ADVERTISE

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>
</tr>
<tr>
<td><strong>Advertorial Only</strong></td>
<td></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>$3,590</td>
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</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:

Jen Moszczynski
Member Development Manager
jmosz@publicgardens.org
610.708.3014
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

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
jmosz@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