



Fill out your preferences and contact information below and return to Dorothea Coleman, Managing Editor, at publications@publicgardens.org for review. Please do not sign until space and the total amount owed is confirmed.

AD SIZE

- Full page
1/2 page horizontal
1/4 page vertical
Cover 2 (2/3 page horizontal, back)
Cover 3 (inside back cover) - NOT AVAILABLE IN 2024
Cover 4 (inside front cover)
Advertorial (single full page)
Advertorial (two full page spread)

ISSUES FOR INSERTION

- Issue 1: February 2024 2025
Issue 2: May 2024 2025
Issue 3: August 2024 2025
Issue 4: November 2024 2025

BILLING FREQUENCY PREFERENCE

- Will pay in full
Please invoice per issue

ADVERTISER CONTACT INFORMATION

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

ARTWORK CONTACT (IF DIFFERENT THAN ABOVE)

Contact
Phone Email

TO BE FILLED OUT BY ASSOCIATION STAFF ONLY:

MEMBER STATUS (eligible for discount): Corporate Gold (20%) Corporate Plus (15%) Corporate Associate (10%) Institutional (10%)

TOTAL AMOUNT OWED BY ADVERTISER:

Advertiser's Signature Date

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

IMPORTANT: Please do not sign until space and the total amount owed is confirmed by the Managing Editor.



**RATE CARD (USD)**

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
<b>Full Color</b>				
Full Page	\$2,290	\$4,350	\$6,350	\$8,240
1/2 Page	\$1,805	\$3,430	\$5,010	\$6,500
1/4 Page	\$1,440	\$2,730	\$3,990	\$5,180
Cover 2 (back cover, 2/3 page)	\$2,900	\$5,500	\$8,040	\$10,430
Cover 3 (inside back cover)	\$2,680	\$5,085	\$7,430	\$9,640
Cover 4 (inside front cover)	\$3,120	\$5,925	\$8,655	\$11,225
<b>Advertorial Only</b>				
Single Full Page	\$1,890			
2 Full Page Spread	\$3,770			

**MEMBER DISCOUNTS:** Association Corporate Gold Members receive a 20% discount, Corporate Plus Members receive a 15% discount, and both Corporate Associate and Institutional Members receive a 10% discount. **For more information, contact Dorothea Coleman, Managing Editor, at [publications@publicgardens.org](mailto:publications@publicgardens.org).**

**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
1/4 Page Vertical	3.6071	4.74

**Please submit all artwork to Dorothea Coleman, Managing Editor, at [publications@publicgardens.org](mailto:publications@publicgardens.org).**

All advertisements must be submitted in full color 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 0.125" to trim edge. Effective resolution of 350 dpi for all bitmapped images.

**ISSUE DEADLINES\***

	Reservations	Materials
Issue 1 - February	December 1	December 21
Issue 2 - May	March 1	March 21
Issue 3 - August	June 1	June 21
Issue 4 - November	September 1	September 21

*\*Or the first U.S. business day after, if the due date falls on a holiday or weekend.*



## STANDARD TERMS & CONDITIONS FOR ADVERTISING IN *PUBLIC GARDEN*

These Standard Terms and Conditions, together with the preceding quote (collectively, the “Agreement”) govern the terms under which American Public Gardens Association (“PUBLISHER”) may provide print advertising services for the ADVERTISER. References to “ADVERTISER” in these Standard Terms and Conditions means the “ADVERTISER” as specified in the preceding quote.

**Terms:** This offer for contract remains binding if Agreement once signed and returned to [publicgardens.org](mailto:publicgardens.org).

**Approvals:** All contents of all advertisements are subject to PUBLISHER’s approval. PUBLISHER reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

**Positioning:** Positioning requests will be considered but not guaranteed unless position is paid for and specified in the Agreement. The ultimate position of each advertisement is at the discretion of PUBLISHER.

**Ad Production & Rates:** The ADVERTISER is responsible for the construction of their ad, including Advertorials, the PUBLISHER does not provide this service. Additionally, please see the preceding Rate Card for current ad submission rates. ADVERTISER agrees to accept the terms of the preceding Rate Card as part of this Agreement.

**Deadlines & Materials:** If the ADVERTISER does not submit acceptable ad materials by the preceding due date(s), the PUBLISHER reserves the right to use prior ad materials or fill the space with a non-revenue ad. The ADVERTISER is still liable for the full cost of the ad space. Ad materials must conform to the preceding specifications.

**Print Method:** Body and cover are printed web offset. Final reproduction quality is contingent on materials furnished. Due to the nature of web offset and sheet-fed printing, color reproduction may vary from originals provided.

**Payment:** Amounts owed by ADVERTISER are due by the deadline specified on the invoice sent by the PUBLISHER. Any balance not paid within 30 days of invoice date will be subject to a 1.5% monthly (18% per annum) finance charge, unless payment plan option is approved. PUBLISHER may hold ADVERTISER and its advertising agency, jointly and severally, liable for all sums due and payable to PUBLISHER. Any collection expenses or legal fees incurred in collecting payment will be paid for by the ADVERTISER/agency. All payments due under this Agreement will be paid in U.S. Dollars. Conversion of foreign currency to U.S. Dollars will be made at the conversion rate existing in the United States. Such payments will be without deduction of exchange, collection, or other applicable charges.

**Cancellations:** The ADVERTISER shall have the right to cancel this Agreement at any time within three days of the date of this Agreement by written notice to PUBLISHER. Any cancellation made after three days and up to and including the preceding artwork deadline shall be billed 30% of the amount of the original charge. No cancellations shall be accepted by the PUBLISHER after the preceding artwork deadline.

**Omissions/Errors/Changes:** PUBLISHER will exercise every care to prevent an error or omission in each advertisement. ADVERTISER is responsible for making all required changes to any materials provided. The PUBLISHER is not liable for failure to publish an ad or for typographical or other errors in the ad materials.

**PUBLISHER/ADVERTISER:** All advertisements are accepted and published upon Agreement that the party placing such materials is authorized to publish any and all such materials. In consideration of the acceptance, ADVERTISER and/or agency agree to indemnify and hold the PUBLISHER harmless from and against any loss or expense on claims based on the subject matter of such advertisements.

**Entire Agreement:** This writing contains the entire Agreement of the parties. No representations are made or relied upon by either party other than those expressly set forth herein. No agent, employee, or other representative of the ADVERTISER is empowered to alter any of the terms set forth unless done in writing and signed by the PUBLISHER.

ADVERTISER and its agency will be presumed to have read this Agreement and agreed to its conditions.