



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



Rates and production schedule over

2010 MEDIA INFORMATION

Horticulture Review

2010 Advertising Rates in Canadian dollars

Four colour

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

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

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

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

Steve Moyer Sales manager, publications

1-800-265-5656 or 905-875-1805, Ext. 316
Direct: 416-848-0708, Fax 905-875-0183
E-mail stevemoyer@landscapeontario.com

Angela Lindsay, Communications coordinator, Ext. 305, alindsay@landscapeontario.com

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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.