

# COLORADO GARDENER

## 2018 Display Ad Rates

Our 21st year!

Includes print edition, online edition w/ active link, plus prominent listing on website page w/ excerpts from the current issue linked to our Home Page.

AD SIZE	INSERTION FREQUENCY - PRICE IS PER AD				
	5 issues	4 issues	3 issues	2 issues	1 issue
Full Page	\$1775	\$1880	\$1955	\$2040	\$2120
1/2 pg	\$1040	1095	1160	1225	1295
1/3 pg	\$790	840	880	950	1030
1/4 pg	\$665	710	750	795	845
1/6 pg	\$495	515	540	575	615
1/8 pg	\$399	420	445	475	499
1/16 pg	\$240	260	285	310	330
1/32 pg	\$140	150	160	170	180

### DISPLAY AD DISCOUNTS! For deepest discount sign up for 5 issues.

- **Print-Ready Discount** - Ad Design/Production & Proof are included in prices above, but if you get us a print-ready digital ad that meets our specs by the final deadline (or run an existing ad) you will receive **10% off**.
- **Early Sign-up Discount** - Display advertisers who sign up for all 5 issues & return a signed contract to us by **Dec. 13, 2017** receive an add'l 5% OFF each ad.
- **Non Profits** Receive a **10% Discount**

**EXAMPLE:** 1 issue (1X) or Open Rate for a 1/8 pg ad = \$499. A 1/8 pg ad at the 5X rate w/ print-ready & early bird discounts = \$339.15. Add non-profit discount = \$305.24.

### Ad Dimensions (our large page size means large ad sizes)

<p><b>Full Page</b> 9.825" w X 15" h</p> <p>(Back Page is 15.375" h)</p>	<p><b>1/2 pg (vert)</b> 4.75" w X 15" h</p>	<p><b>1/3 pg (horiz)</b> 9.825" w X 4.875" h</p> <p><b>1/2 pg (horiz)</b> 9.825" w X 7.375" h</p>	<p><b>1/3 pg V</b> 3" w X 15" h</p> <p><b>1/4 pg H</b> 9.825" w X 3.55" h</p>
<p><b>1/4 pg V</b> 2.25" w X 15" h</p> <p><b>1/4 pg</b> 4.75" w X 7.375" h</p>	<p><b>1/6 pg</b> 4.75" X 4.75"</p>	<p><b>1/8 pg V</b> 2.25" w X 7.375" h</p> <p><b>1/8 pg H</b> 4.75" w X 3.55" h</p>	<p><b>1/16 pg</b> 2.25" w X 3.55" h</p> <p><b>1/32 pg</b> 2.25" w X 1.65" h</p>

## MARKETPLACE PAGE ADS

For smaller budgets... Promote your nursery or garden center, garden business, services, products, or announce classes, events, plant sales, etc. **Cost: \$35 per column inch (height - w/ 2" minimum), or \$30 if you run an ad in 3 or more issues.** Column width is 2.25".

**Display ad discounts do not apply to Marketplace Page ads.**

**EXAMPLE:** A 3" high X 2.25" wide Marketplace ad costs \$105 at the 1-2X rate, or \$90 at the 3-5X frequency rate.

### DISPLAY AD SPECS

For our 10% print-ready discount we accept:

- **High res PDF files (300 dpi)**
- **Mac Indesign, Photoshop or Illustrator files.**

**(No Publisher files please.)**

Ads must be received by the final deadline (see p. 2). They must be the correct size, enclosed w/in a border, & require no additions, deletions or modifications.

### PREMIUM PLACEMENT

Guaranteed position on a specific page for 1/8 or larger sized ads:

- Page 3 - add 20% to undiscounted rate
- Inside Front Cover or Back Cover - add 15% to undiscounted rate
- Other specific page - add 10%

**(We reserve the right to move a smaller ad w/ a prime position if a larger-sized ad contracts for the same position.)**

# Colorado Gardener

## 2018 DEADLINES & DISTRIBUTION DATES

ISSUE	RESERVE SPACE	FINAL (materials)	DISTRIBUTION DATE
Edu Issue	1/3	1/10	2/5-2/10
April	2/28	3/2	3/29
May	3/29	4/2	5/1
Summer	4/30	5/2	5/31
Harvest	7/26	7/30	8/22-23

### 5% Early Sign-up Discount Deadline - 12/13/17

Plan ahead! Sign up for all 5 issues to get the deepest discounts plus take an additional 5% off each ad. It's like getting the 5th ad for more than half off. (Only applies to display ads & contracts for all 5 issues.)

### Circulation

We publish 5 issues per year. Readership is over 70,000 per issue. We distribute 35,000-40,000 free copies along the Front Range from Pueblo to Colorado Springs to Denver, Boulder, Longmont, Fort Collins, Greeley & points in between. Beyond our free distribution area we send bundles for the cost of shipping to garden centers, clubs & other locations in several cities including Grand Junction, Montrose, Salida, Cortez, La Veta, Vail, Steamboat Springs, Durango, Alamosa, Cheyenne, WY & Santa Fe. Individual paid subscriptions cost \$18.

### AD APPROVAL PROCESS

- Proofs of ads prepared by the publisher are forwarded to the advertiser for approval. All proofs must be okayed in writing (email or fax) by the advertiser. Any corrections should be clearly noted and forwarded to the publisher w/in 2-3 days of receipt of the proof..
- **Advertisers have final responsibility for error detection. Please check your proof carefully.**
- If time constraints due to advertiser delay or eliminate the proof approval process, or if the advertiser does not respond in a timely manner, the contract for space reservation prevails and advertiser agrees to full payment for ad placement, regardless of possible error.
- If ad materials are received after the final deadline the 10% print-ready discount will not apply.

### PAYMENT/ACCOUNT TERMS

- **All new advertisers must pay for their first ad placement in advance.** Payment must be rec'd by the final ad deadline.
- **5% Early Sign-Up Discount is available to advertisers who sign up for ads in all 5 issues if signed contract is received by 12/13/17.**
- Invoices will be considered delinquent if not received within prescribed terms and will be subject to a monthly 1.5% finance charge.
- **Terms are 30 days for those with approved credit. For all others payment is due in advance or upon receipt of invoice, according to the publisher's discretion.**
- The publisher reserves the right to reject or omit any portion of an advertisement for any reason.

### AD CANCELLATION POLICY

- **Cancellation of contracted advertisements must be submitted in writing before the Final Deadline.** Cancellations will not be accepted after this deadline. **Advertisers on frequency discounts who fail to place the contracted number of ads will be billed a \$25 cancellation fee, plus the difference between the amount paid and the amount due under the frequency rate that applies.** If advertiser does not cancel advertising as described above, he/she remains responsible for any and all obligations, including payment.