

# The Gateway Gardener®

## Advertising Rates

### Effective January 2015

*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 (per issue)

AD SIZE	1-2 Issues	3-6 Issues	7-8 Issues	9 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 iss. @ \$150/issue)	\$750 (6 iss. @ \$125/issue)	N/A	\$900 (9 iss. @ \$100/issue)

**Color:** Add \$100/mo. to the b&w rate for 4-color ad. For 1/16 ads, add \$100 per 3-, 6- or 9-issue contract.

**Payment and Discounts:** Payment is due net 15 days after publication. 5% discount for payment of complete contract at time of insertion order. 1/16 ads must be paid 3 months up front. **Co-op advertising reimbursements are also available from many suppliers. Ask your sales representative for details.**

**Premium Placements:** For preferred placement (if available) on Back Cover, 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 at least 33,000 copies (85,000+ 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. Most ad design is provided at no cost. Complicated designs may be hired out, and associated costs passed along.

**Requirements:** Ad rates apply to ads received as camera-ready originals to exact specifications. Materials can be b&w hard copy to be scanned; disks or CDs in Macintosh QuarkXpress or InDesign. PDFs, photos in TIFF, EPS or JPEG can also be received electronically.

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