

LANDSCAPE TRADES

Landscape Trades

Black and white advertising rates

	1x	5x	9x	Source Book /Congress*
Full page B&W	\$1360	\$1275	\$1175	\$1470
2/3 page B&W	1060	1010	945	1140
1/2 page B&W	895	820	765	1000
1/3 page B&W	685	630	590	740
1/4 page B&W	540	515	480	590
1/6 page B&W	480	450	420	525

* Annual special issues with bonus distribution

Colour charges

Four colour, add \$800; Black plus one spot colour, add \$375

Special positions

(rates include four-colour charges)

	1x	5x	9x	Source Book /Congress*
Inside covers	\$2560	\$2465	\$2370	\$2685
Outside back cover	2690	2590	2475	2825

Discount structure

(Only one discount applies;
combined discounts will not be considered)
20% Landscape Ontario active members
15% Landscape Ontario associate members
15% Accredited advertising agencies
10% CNLA active members

Classified advertising

Column inch (2 1/4" x 1") \$45, box number \$10 extra.
Minimum charge is \$48.15. Must be pre-paid by credit card.
Annual rates are available. Applicable taxes are extra.

Inserts

Bind-in or polybag insert opportunities are available.
Please call about this cost-effective option.

Landscape Trades production schedule

Issue date	Space deadline	Material deadline
January, 2004*	Nov. 5, 2003	Nov. 13, 2003
<i>Official Congress Trade Show Issue</i>		
March, 2004	Feb. 2, 2004	Feb. 9, 2004
<i>New Products Showcase</i>		
April, 2004	March 3, 2004	Mar. 10, 2004
May, 2004	April 5, 2004	April 12, 2004
June, 2004	May 3, 2004	May 10, 2004
July/August, 2004	June 1, 2004	June 8, 2004
<i>Focus on Equipment</i>		
September, 2004*	Aug. 3, 2004	Aug. 10, 2004
<i>Official Garden Expo Show Guide</i>		
October, 2004	Aug. 25, 2004	Sept. 1, 2004
<i>Annual Source Book</i>		
November, 2004	Oct. 4, 2004	Oct. 12, 2004
<i>New Plant Introductions, includes Congress Conference Guide</i>		
January, 2005*	Nov. 3, 2004	Nov. 10, 2004
<i>Official Congress Trade Show Issue</i>		

* Issues with bonus show distribution



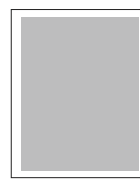
Double Page Spread

Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"

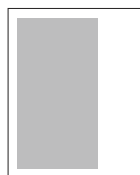


Full Page Bleed

Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"

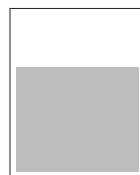


Full Page
7-1/8" x 9-7/8"



**Two-thirds
Page Vertical**

4-5/8" x 9-7/8"



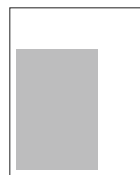
**Two-thirds
Page Horizontal**

7-1/8" x 6-1/2"



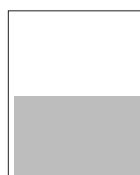
Half Page Vertical

3-1/2" x 9-7/8"



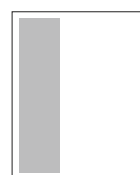
Half Page Island

4-5/8" x 7-3/8"



Half Page Horizontal

7-1/8" x 4-7/8"



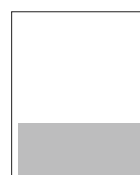
Third Page Vertical

2-1/4" x 9-7/8"



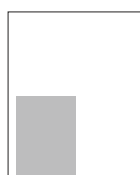
Third Page Square

4 5/8" x 4 7/8"



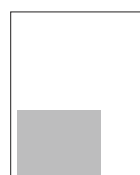
Third Page Horizontal

7-1/8" x 3-1/4"



Quarter Page Vertical

3-1/2" x 4-7/8"



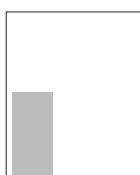
Quarter Page Square

4-5/8" x 3-3/4"



Quarter Page Horizontal

7-1/8" x 2-1/2"



Sixth Page Vertical

2-1/4" x 4-7/8"

Technical specifications

- Offset printing
- Saddle-stitched binding, except the January and October issues, which are perfect bound.
- Trim size: 8-1/8" x 10-7/8", Type area: 7-1/8" x 9-3/4", Bleed page: 8-3/8" x 11-1/8"
- Film negative specifications: emulsion down at 150 lines per inch (150 lpi) with colour proof.
- Electronic submissions should be high resolution PDF or EPS files with fonts embedded. Colour files must be CMYK. Proofs must accompany all submissions. Native Quark Xpress, Pagemaker or InDesign files created on an IBM platform are also accepted, providing all fonts and placed images are included. Microsoft Publisher files are not accepted. Files saved to other specifications may incur a \$25 conversion fee. Minimum resolution for rasterized images is 300 pixels per inch.
- Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied.



Sixth Page Square

3-1/2" x 3-1/4"



Sixth Page Horizontal

4-5/8" x 2-1/4"

Contact: **Steve Moyer**

Advertising Sales Manager

Landscape Trades and Horticulture Review

1-800-265-5656; 905-875-1805, ext. 316

Fax 905-875-0183

E-mail stevemoyer@landscapeontario.com

7856 Fifth Line South, Milton, ON L9X8 Canada