

The Gateway Gardener™

Advertising Rates Effective January 2011

The Gateway Gardener® is the best media advertising value for green industry businesses. It is one of the few affordable opportunities available to lawn, garden and landscape service and retail businesses of all sizes. It's 100% focused on your customers and distributed where they are found—in garden centers, nurseries, and garden specialty shops. And it helps you promote your business with editorial content that features the practices and advantages that St. Louis area independent nurseries, garden centers and professional service providers offer their customers.

Black and White Rates

AD SIZE	1-2 Issues	3-6 Issues	7-10 Issues	11 Issues
FULL PAGE	\$1,530	\$1,285	\$1060	\$995
JUNIOR PAGE	\$1,180	\$995	\$850	\$785
HALF PAGE	\$880	\$705	\$650	\$590
ONE THIRD PAGE	\$690	\$575	\$525	\$480
QUARTER PAGE	\$500	\$440	\$400	\$365
1/6 PAGE	\$410	\$350	\$310	\$280
1/8 PAGE	\$320	\$250	\$215	\$190
1/16 PAGE	\$450 (3 mos. @ \$150/mo.)	\$750 (6 mos. @ \$125/mo.)	N/A	\$1,100 (11 mos. @ \$100/mo.)

Color: Add \$100 to the b&w rate for 4-color ad.

Payment and Discounts: First-time advertisers add 20% for set up costs. This fee may be waived if you provide us with ad materials received ready-to-print (PDF or JPEG files, or camera ready art). Payment is due net 15 days after publication. 5% discount for payment at time of insertion order. **Co-op advertising reimbursements are also available from many suppliers. Ask your sales representative for details.**

Premium Placements: For preferred placement on Back Cover (if available), add 30%; Inside Front, Inside Front, Inside Back or Page 3, add 25%. All other requested placements will be granted when possible at our discretion. If space availability conflicts arise, then 10% may be charged to secure a position.

Circulation and Distribution: The Gateway Gardener™ prints up to 30,000 copies (70,000+ impressions at 2-1/2x pass along rate) and is distributed to garden centers, nurseries, garden gift shops, hardware stores, libraries and bookstores throughout the major metropolitan St. Louis area on both sides of the river. See GatewayGardener.com for distribution locations.

Ad Design/Layout

We can help you design your ad. Just provide us with your text, logo and line art or photos, and we'll do the rest. (See one-time charge for first-time advertisers.)

Requirements: Ad rates apply to ads received as camera-ready originals to exact specifications (see Technical and Mechanical Requirements). Materials can be b&w hard copy to be scanned; disks or CDs in Macintosh QuarkXpress or InDesign; or film right side read, emulsion down, line screen 100. PDFs, photos in TIFF, EPS or JPEG can also be received electronically. Hard copy proofs should be supplied with electronic submissions. Additional rates may apply for modifications. Ask about our creative services available to help you create ads that sell.

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