



ADVERTISE



2021 RATE CARD

(All rates are per issue)

Ad Size	1 Issue	2 Issues	4 Issues
Color			
Full Page	\$2,180	\$2,075	\$1,970
1/2 Page	\$1,720	\$1,640	\$1,550
1/3 Page	\$1,370	\$1,300	\$1,240
Cover 2 (back cover, 2/3 page)	\$2,760	\$2,625	\$2,490
Cover 3 (inside back cover)	\$2,550	\$2,430	\$2,300
Cover 4 (inside front cover)	\$2,970	\$2,820	\$2,670
Black & White			
Full Page	\$1,600	\$1,520	\$1,440
1/2 Page	\$1,040	\$990	\$940
1/3 Page	\$720	\$680	\$650
Advertorial Only			
Full Page	\$1,800		
2 Page Spread	\$3,590		

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 membership, please email jthomas@publicgardens.org or call 610-708-3011.



MECHANICAL SPECIFICATIONS

Ad Size	Width (inches)	Depth (inches)
Full Page, No Bleed	7.375	9.7375
Full Page (+ .125" Bleed)	8.625	11.125
2/3 Page Horizontal (back page only)	7.375	6.625
1/2 Page Horizontal	7.375	4.74
1/3 Page Horizontal	7.375	3.25
1/3 Page Square	4.7284	4.7284

All advertisements must be submitted as high resolution (300 dpi) PDFs, CYMK with all fonts embedded. Final page trim size is 8.375" x 10.875".

Heat web offset printing with saddle stitch binding. Four-color process (CMYK) with 0.125" bleed on all sides. Live content no closer than 1/8" to trim edge. Effective resolution of 350 dpi for all bitmapped images.

To submit advertising reservations, please see contract, page 8.

ISSUE DEADLINES

Issue	Reservation Deadline	Materials Deadline
Issue 1 – February	December 2	December 21
Issue 2 – May	March 2	March 22
Issue 3 – August	June 1	June 21
Issue 4 – November	September 1	September 21



2021 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 __2021__2022
- Issue 2: May __2021__2022
- Issue 3: August __2021__2022
- Issue 4: November __2021__2022

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: _____ CW: _____

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:

jthomas@publicgardens.org

American Public Gardens Association
351 Longwood Road
Kennett Square, PA 19348

Fax 610.444.3594

Checks should be made payable to:

American Public Gardens Association

For additional information about American Public Gardens Association, visit

www.PublicGardens.org
or call 610.708.3011