

Since 1979

Landscape Trades

Canada's Premier Horticultural Trade Publication

NOVEMBER/DECEMBER 2010
VOL. 32, NO. 9

Construction tips to promote healthy trees

Lists: Surprise success indicator

Questions for the irrigation industry's future

APPEAL of the NEW

Draw customers with 2011's plant introductions



INSIDE: CONGRESS CONFERENCE GUIDE

PMK013519



Since 1982

Horticulture Review

The Voice of Landscape Ontario
April 15, 2010

Green for Life!



Canada Blooms: New energy and spirit

LO's co-operative garden grows into the centrepiece of a successful event

Nate Torenvliet and his fiancée Shannon Vanderkruk, both from Environmental Design, help build the Green for Life garden at Canada Blooms.

HST pre-payments - Page 14 • Minimum wage hike - Page 21 • Green Toronto Awards - Page 22

Top media to reach Canada's green industry

*Landscape Trades and Horticulture Review:
Keys to marketing success*

Advertising information for

2011

RATE CARD #31

BONUS marketing opportunities

Website advertising

Our service commitment continues strong at www.landscapetrades.com. Key features of the site include the online Source Book, the unique product guide for Canada's horticulture industry, our story archive and our popular online classifieds. Ask about discounted year-long programs.

Banner	\$300 per month
Button ad, 50 x 100 pixels	\$240 per month
Button ad, 50 x 50 pixels	\$150 per month

Polybag or bind-in inserts

Skip the bother of direct mail, at a fraction of its cost, and specify your insert's distribution to our premium list by region or sector. Options include polybags, bind-ins, tip-ons or blow-ins. Please phone for a quotation.

Landscape Trades wall calendar

A unique opportunity! The *Landscape Trades* 27 x 39-inch wall calendar mails with each November issue, delivering a year of exposure for your ad message.

Congress and EXPO show guides

Tap the power of cross-promotion and extend your booth presence beyond the show, with print ads in the Expo and Congress official show guides., published each October and January. Call for information.

Classified advertising

Get results with print and online classifieds: employment ads, business opportunities, equipment and more.

Print classifieds, B&W

\$52.50 per column inch

Online classifieds:

\$42.00 per month

Contact:

classifieds@landscapeontario.com

Landscape Trades

| Canada's Premier Horticultural Trade Publication



2011 ADVERTISING RATES in Canadian dollars

FOUR COLOUR	1x	5x	9x	January and October special issues
Full page	\$2,475	\$2,380	\$2,275	\$2,605
Two-thirds page	2,115	2,055	1,975	2,210
Half page	1,920	1,835	1,765	2,075
Third page	1,665	1,605	1,555	1,735
Quarter page	1,495	1,465	1,430	1,555

SPECIAL POSITIONS Four colour only

Inside front,				
Inside back covers	\$3,065	\$2,950	\$2,830	\$3,210
Outside back cover	3,215	3,095	2,960	3,375

BLACK AND WHITE Add \$400 to these rates for spot colour

Full page	\$1,630	\$1,530	\$1,430	\$1,760
Two-thirds page	1,270	1,210	1,130	1,365
Half page	1,070	985	920	1,230
Third page	825	755	710	890
Quarter page	650	620	580	710
Sixth page	560	540	510	635

EDITORIAL SCHEDULE AND CALENDAR

JANUARY 2011 SPACE NOV. 3, 2010

Material: Nov. 10, 2010, Mail: Dec. 16, 2010

Includes Congress show preview; bonus distribution at the show

MARCH 2011.....SPACE FEB. 1

Material: Feb. 7, Mail: Mar. 4

Annual new products spotlight issue

APRIL 2011 SPACE MARCH 3

Material: March 9, Mail: Apr. 5

Awards coverage

MAY 2011 SPACE APRIL 4

Material: April 8, Mail: May 3

JUNE 2011 SPACE MAY 4

Material: May 10, Mail: June 3

Special focus issue

JULY-AUGUST 2011SPACE JUNE 27

Material: July 4, Mail: July 26

Focus on snow and ice management

SEPTEMBER 2011SPACE AUG. 5

Material: Aug. 10, Mail: Sept. 2

Focus on retail; includes EXPO show preview; bonus show distribution

OCTOBER 2011SPACE SEPT. 1

Material: Sept. 6, Mail: Oct. 6

Annual Source Book product directory

NOVEMBER-DECEMBER 2011SPACE OCT. 3

Material: Oct. 7, Mail: Nov. 2

New plant introductions; includes Congress Conference Guide

JANUARY 2012 SPACE NOV. 2, 2011

Material Nov. 7, 2011, Mail: Dec. 15, 2012

Includes Congress show preview; bonus distribution at the show

Horticulture Review

The voice of Landscape Ontario



2011 ADVERTISING RATES in Canadian dollars

	1x	6x	12x
FOUR COLOUR			
Full page.....	\$1,750	\$1,680	\$1,605
Two-thirds page.....	1,550	1,470	1,415
Half page.....	1,405	1,350	1,310
Third page.....	1,290	1,220	1,200
Quarter page.....	1,210	1,180	1,150

BLACK AND WHITE Add \$400 to these rates for spot colour

Full page.....	\$905	\$835	\$755
Two-thirds page.....	705	625	570
Half page.....	555	500	460
Third page.....	445	375	355
Quarter page.....	365	335	305
Sixth page.....	295	255	225

PRODUCTION CALENDAR

January 15, 2011

Space Dec. 9, 2010, Material Dec. 14, 2010
Mail: January 7, 2011

February 15, 2011

Space Jan. 21, Material Jan. 27
Mail: Feb. 11

March 15, 2011

Space Feb. 18, Material Feb. 25
Mail: Mar. 11

April 15, 2011

Space March 18, Material March 24
Mail: Apr. 8

May 15, 2011

Space Apr. 19, Material April 25
Mail: May 9

June 15, 2011

Space May 20, Material May 26
Mail: June 10

July 15, 2011

Space June 20, Material June 24
Mail: July 8

August 15, 2011

Space July 21, Material July 26
Mail: Aug. 11

September 15, 2011

Space Aug. 19, Material Aug 25
Mail: Sept. 9

October 15, 2011

Space Sept. 20, Material Sept. 23
Mail: Oct. 11

November 15, 2011

Space Oct. 21, Material Oct. 25
Mail: Nov. 9

December 15, 2011

Space Nov. 18, Material Nov. 25
Mail: Dec. 9

January 15, 2012

Space Dec. 8, Material Dec. 13
Mail: Jan. 6, 2012

DISCOUNT STRUCTURE

Gross rates for *Landscape Trades* and *Horticulture Review* 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.

Steve Moyer Sales manager, publications

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Direct: 416-848-0708, Fax 905-875-0183

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

Ad sizes

Full page

Trim 8⁷/₈" x 10⁷/₈"
Bleed 8³/₈" x 11¹/₈"
Live area 7¹/₈" x 10"

Two-thirds page

Vertical 4⁵/₈" x 10"
Square 7¹/₈" x 6¹/₂"

Half page

Vertical 3³/₈" x 10"
Horizontal 7¹/₈" x 4⁷/₈"
Island 4⁵/₈" x 7¹/₂"

Third page

Vertical 2¹/₄" x 10"
Square 4⁵/₈" x 4⁷/₈"
Horizontal 7¹/₈" x 3¹/₄"

Quarter page

Vertical 3³/₈" x 4⁷/₈"
Square 4⁵/₈" x 3³/₄"
Horizontal 7¹/₈" x 2³/₈"

Sixth page

Vertical 3³/₈" x 4⁷/₈"
Square 4⁵/₈" x 3³/₄"
Horizontal 7¹/₈" x 2³/₈"

Technical specifications

High resolution PDF or EPS files with fonts embedded are preferred. Colour files must be CMYK. If your files are larger than 10 MB, please call for instructions to access our FTP site. Publisher and Word documents are not accepted. Ads requiring makeup are charged hourly production fees. 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. If your files are larger than 10MB please call for instructions.

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 on 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 charged incurred production costs.
- Cancellations 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.

MARKET LEADERSHIP

There are three effective ways to connect with business-to-business buyers, and *Landscape Trades* has them all covered:



Magazines: *Landscape Trades* has been the top information resource for Canada's vibrant green industry since 1979. Our authoritative, targeted editorial content delivers the market to you. And the readers we deliver are 100% qualified industry participants, verified by CCAB/BPA.

Trade shows: *Landscape Trades* is the official publication of Congress and Expo, Canada's two leading green industry shows. We publish special show sections, as well as the official guides for both, providing powerful cross-promotion power.

Associations: *Landscape Trades* is published by Landscape Ontario Horticultural Trades Association, know world-wide for its leadership and member engagement. We publish provincial and national association news, and go to every horticultural trade association member in Canada — the association connection boosts profile, readership and respect.

Take advantage of Canada's top green industry marketing medium, *Landscape Trades*, to build your brand's visibility and sales.



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Landscape Trades and *Horticulture Review* are an initiative of Landscape Ontario Horticultural Trades Association

landscapeontario.com

