

2012 RATE CARD

2012 PRINT RATES

Frequency Discounts*

Size	1x	6x	12x	18x	24x
Full Page	\$6,900	\$6,080	\$5,750	\$5,325	\$5,080
½ Page	4,665	4,085	3,865	3,615	3,410
½ Island	4,100	3,610	3,390	3,185	3,000
¼ Standard	3,600	3,165	3,020	2,795	2,630
¼ Page	2,445	2,175	2,055	1,930	1,805
¼ Page	1,845	1,625	1,520	1,435	1,355
¼ Page	1,210	1,050	985	945	825

Covers*	6x	12x	18x	24x
2nd Cover	\$6,685	\$6,240	\$5,795	\$5,350
3rd Cover	6,235	6,015	5,795	5,350
4th Cover	7,580	7,130	6,685	6,235

Color Charges*	Single Page	Spread
Standard	\$550	\$900
Matched Color, Extra	650	1,000
Matched, Metallic Color	675	1,075
Four-Color Process, Extra	1,100	1,700

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*.



Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7⁷/₈" x 10¹/₂".

Digital Files and Specifications For Print: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

Special Regional and Demographic Advertising Rates: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
¾ Page	4 ½"	10"
½ Page Island	4 ½"	7 ½"
½ Page Horizontal	7"	4 ¾"
½ Page Vertical	3 ¾"	10"
¼ Page Square	4 ½"	4 ¾"
¼ Page Vertical	2 ¾"	10"
¼ Page Square	3 ¾"	4 ¾"
¼ Page Horizontal	7"	2 ¾"
¼ Page Vertical	2 ¾"	4 ¾"
¼ Page Horizontal	4 ½"	2 ¾"

2012 INTERACTIVE RATES



WEB ADVERTISING Leaderboard Advertisement 728x90 pixels

10K Impressions	\$600
30K Impressions	\$1,685
60K Impressions	\$3,240

Prime-Plus Square Advertisement 300x250 pixels

10K Impressions	\$460
30K Impressions	\$1,340
60K Impressions	\$2,600



E-NEWSLETTERS

Prime-Plus Top 300x250 pixels	1x	12x	24x	52x
	\$680	\$610	\$470	\$340

Prime-Plus Bottom 300x250 pixels	1x	12x	24x	52x
	\$540	\$490	\$380	\$270

Bottom Leaderboard 728x90 pixels	1x	12x	24x	52x
	\$335	\$305	\$235	\$170

- Weekly E-newsletter
- Waterworks
- Monthly Marketplace
- Business Builder
- Growing Green

For target market advertising opportunities in our monthly specialty e-newsletters, visit mediakit.lawnandlandscape.com or consult your advertising representative.



DIGITAL EDITION

Display Ad	Print + 6% premium
Front Page Sponsorship	\$500
Video/Audio Enhancement	..\$250 per ad
Pop-up Ad (300x300 pixels)\$1,765

Flyouts, Animated Ads, Floating Ads and Tearbacks also available and priced upon request. See our digital media kits for examples.

Lawn & Landscape®

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