

Advertising Rates

Black and White Rates

Per ad per issue effective January 2021

| Ad Size | 1-2 issues | 3-5 issues | 6 issues | 7 issues |
|-----------------|-----------------------|-----------------------|-----------------------|----------|
| Full Pg. | \$1,530 | \$1,285 | \$1,060 | \$995 |
| Jr. Page | \$1,180 | \$995 | \$850 | \$785 |
| 1/2 Page | \$880 | \$705 | \$650 | \$590 |
| 1/3 Page | \$690 | \$575 | \$525 | \$480 |
| 1/4 Page | \$500 | \$440 | \$400 | \$365 |
| 1/6 Page | \$410 | \$350 | \$310 | \$280 |
| 1/8 Page | \$320 | \$250 | \$215 | \$190 |
| | 3 issues | 5 issues | 7 issues | |
| 1/16 Pg. | \$450 (\$150/iss.) | \$625 (\$125/iss.) | \$700 (\$100/iss.) | |

4-Color Rates

Add \$100 to B&W rates per ad per issue. (1/16 pg., add \$25 per ad per issue.)

Premium Page Placements

For preferred placement (if available) on Back Cover, add 30%; Inside Front Cover, 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.

Deadlines

Ad materials are due 1st of the month prior to month of publication.

Circulation and Distribution: The Gateway Gardener prints at least 20,000 (50,000+ impressions at 2-1/2x pass along rate) and is distributed through garden centers, nurseries and other green industry businesses and other high-traffic outlets in the bi-state Metro area. See GatewayGardener.com for distribution locations.

Ad Design/Layout: We can help you design your ad. Just provide us with your text, logo and images, and we'll do the rest. Most ad design provided at no cost. Complicated designs may be hired out, with associated costs passed along to advertiser.

Mechanical Requirements: Camera ready ads can be accepted as PDF, TIFF, EPS, JPEG, or InDesign files.

Ad Sizes

(in inches, width x height)

Full Page Bleed
10 x 13

Full Page No Bleed
9 x 11.875

Jr. Page
6.5 x 10

1/2 Page

9 x 5.875

1/2 Page
4.375 x 11.875

1/3 Page
9 x 3.875

1/3 Pg
4.375 x 7.875

1/4 Page
4.375 x 5.875

1/4 Page
9 x 2.875

1/6 Page
4.375 x 3.8

2.125 x 5.875

1/8 Page

4.375 x 2.875

1/16 Page
2.125 x 2.875