**2020 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>
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<tr>
<td><strong>Advertorial Only</strong></td>
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</tr>
<tr>
<td>Full Page</td>
<td>$1,800</td>
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<tr>
<td>2 Page Spread</td>
<td></td>
<td>$3,590</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:

Jamie Recio  
Member Development Manager  
jrecio@publicgardens.org  
610.708.3010


2020 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 ___2020 ___2021
- Issue 2: May ___2020 ___2021
- Issue 3: August ___2020 ___2021
- Issue 4: November ___2020 ___2021

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
csimkovich@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