ADVERTISE

2022 RATE CARD
(All rates are per issue)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>4 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Color</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,180</td>
<td>$2,075</td>
<td>$1,970</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,720</td>
<td>$1,640</td>
<td>$1,550</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,370</td>
<td>$1,300</td>
<td>$1,240</td>
</tr>
<tr>
<td>Cover 2 (back cover, 2/3 page)</td>
<td>$2,760</td>
<td>$2,625</td>
<td>$2,490</td>
</tr>
<tr>
<td>Cover 3 (inside back cover)</td>
<td>$2,550</td>
<td>$2,430</td>
<td>$2,300</td>
</tr>
<tr>
<td>Cover 4 (inside front cover)</td>
<td>$2,970</td>
<td>$2,820</td>
<td>$2,670</td>
</tr>
<tr>
<td><strong>Black &amp; White</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,600</td>
<td>$1,520</td>
<td>$1,440</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,040</td>
<td>$990</td>
<td>$940</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$720</td>
<td>$680</td>
<td>$650</td>
</tr>
<tr>
<td><strong>Advertorial Only</strong></td>
<td></td>
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<tr>
<td>Full Page</td>
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<tr>
<td>2 Page Spread</td>
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</tbody>
</table>

CORPORATE MEMBER DISCOUNT

Corporate Gold members receive a 20% discount on all Public Garden advertising.

Corporate Associates Members receive a 10% discount on all Public Garden advertising.

For more information about American Public Gardens Association Corporate Membership, please contact:

Joan Thomas
Director, External Relations
jthomas@publicgardens.org
610.708.3011
2022 ADVERTISING CONTRACT

AD INFORMATION

AD SIZE

☐ Full page
☐ 1/2 page horizontal
☐ 1/3 page square
☐ 1/3 page horizontal
☐ Cover 2 (2/3 page horizontal, back)
☐ Cover 3 (inside back cover)
☐ Cover 4 (inside front cover)

AD COLOR

☐ Full Color
☐ Black & White

ISSUES FOR INSERTION

☐ Issue 1: February ___2022 ___2023
☐ Issue 2: May ___2022 ___2023
☐ Issue 3: August ___2022 ___2023
☐ Issue 4: November ___2022 ___2023

ADVERTISER CONTACT INFORMATION

Company
Contact
Address
City/State/Zip
Phone Fax
Email Website

PAYMENT INFORMATION

One-Issue Commitment $__________
Two-Issue Commitment/Issue $__________
Four-Issue Commitment/Issue $__________
Corporate Member Discount (20% Gold/10% Associate) $__________
Total Rate Per Issue $__________
Total for all Contracted Issues $__________
☐ Please bill quarterly ☐ Will pay in advance

Payment Type: ☐ Check ☐ MasterCard ☐ Visa
Card #: ____________________________________________
Expiration Date: __________________________ CVV: _______________________

Advertiser’s Signature Date

(By signing this contract, I agree to abide by its terms and conditions.)

BILLING & CONTRACTS

BILLING
Advertisers are billed on ad submission deadline. Payments are due within 30 days of billing.

MATERIALS
American Public Gardens Association keeps advertising materials on file for one year.

CANCELLATIONS
There will be no cancellations after the material deadline defined on page 6.

CONTRACT INFORMATION
Advertisers assume liability for all content and responsibility for all claims arising therefrom against the publisher. Publisher reserves the right to add the word “advertisement” to advertisements that in the publisher’s opinion represent editorial content and to refuse advertising copy not consistent with American Public Gardens Association goals.

SEND COMPLETED ADVERTISING CONTRACT TO:
American Public Gardens Association
351 Longwood Road
Kennett Square, PA 19348
Fax 610.444.3594
jthomas@publicgardens.org

Checks should be made payable to:
American Public Gardens Association

For additional information about American Public Gardens Association, visit
www.PublicGardens.org
or call 610.708.3010