



Landscape Ontario board members at the association's 2009 Canada Blooms garden. These business owners personify *Horticulture Review* readers: progressive, involved and successful.

# Horticulture Review

THE VOICE OF LANDSCAPE ONTARIO

## Avid audience, great value

*Horticulture Review* is a timely business magazine, addressing specific green industry issues with authority. And on top of that, it's the Voice of Landscape Ontario — a people magazine — for a thriving organization with intense member involvement.



As North America's strongest and most vibrant horticultural trades association, Landscape Ontario takes its leadership role seriously. Every year, Landscape Ontario turns \$800,000 in dues revenue into industry support activity valued at five million.

*Horticulture Review* contains industry news, association news, industry issue features, profiles, event announcements, extension bulletins and more. But the

value to readers does not stop there — *Horticulture Review's* ad pages present vital business information and opportunities. Advertising in *HR* gets uniquely close attention.

The reach is 2,300 readers across Ontario. *Horticulture Review* runs on a monthly production schedule for timely ad placements and polybag inserts.

This strong marketing position reflects the respect *Horticulture Review* and Landscape Ontario have earned from the green industry's top players.

[landscapeontario.com](http://landscapeontario.com)



*Rates and production schedule over*

2010 MEDIA INFORMATION

# Horticulture Review

## 2010 Advertising Rates in Canadian dollars

### Four colour

	1x	6x	12x
<b>Full page</b> Trim 8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> " Bleed 8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> " Live area 7 <sup>1</sup> / <sub>8</sub> " x 10"	\$1,715	\$1,645	\$1,570
<b>Two-thirds page</b> Vertical 4 <sup>5</sup> / <sub>8</sub> " x 10" Square 7 <sup>1</sup> / <sub>8</sub> " x 6 <sup>1</sup> / <sub>2</sub> "	1,520	1,440	1,385
<b>Half page vertical, horizontal or island</b> Vertical 3 <sup>3</sup> / <sub>8</sub> " x 10" Horizontal 7 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "	1,375	1,320	1,280
<b>Third page</b> Vertical 2 <sup>1</sup> / <sub>4</sub> " x 10" Square 4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " Horizontal 7 <sup>1</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>4</sub> "	1,265	1,195	1,175
<b>Quarter page</b> Vertical 3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " Square 4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>4</sub> " Horizontal 7 <sup>1</sup> / <sub>8</sub> " x 2 <sup>5</sup> / <sub>8</sub> "	1,185	1,155	1,125

### Black and white Add \$390 to these rates for spot colour

<b>Full page</b>	\$885	\$815	\$740
<b>Two-thirds page</b>	690	610	555
<b>Half page vertical, horizontal or island</b>	545	490	450
<b>Third page</b>	435	365	345
<b>Quarter page</b>	355	325	295
<b>Sixth page</b>	290	250	220

### Discount structure

Gross rates above are discounted 15% to accredited ad agencies and Landscape Ontario associate members; 20% to Landscape Ontario active members. No discount applies when production is required.

### Production schedule

<b>January 15, 2010</b> issue . . . . . Space <b>Dec. 1, 2009</b> Material Dec. 15, 2009	<b>July 15, 2010</b> issue . . . . . Space <b>June 21</b> Material June 25
<b>February 15, 2010</b> issue . . . . . Space <b>Jan. 22</b> Material Jan. 28	<b>August 15, 2010</b> issue . . . . . Space <b>July 22</b> Material July 27
<b>March 15, 2010</b> issue . . . . . Space <b>Feb. 19</b> Material Feb. 25	<b>September 15, 2010</b> issue . . . . . Space <b>Aug. 20</b> Material Aug. 26
<b>April 15, 2010</b> issue . . . . . Space <b>March 19</b> Material March 25	<b>October 15, 2010</b> issue . . . . . Space <b>Sept. 21</b> Material Sept. 24
<b>May 15, 2010</b> issue . . . . . Space <b>Apr. 20</b> Material April 27	<b>November 15, 2010</b> issue . . . . . Space <b>Oct. 22</b> Material Oct. 26
<b>June 15, 2010</b> issue . . . . . Space <b>May 21</b> Material May 27	<b>December 15, 2010</b> issue . . . . . Space <b>Nov. 19</b> Material Nov. 26
	<b>January 15, 2011</b> issue . . . . . Space <b>Dec. 9</b> Material Dec. 14

### Steve Moyer Sales manager, publications

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### Technical specifications

High resolution PDF or EPS files with fonts embedded are preferred. Proofs must accompany all submissions. Colour files must be CMYK. Native Quark Xpress, PageMaker, InDesign or Illustrator files created on a Windows platform are also accepted, providing all fonts and placed images are included. If your files are larger than 10 MB, please call for instructions to access our ftp site. Publisher and Word documents are not accepted. Files saved to other specifications may incur a \$50 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.

### Contract provisions

- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "advertisement" will be placed above copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers are charged incurred production costs.
- Cancellations are not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.