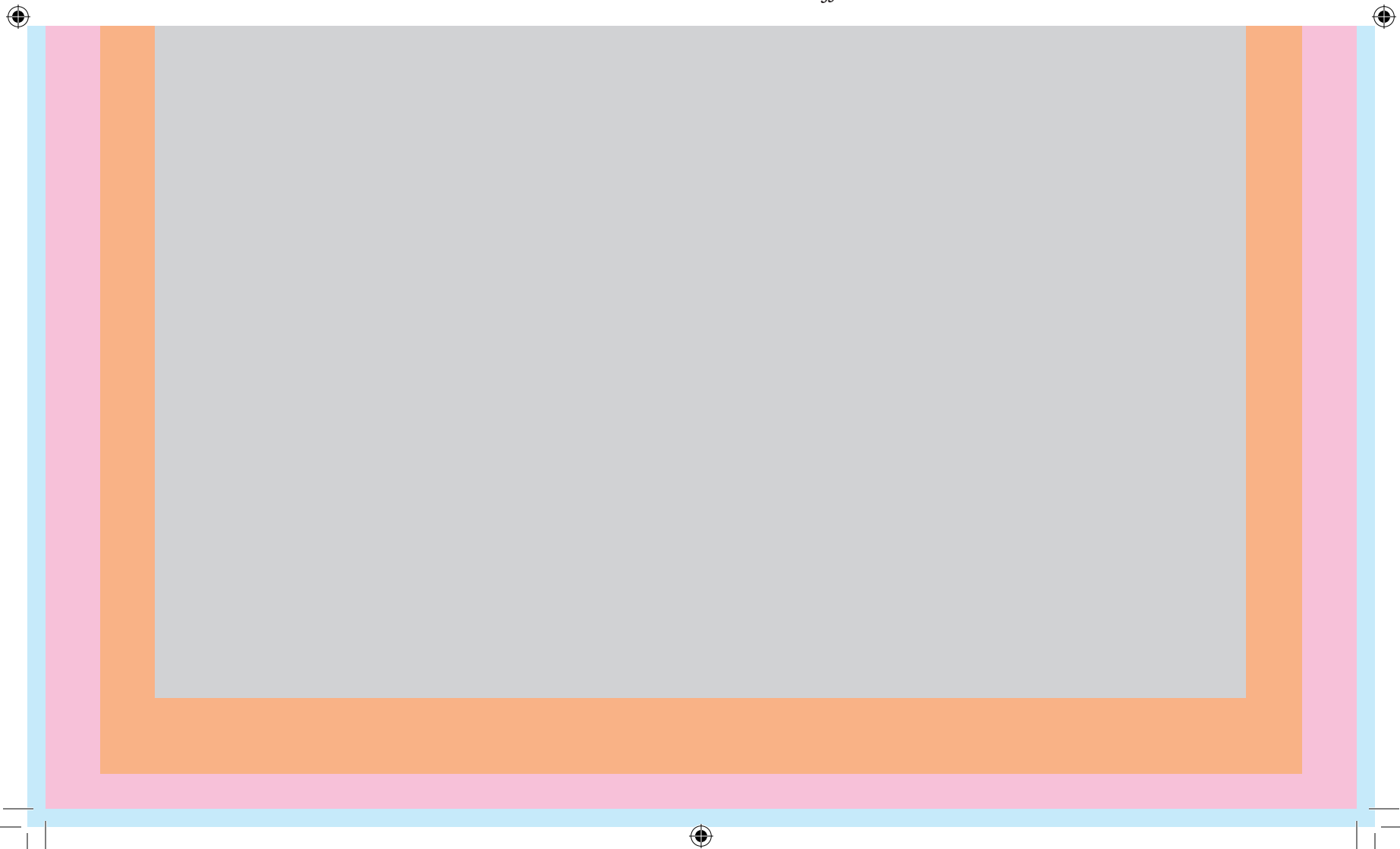
### PINK BOX:

**Trim Size:** 9 in. x 5.375 in.

### BLUE BOX:

**Bleed Size:** 9.25 in. x 5.5 in.

*Blue area will be trimmed off.*



# 1/2-PAGE (VERTICAL) ISLAND AD—*Left-hand page*

## GREY BOX:

**Standard Non-Bleed Ad:** 4.875 in. x 6.875 in.

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

---

## BLEED OPTION:

*If you choose this BLEED option, you'll need to supply us with 2 versions. One conforming to this template and one conforming to the RIGHT-HAND template on the following page.*

## ORANGE BOX:

**Live Area:** 5.375 in. x 7.3825 in.

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

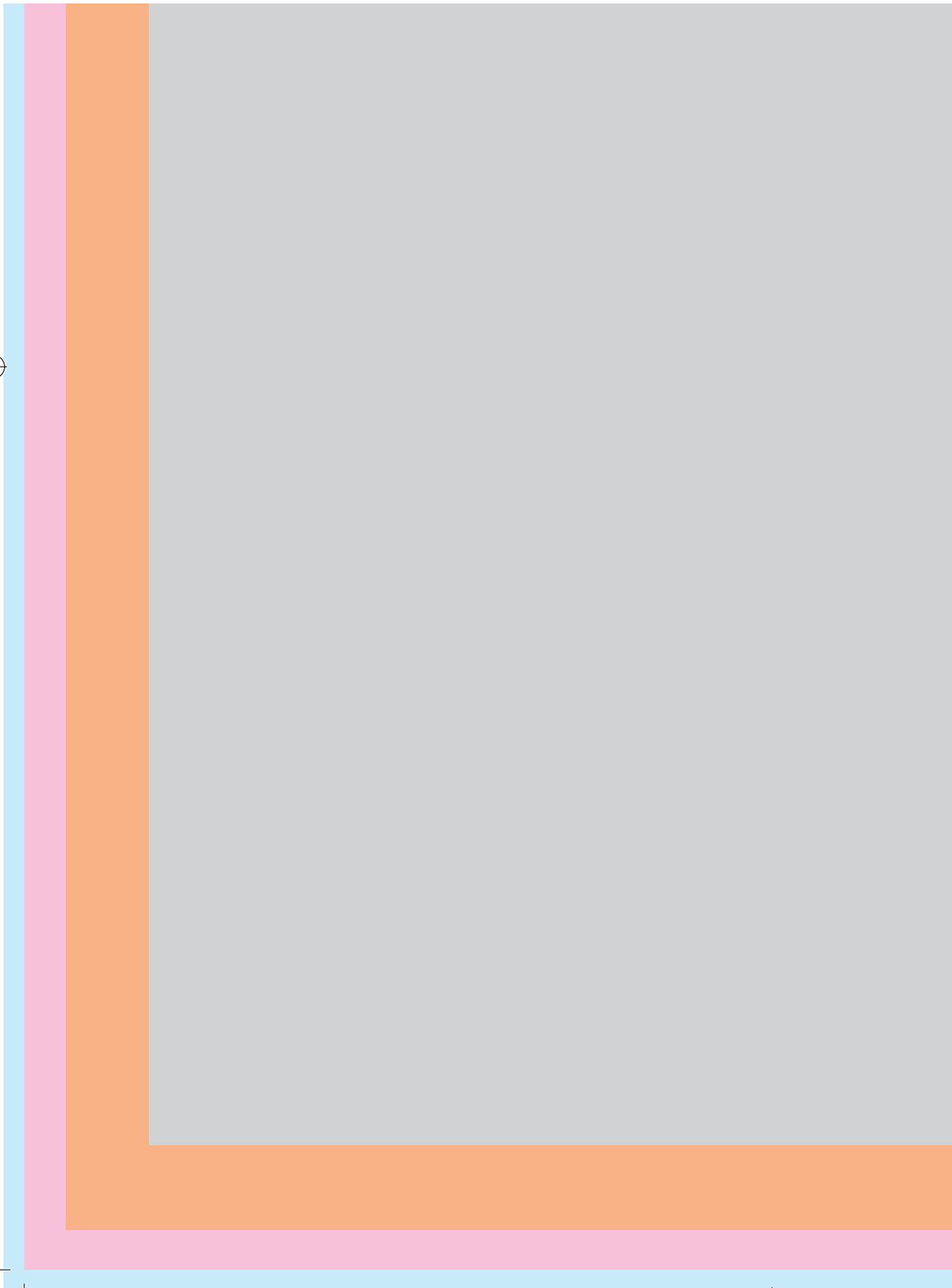
## PINK BOX:

**Trim Size:** 5.625 in. x 7.625 in.

## BLUE BOX:

**Bleed Size:** 5.75 in. x 7.75 in.

*Blue area will be trimmed off.*







**Standard Non-Bleed Ad:** 4.875 in. x 6.875 in.

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

*If you choose this BLEED option, you'll need to supply us with 2 versions. One conforming to this template and one conforming to the LEFT-HAND template on the preceding page.*

**Live Area: 5.375 in. x 7.3825 in.**

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

**Trim Size: 5.625 in. x 7.625 in.**

**Bleed Size: 5.75 in. x 7.75 in.**

*Blue area will be trimmed off.*



# 1/2-PAGE (HORIZONTAL) SPREAD AD

GREY BOX:

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

BLEED OPTION:

**ORANGE BOX:**

**Live Area:** 17.25 in. x 5.1325 in.

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

**PINK BOX:**

**Trim Size:** 18 in. x 5.375 in.

**BLUE BOX:**

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





## 1/3-PAGE (VERTICAL) AD— *Left-hand page*

### GREY BOX:

#### **Standard Non-Bleed Ad:**

**2.375 in. x 9.375 in.**

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

---

### BLEED OPTION:

*If you choose this BLEED option, you'll need to supply us with 2 versions. One conforming to this template and one conforming to the RIGHT-HAND template on the following page.*

### ORANGE BOX:

**Live Area: 2.875 in. x 10.375 in.**

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

### PINK BOX:

**Trim Size: 3.125 in. x 10.875 in.**

### BLUE BOX:

**Bleed Size: 3.25 in. x 11.125 in.**

*Blue area will be trimmed off.*

# 1/3-PAGE (VERTICAL) AD— *Right-hand page*

**GREY BOX:**  
**Standard Non-Bleed Ad:**  
2.375 in. x 9.375 in.

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

## **BLEED OPTION:**

*If you choose this BLEED option, you'll need to supply us with 2 versions. One conforming to this template and one conforming to the LEFT-HAND template on the preceding page.*

### **ORANGE BOX:**

**Live Area: 2.875 in. x 10.375 in.**

*Keep ALL type and critical graphics within this orange livelsafe area.*

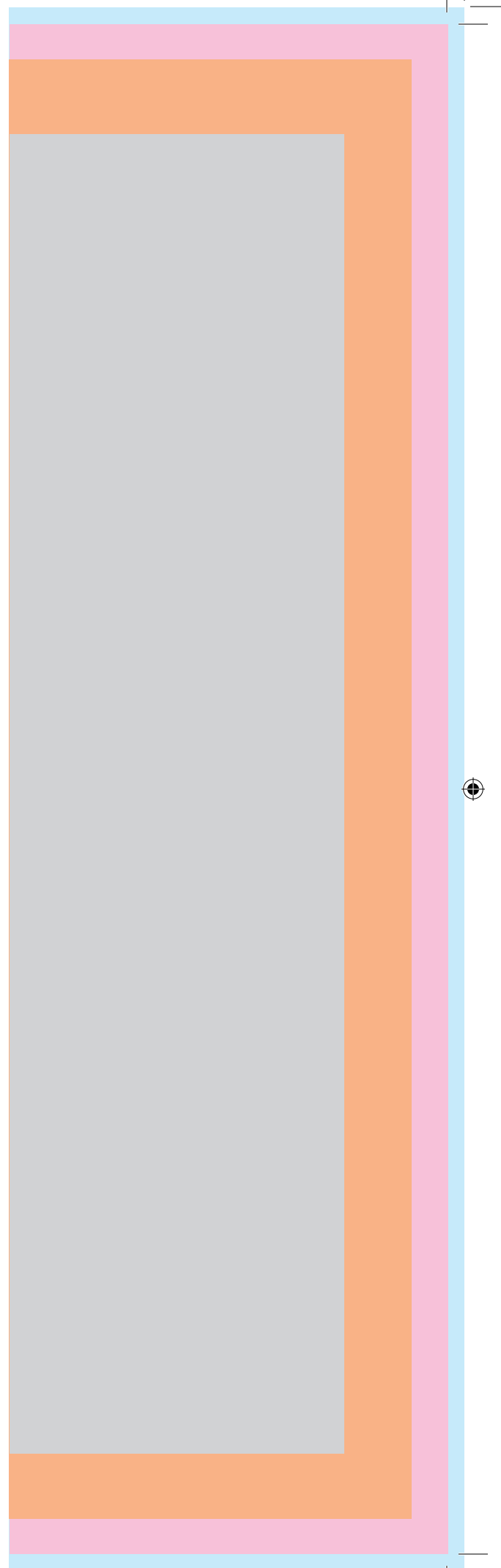
### **PINK BOX:**

**Trim Size: 3.125 in. x 10.875 in.**

### **BLUE BOX:**

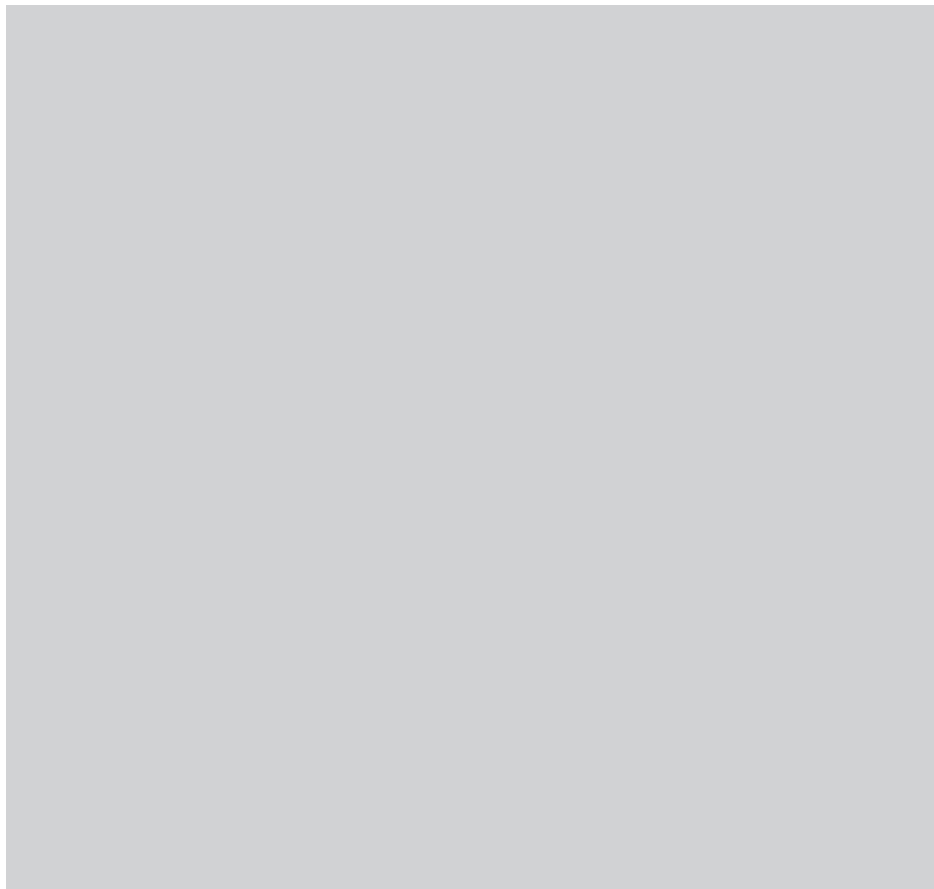
**Bleed Size: 3.25 in. x 11.125 in.**

*Blue area will be trimmed off.*



PARTIAL PAGE ADS—  
*Right or left-hand page. No Bleed options.*

**1/3 Square Ad:**  
4.875 in. x 4.625 in.



**1/6 Vertical Ad:**  
2.375 in. x 4.625 in.

