

Landscape Trades

| Canada's Premier Horticultural Trade Publication |

Horticulture Review

Advertising specifications

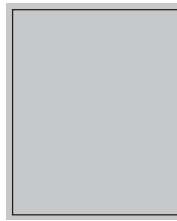
High resolution .PDF or .EPS files with fonts embedded are preferred. Proofs must accompany all submissions. Colour files must be CMYK. Native Quark Xpress, InDesign or Illustrator files created on a Windows platform are also accepted, providing all fonts and placed images are included. Native MAC files must have all fonts converted to outlines. MS Publisher, Word and PowerPoint documents are not accepted for final ad material. 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.

FTP site and email submissions

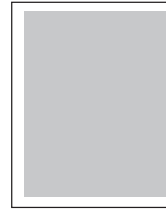
Files can be uploaded to our FTP site, located at ftp.landscapetrades.com. Contact Mike Wasilewski (ext. 356), mikew@landscapeontario.com or Angela Lindsay (ext. 305), alindsay@landscapeontario.com at 905-875-1805 to request a username and password. Files under 10 MB can be sent via email to the addresses above.

Contract provisions

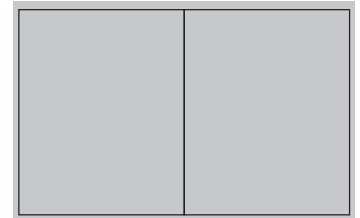
- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All 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.



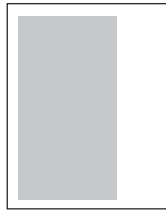
Full Page Bleed
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"



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



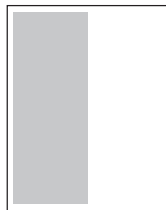
Double Page Spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"



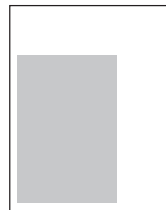
Two-thirds Page Vertical
4-5/8" x 9-7/8"



Two-thirds Page Horizontal
7-1/8" x 6-1/2"



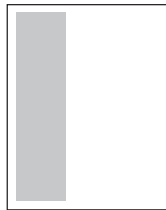
Half Page Vertical
3-1/2" x 9-7/8"



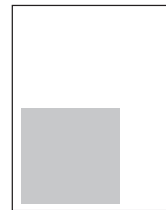
Half Page Island
4-5/8" x 7-3/8"



Half Page Horizontal
7-1/8" x 4-7/8"



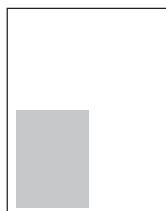
Third Page Vertical
2-1/4" x 9-7/8"



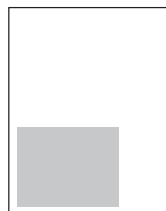
Third Page Square
4 5/8" x 4 7/8"



Third Page Horizontal
7-1/8" x 3-1/4"



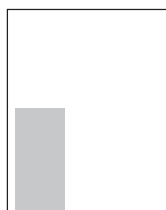
Quarter Page Vertical
3-1/2" x 4-7/8"



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"



Sixth Page Horizontal
4-5/8" x 2-1/4"