



2009 INTEGRATED MEDIA PORTFOLIO

2009

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Presenting:

**The POWER of INTEGRATED
MARKETING COMMUNICATIONS.**

How *Lawn & Landscape's* brand, products and services can drive sales and ROI for your business in 2009.



Our goal is to deliver your target market through multiple communication channels for maximum ROI.



The lawn and landscape contract service market is largest of all turf and ornamental markets today. It's also the most cluttered with magazines that all claim to offer high value – if not the highest value – in their quest to capture as much of your marketing wallet as possible.

It's your task to determine which magazine delivers the most credible, valued voice in this target market, but it's equally important – in fact, it's critical – that you also evaluate the entire portfolio of media services offered by each publisher that makes claims of high value. Because where and how you spend your marketing budget in 2009 will be critical to your business success in the year ahead.

Magazine advertising continues to deliver measurable, cost-effective value to product selling. In fact, the No. 1 magazine in any target market is the most efficient means to reach and influence that entire market: every business prospect, every small, medium and large customer and sales prospect. And there's tons of research that shows that it pays royally to concentrate your print advertising budget in the No. 1 leading magazine in your target market.

That decision alone will strategically stretch your marketing budget in 2009. And if you decide to take advantage of the power of concentration of voice in *Lawn & Landscape* magazine, you'll be in a position to execute

maximum strategic flexibility and efficiency with your marketing budget.

Just consider the deep portfolio of multiple channel communications we offer: High Impact Custom Print & Electronic Publications, Digital Magazines, Rich Internet & dotTV sites, E-mail Marketing, E-newsletters, Custom Podcasts and Webcasts, Exclusive Database Marketing Tools, Custom Research and Face-to-Face Special Events. All of these represent the largest portfolio of communications products and services available from any publisher in the landscape contractor market. And every resource in our portfolio is available on a customized basis to fit your budget, your strategies, your business goals and your ROI performance measurements

I hope you'll spend some time reading what follows, and give me a call. The entire *Lawn & Landscape* team shares my commitment to deliver the highest value resources for your marketing success in the year ahead.

A handwritten signature in black ink, appearing to read 'Kevin Gilbride'. The signature is fluid and cursive.

Kevin Gilbride
Group Publisher
Horticultural Business Group
GIE Media, Inc.

LEADERSHIP IS MEASURABLE.

Every market has its leaders. So how is leadership measured in media communications? It starts with a true commitment to product excellence. Excellent editorial content, excellent graphics and excellent production quality, honored year after year with numerous industry awards and third-party readership research.

Leadership is also measured by the quality and depth of a magazine's circulation reach into the target market universe of businesses, certified by BPA standards.



Leadership is measured by innovation, and the portfolio of products and services delivered to meet the diverse business needs of its customers, readers and advertisers.

And leadership is measured by the highest standards of business ethics and principles demonstrated day after day, year after year, decade after decade.

There is only one leader in the lawn and landscape market.

HOW IMPORTANT IS THE POWER OF “BRAND” IN YOUR 2009 MEDIA SELECTION DECISION?

It's huge!

For example, the brand name Coca-Cola is worth more than the entire material assets of the multi-billion dollar corporation which carries that name. Why? Because brand value builds over time and through excellent product quality standards. And brand power carries elements of trust, value and relationship that are earned through unwavering business principals and commitment over decades.

Our *Lawn & Landscape* market brand has been built over the last 28 years. It's the most respected and trusted brand serving the landscape contractor market.

Independent third-party research has consistently ranked *Lawn & Landscape* magazine to be the most trusted and influential magazine of all other magazines serving the market.

First in readership. First in value. First in market credibility.

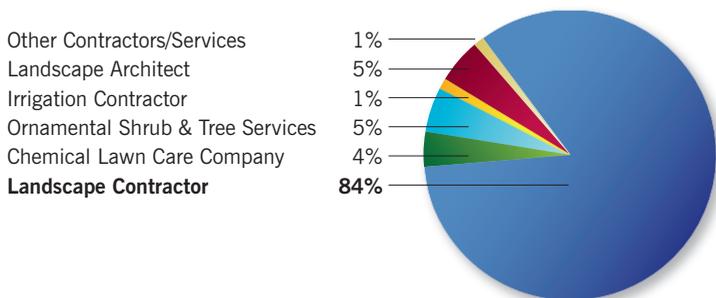
Now that's engaged readership...and the measure of the power and respect of our brand in the \$59 billion target market we serve.



UNPARALLELED MARKET REACH.

Lawn & Landscape management defined the scope of the landscape contract service market more than 30 years ago by including chemical lawn care service companies, along with mowing maintenance services, turf & ornamental contract services, full service landscape maintenance contractors and design/build landscape contractor service companies. Over the decades this market universe has expanded from approximately 20,000 businesses to over 80,000 business locations. *Lawn & Landscape* continues to lead all other magazines in circulation coverage of this \$59 billion target market.

Business Breakout of Qualified Circulation*



Lawn & Landscape's 80,000 circulation is the largest qualified circulation serving the lawn and landscape contractor market as defined above.

**June 2008 BPA Statement*

DEEP DEMOGRAPHIC KNOWLEDGE.

Magazine publishers can't serve their readers with much integrity without having a deep understanding of their readers' businesses by revenue volume, customer mix and service offerings.

Lawn & Landscape magazine pioneered the collection of demographic data of our readers businesses as far back as 1990.

Today we have hugely valued demographic data about our readers business that guides our editorial relevance, and offers our advertising customers highly targeted access for executing their market segmentation strategies.

Recipients Who Specified That They Performed the Services Below*

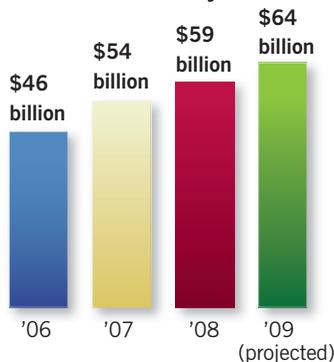
Landscape Design	60,408
Seeding or Sodding	59,538
Bedding Plants and Color Installation	52,512
Landscape Renovation	52,424
Turf and Ornamental Installation	51,070
Mowing	46,268
Turf Fertilization	42,833
Hardscape Installation	41,082
Turf Aeration	38,927
Landscape Lighting	38,289
Tree and Ornamental Care	37,275
Water Features	37,142
Turf Weed Control	36,933
Irrigation Installation	36,188
Turf Insect Control	32,982
Turf Disease Control	32,340
Tree and Stump Removal	29,411
Irrigation Maintenance	28,854
Erosion Control	28,668
Snow Removal	26,293
Tree and Ornamental Pesticide Application	24,787
Hydro-seeding	22,665
Interior Landscape Services	13,359
Holiday Lighting	11,447
Structural Pest Control	9,085
Other	3,130

**June 2008 BPA Statement*

WE SERVE A \$59 BILLION MARKET WITH HUGE GROWTH POTENTIAL.

While many in the media are painting a dismal economic picture for 2009, don't get lulled into thinking that the lawn and landscape service market is on a slide with the USA real estate market – because it isn't. Our State-of-the-Industry research (among *Lawn & Landscape* readers) projects that our landscape contractor market grew by 10% in 2008, and is expected to generate an 8% to 10% growth rate in 2009. Think about that number: even 8% growth projects a more than \$5 billion market growth in 2009. How many industries can approach that level of annual growth? And don't forget that this is a market that's impacted more by a shortage of labor than by our national economy.

\$5 Billion Growth Projected in 2009



DYNAMIC BUYING POWER.

Lawn & Landscape magazine readers anticipate spending billions for major product purchases in 2009.

Lawn & Landscape Subscriber Purchases	
Nursery/Plants (trees, shrubs, bedding plants)	\$3.2 billion
Hardscapes/Design (retaining walls, pavers/patios, water features, bed edging)	\$1.9 billion
Trucks & Trailers	\$1.5 billion
Tree & Turf Chemical Products (pesticides/fertilizers)	\$1.4 billion
Irrigation Systems & Components	\$774 million
Sod & Turf Seed	\$734 million
Mowers (riding/walk-behind)	\$483 million
Construction Equipment (skid steers/loaders, attachments, mini excavators)	\$435 million
Snow & Ice Products	\$406 million
Handheld Equipment	\$231 million
Landscape Lighting	\$222 million
Technology (computers, software, GPS systems)	\$202 million

* 2008 State of the Industry Report

WE'RE NOT JUST THE LEADING PRINT MAGAZINE SERVING THE MARKET.

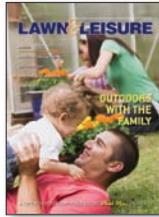
Lawn & Landscape magazine pioneered with an interactive Digital Edition of our magazine in 2005, using software technology widely considered to be the best available in the media industry.

Our Digital Edition is delivered to more than **33,000** landscape contractor recipients monthly. Readers take immediate direct action to advertiser Web sites from our editorial and ad pages.

It's **powerful**...it's **immediate**... and all click-thru action is trackable and reported directly to our advertisers. The average issue generates 11,700 click-thru actions by our readers.



When it comes to Custom Communications to meet the special targeted objectives of our advertising customers, we've dominated the field for over 20 years.



Lawn & Leisure

A 100,000-circulation consumer publication hand-delivered annually to Weed Man's lawn care customers in the U.S.



Lawn Care Professional

A quarterly demographic magazine sponsored by Bayer Environmental Science, distributed to 31,000 lawn & landscape businesses licensed to apply specialty chemicals.



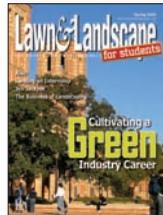
Advertorials & Case Studies

Custom editorial supplements designed to educate our readers about the business benefits of a particular product or service. Overruns and personalization are also available.



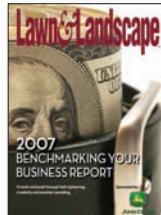
GIE+EXPO

Exclusive show daily publication distributed to all attendees at the national Green Industry and Equipment Expo held in Louisville, Ky., every October.



Student Edition

Published digitally each spring for 12,000 turf management students, including those participating in the PLANET Student Career Days event.



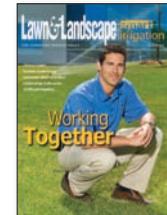
Benchmarking Your Business

Exclusive annual statistical analysis report, sponsored by John Deere and distributed within the November issue of *Lawn & Landscape* magazine.



State of the Industry

To be published in September 2009, and distributed to leading businesses in the landscape contractor market as well as to Venture Capitalists, Investment Bankers and consumer media. Contact Kevin Gilbride for more details.



Smart Irrigation

Two issues are produced annually (spring & fall) and sent to 35,000 landscape contractors offering irrigation installation and maintenance services to commercial and residential customers.

LAWNANDLANDSCAPE.COM

We developed interactive media in the landscape market in 1997.

Lawn & Landscape's Web site represents a powerful interactive communication to cost effectively reach and influence over 77,000 unique users who view more than 700,000 document pages monthly.

www.lawnandlandscape.com is where the landscape industry turns **first** for news. It's also where product buyers do more product analysis before they buy, and where managers go for the deepest repository of business management information.

Hugely valued **exclusives** include our MSDS and Specialty Chemical Label databases, our new suite of CMS tools, and our inquiry fulfillment and ROI tracking systems.

Our interactive media resources are unmatched by any other media company in the market.



LAWNANDLANDSCAPE.TV

Lawnandlandscape.TV is our interactive social media site launched in July 2008 to expand our already strong offerings in rich media audio and video content. Look to us in the months ahead for groundbreaking expansion of this new online communication channel.



Podcasts and Webcasts were another market first from *Lawn & Landscape* back in 2000.

We were well ahead of wide-spread broadband usage back then, and everyone struggled with systems, and the costs involved with such innovation...but of course podcasts and webcasts are becoming common forms of communications today, fact-is, *Lawn & Landscape* launched the first **weekly** podcast service to the landscape industry in September 2008.

Give us a call. We want to tell you about our ambitious plans for Podcasts and Webcasts in 2009. Some exclusive sponsorships will be available.

E-Newsletters are another interactive market communication service pioneered by *Lawn & Landscape*.

Effective October 15, 2008, *Lawn & Landscape* delivers a suite of six newsletters focused on billion dollar product buying categories.

Nursery: *Trees, Shrubs, Bedding Plants*

Hardscapes: *Pavers, Waterscapes, Lighting, etc.*

Vehicles: *Trucks/Trailers & Attachments*

Irrigation: *Installation, Maintenance*

Chemical Application: *Pesticides, Fertilizers*

Equipment: *Mowing, Maintenance, Construction*

Our weekly e-news and bi-weekly product e-newsletter services were launched in 1997 and today reach an active community of 30,000 unique users.

In September 2008 we dramatically expanded our news gathering services.



Limited sponsorships, banner & tower ads are available.

MARKET RESEARCH

It's an important marketing tool that doesn't have to cost you an arm & a leg!

Yes, we also provide proprietary custom market research for our customers. And we do it cost effectively online through a third party partnership with **InsightExpress**, a premier national research firm used by top advertising agencies and Fortune 500 companies. Use our services to analyze your product positioning, pricing or sales staff performance. Or analyze the value of your advertising sales lead follow-through and sales conversion rates. **InsightExpress** will manage B2B and B2C targeted research. Call Tara Oram at 330-523-5390 to discuss your project and receive a quote.



TARGET MARKET INTELLIGENCE™*



GIE Media's proprietary database of market data is maintained daily through a secure, fully searchable online portal. Access is available through an annual subscription, with special programs available for our advertising customers.

TMI™ can be an invaluable tool to deliver targeted precision to your marketing and sales management strategies and tasks. Identify prospects nationally, or by geographic territories, or demographically by business data such as revenues, service offerings, rate of business growth, or the names of key management/buyers. TMI™ data includes contact name, phone number, email addresses and a precision map locator (via Google maps).

TMI™ also enables subscribers to upload their customer database (with total security) and analyze share of market, and even share of customer. TMI™ is a hugely valuable executive marketing tool for target market analysis and strategic planning, as well as an amazingly valuable resource for day-to-day sales territory management.



*Markets currently available include:

Landscape Contractor (73,106 records)

Golf Course (25,043 records)

Structural Pest Control (24,411 records)

Snow Contract Services (37,027 records)

Nursery & Greenhouse (available October 2008)

We can get you face to face with your best customers or top tier sales prospects. Guaranteed!

Yes, the cost of business travel is up – **way up** – which means connecting face to face with the right customers and business prospects, is more essential than ever before. We can help you with that target marketing goal...**cost effectively!**

Lawn & Landscape has a staff that's dedicated 100% to managing special events for our customers. Give Maria Miller a call to discuss what's involved in her team's management of all the details involved in developing a high-impact, face-to-face event or special meeting for your company. Whether five or 50 specific individuals important to your business success in 2009, we can do all the legwork for you, and do it cost effectively.





Leverage the Power of Our Brand in 2009.

No other media company delivers the depth of our portfolio of targeted resources.

No other media company delivers the brand loyalty or collective buying power of our reader communities.

Compare the business facts. Do the analysis. You'll confirm for yourself that all other magazines in the landscape contractor market are clutter.

Concentrating your marketing budget to utilize our targeted products – that fit your strategies – will result in maximum ROI from your marketing budget in 2009.



GIE MEDIA. THE ONLY PUBLISHER SERVING SIX MAJOR HORTICULTURAL

No other B2B media company offers reach and cost efficiency to all of these major market segments of the green industry. We deliver huge buying power and a deep portfolio of multiple channel communications:

- Market Leading Print Magazines
- Digital Magazines
- Custom Print & Electronic Media
- Powerful Internet Web sites
- DotTV Social Interactive Sites
- E-Newsletters
- Custom Podcasts and Webcasts
- Email Marketing Services
- Online Database Marketing Tools
- Custom B2B & B2C Market Research
- Sales Lead Fulfillment Services
- Face-to-Face Event Management

And every resource in our portfolio is available on a customized basis: to fit your budget, to fit your strategies, to meet your business goals and to meet your ROI performance measurements.

Give Kevin Gilbride a call to discuss any of our markets and services.



Lawn & Landscape

FOUNDED IN 1980.

Serves the landscape contractor market with the largest target market circulation and leading readership position. Our huge leadership value is measurable.

80,000 circulation monthly



Commercial Dealer

FOUNDED IN 2002.

The only magazine dedicated exclusively to serve lawn and garden dealers marketing commercial lines of outdoor power equipment to professional markets.

10,000 circulation bimonthly



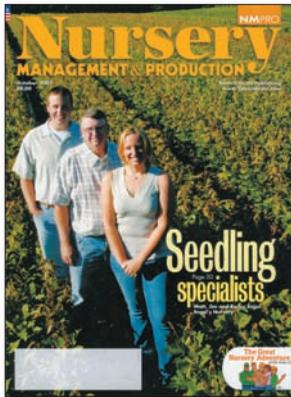
Golf Course Industry

FOUNDED IN 1989.

Since its acquisition by GIE Media in 2002, GCI has become the most powerful independent voice serving operations management of every golf course in the USA.

30,500 circulation monthly

RURAL MARKETS



Nursery Management & Production

FOUNDED IN 1915.

Our nursery industry magazine has a rich heritage of service to the tree, ornamental and bedding plant field crop market in the USA. It is the undisputed market leader.

16,000 circulation monthly



Greenhouse Management & Production

FOUNDED IN 1982.

The first national magazine dedicated to serve the greenhouse segment of the nursery industry. Today, under GIE Media ownership GM&P's circulation and interactive values will be unmatched.

21,000 circulation monthly



Garden Center

FOUNDED IN 1994.

The most respected magazine serving independent garden center businesses in North America. Contact our staff for details about our dynamically expanded print and interactive services for 2009.

21,000 circulation monthly



Garden Center Products & Supplies

FOUNDED IN 1994.

The only magazine dedicated exclusively to serving the product information needs of independent and mass merchandiser garden center retailers in the USA. Call our staff to discuss our dynamic new tabloid format.

28,000 circulation bimonthly



MEET OUR BUSINESS STAFF.

We're committed to your success in 2009... through the power of partnership!

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RATE CARD

Frequency

Discounts*	1x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$7,983.....	7,030.....	6,644.....	6,154.....	5,871.....	5,485.....	5,330.....	5,202
2/3 Page	5,391.....	4,726.....	4,465.....	4,180.....	3,943.....	3,800.....	3,563.....	3,491
1/2 Island.....	4,741.....	4,171.....	3,919.....	3,681.....	3,468.....	3,254.....	3,159.....	3,064
1/2 Standard	4,156.....	3,658.....	3,491.....	3,230.....	3,040.....	2,850.....	2,755.....	2,660
1/3 Page	2,826.....	2,518.....	2,375.....	2,233.....	2,090.....	1,948.....	1,876.....	1,829
1/4 Page	2,138.....	1,876.....	1,758.....	1,663.....	1,568.....	1,473.....	1,425.....	1,378
1/6 Page	1,401.....	1,211.....	1,140.....	1,093.....	950.....	903.....	879.....	855

Covers	1x	6x	12x	18x	24x	36x	48x	60x
2nd Cover	9,064.....	7,725.....	7,210.....	6,695.....	6,180.....	5,948.....	5,820.....	5,665
3rd Cover	8,755.....	7,210.....	6,953.....	6,695.....	6,180.....	6,695.....	6,180.....	5,408
4th Cover	10,043.....	8,755.....	8,240.....	7,725.....	7,210.....	6,695.....	6,180.....	5,408

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *NM Pro*, *GM Pro*, *Garden Center*, *GCP&S*, *GIE Media's Snow Magazine*, *Pest Control Technology* and *Recycling Today* magazines.

Return on Investment Program

Please consult your representative to maximize your frequency and lower your cost per page.

Color Charges.....Single Page..... Spread

Standard two-color extra	\$650	\$850
Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, see below for matched color pricing.		
Matched spot color, extra	\$750	\$1,000
Matched, metallic color.....	\$775	\$1,050
Four-color process, extra.....	\$1,450	\$2,075

Progressive proofs or color keys required on all 4C advertising.

Other Special Positions

For guaranteed positions add a 10% premium charge to the black and white display rate, and indicate the special position on your insertion order.

Classified Advertising

- \$125 per column inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 additional
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

Inserts

Contact the Publisher for pricing and the Production Director for mechanical specifications (A sample is required.) 100 lb. coated book stock or 80 lb. offset stock maximum.

All inserts should be shipped prepaid to:

Lawn & Landscape, Publishers Press, Inc., 100 Frank E. Simon Ave, Shepherdsville, KY 40165, Attn: Sharon Mattingly

Special Advertising Rates

Contact the Publisher or your advertising representative regarding regional rates and mechanical requirements

Commissions and General Information

15% of gross billing allowed to recognized advertising agencies on space, color, special positions, and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

Mechanical Requirements

Perfect bound, 3 columns to a page. Paper stock: Machine coated – 38 lb. body with 100 lb. cover. Colors available: 4-color process matched spot or metallic colors available at extra charge (AAAA-MPA). Trim size 8-1/8" x 10-7/8".

EDITORIAL CALENDAR

2009	CLOSING DATES	MATERIALS DUE	ON YOUR MIND	EQUIPMENT	SUSTAINABILITY	UP & COMING	PROFITABLE PRACTICES	PRODUCT FOCUS	DESIGN/BUILD	BONUS DISTRIBUTION
JANUARY	11/26	12/3	New Year's resolutions: Lean practices	Rent or buy?	Cutting fuel use – and cost	Irrigation innovation	Soil monitoring	Spreaders		
FEBRUARY	12/30	1/6	America's lawns: Behind the love affair	Zero-turn mowers	Low-input turf	Seed/cultivars	Hydroseeding	Stand-on mowers	Waterscapes	GIS
MARCH	1/30	2/4	Pro-pesticide lobbying	Chainsaws	Formulations	GPS tracking devices	IPM	Sprayers		
APRIL	2/27	3/4	Veterans & novices	Blowers	Alternative fuels	Pre-emergents	Mechanics/fleet managers	Compact excavators	Lighting	
MAY	3/31	4/6	What clients want and how to make it happen	Attachments	Summer preview: Water restrictions	Engine technology	Irrigation maintenance	Irrigation		
JUNE	4/30	5/5	The great debate: Synthetic vs. organic	Engine replacement	Smart fertigation	Post-emergents	Tree fertilization	Fertilizers	Paving	
JULY	5/29	6/3	H-2B: Mid-year assessment	Utility vehicles	Rainwater harvesting	Selective herbicides	Dethatching	Aerators		
AUGUST	6/30	7/6	Top 20 urban markets	Trenching/excavating	Compost/mulching	Meeting EPA engine standards	Tending your trailer	Trenchers	Erosion control	
SEPTEMBER	7/31	8/5	Big ticket items	Truck research	Hardscapes	Ornamentals	Chemical storage	Lighting		
OCTOBER	8/28	9/3	20 years of progress	Alternative fuel mowers	Native areas	Software	Renovation	Snow/ice removal	Construction bidding	GIE+ Expo
NOVEMBER	9/30	10/5	Selecting the right service mix	Man vs. machine	Cooperative landscape/agriculture	H-2B in 2010	Steps & walkways	Hand-held equipment		Irrigation Show
DECEMBER	10/30	11/4	Guerilla marketing	Sulkys	Solar/LED	Irrigation controllers	Pools and spas	Skid steer attachments	Micro-irrigation	Ohio Turf Conf.

Digital Files and Specifications For Print

High-res, press ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Samantha Gilbride at 800-456-0707.

Progressive proofs or color keys required on all 4C advertising.

Mailing Instructions

Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: *Lawn & Landscape*, 4020 Kinross Lakes Parkway, #201, Richfield, Ohio 44286. For additional information, call Samantha Gilbride at 800-456-0707.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/6 Page Vertical	2-3/16"	4-7/8"



Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single Page Bleeds	8-1/4"	11-1/8"
Trim Area	8-1/8"	10-7/8"
Live Area	7"	10"
Spread Bleeds	16-1/2"	11-1/8"
Trim Area	16-1/4"	10-7/8"
Live Area	15-1/2"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. **Add 1/8" to gutter for each page on spread ads.** Supply ruled proof showing crop line.)

Lawn & Landscape Online

Prices are based upon the number of advertising impressions delivered per month. For impression counts other than those quoted here contact your sales representative.

Impressions	5k	10k	30k	60k
Tower Ads (120 x 600 px)	\$180	\$340	\$990	\$1,920
Leaderboard Ads (728 x 90 px)	200	380	1,080	2,100
Interstitial	550	1060	N/A	N/A
Peel-back	\$3,000/month			
Rich Media Premium: \$5 per thousand in Tower, Leaderboard or Interstitial.				

Digital File Specifications for Web Advertisements

The preferred file formats for all Internet advertisements are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please email all artwork, copy instructions, insertion orders, contracts and plans to Christina Hackel at chackel@gie.net or call 800-456-0707 for more information.

EDITORIAL & BUSINESS OFFICES

4020 Kinross Lakes Parkway, #201 • Richfield, Ohio 44286 • Phone: 800-456-0707 • Fax: 330-659-0823

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RATE CARD

Frequency Discounts..... 1x..... 6x..... 12x

Full Page	\$2,355.....	\$1,825.....	\$1,605
2/3 Page	\$1,720.....	\$1,330.....	\$1,170
1/2 Page Island.....	\$1,165.....	\$900.....	\$795
1/2 Standard	\$915.....	\$710.....	\$625
1/3 Page	\$670.....	\$520.....	\$455
1/4 Page	\$490.....	\$380.....	\$330
1/6 Page	\$360.....	\$280.....	\$245

Standard Color Charges

.....	Two color.....	Four-color process, extra
Single Page	\$468	\$625
Spread	\$624	\$936

Commercial Dealer Online

Prices are based upon the number of advertising impressions delivered per month. For impression counts other than those quoted here contact your sales representative.

Impressions	10k.....	30k.....	60k
Tower Ads (120 x 600 px)	\$330.....	\$960.....	\$1,861
Leaderboard Ads (728 x 90 px).....	\$330.....	\$960.....	\$1,861

Classified Advertising

- \$115 per column inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 additional
- All other classified “word” advertising is payable at a rate of \$1.10 per word (minimum of 30 words) payable in advance.
- Add \$1.50 to include a box number plus six words.

Frequency Discounts

Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *GIE Media’s Snow Magazine*, *Pest Control Technology*, *Recycling Today* and other GIE Media publications.

Other Special Positions

For guaranteed positions add a 10% premium charge to the black and white display rate, and indicate the special position on your insertion order.

Additional Advertising Opportunities

Contact the Publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.commercialdealer.com
- Regional rates and mechanical requirements

Inserts

Contact the Publisher for pricing and the Production Director for mechanical specifications (**a sample is required**).

(100 lb. coated book stock or 80 lb. offset stock maximum.)

All inserts should be shipped prepaid to: *Commercial Dealer*, Publishers Press, Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Sharon Mattingly.

Commissions and General Information

15% of gross billing allowed to recognized advertising agencies on space, color, special positions, and inserts. Net 20 days from date of invoice.

Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication’s standards.

Color Information

Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, contact your sales representative for pricing.

EDITORIAL CALENDAR

	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
COVER	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	State of the Industry	Dealer Profile
SECONDARY PROFILE	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile
BUSINESS MANAGEMENT	Succession	Multiple Store Operations	Financing	Advertising/Marketing	Web	Service Offerings
PEOPLE ISSUES	Recruiting	Developing Qualified Labor	Labor Rates	Background Checks	Strengthening Sales	Employee Compensation
EQUIPMENT FEATURE	Trenchers/Edgers	Curbing Equipment	Snow Equipment	Walk-behind Mowers	Powersports	Utility Vehicles
PRODUCT PROFILE	Snow Equipment	Handhelds	Utility Vehicles	Compact Equipment	Trenchers/Edgers	Walk-behind Mowers
PRODUCT SPOTLIGHT	Powersports	Mowers	Skid-steers	Snow Equipment	Attachments	Handhelds
CLOSE DATE	1/15	3/16	5/15	7/15	9/15	11/16
MATERIALS DUE	1/20	3/19	5/20	7/20	9/18	11/19

COMMERCIAL
DEALER

Mechanical Requirements

- Saddle stitch.
- Paper stock: Machine coated – 38 lb. body with 100 lb. cover.
- Colors available: 4-color process, matched spot colors (AAAA-MPA).
- Trim size 8-1/8" x 10-7/8".

Digital Files and Specifications

PDF's and digital ad files are the preferred medium for advertiser-supplied materials. Ads can be submitted via FTP upload. For more details, call Michelle Wisniewski at 800-456-0707 or 330-523-5379.

Non-Bleed Ad Sizes

Specifications	Width	Depth
Full Page	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/6 Page Vertical	2-3/16"	4-7/8"

Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single Page	8-1/4"	11-1/8"
Trim Area	8-1/8"	10-7/8"
Live Area	7"	10"
Spread	16-1/2"	11-1/8"
Trim Area	16-1/4"	10-7/8"
Live Area	15-1/2"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Supply ruled proof showing crop line.)

Mailing Instructions

Ship all advertising, artwork, copy instructions, insertion orders and contracts to: *Commercial Dealer*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, Ohio 44286. For additional information, call Michelle Wisniewski at 800-456-0707 or 330-523-5379 .



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