

Landscape Ontario magazine: Avid audience, great value



Official magazine of:

HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com



www.horttrades.com/LOMAG

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

As North America's strongest and most vibrant horticultural trades association, Landscape Ontario Horticultural Trades Association takes its leadership role seriously. Every year, Landscape Ontario turns \$950,000 in dues revenue into industry support activity valued at nearly \$6-million.

Landscape Ontario magazine contains industry news, association news, industry issue features, profiles, event announcements, extension bulletins and more. But the value to readers does not stop there — *Landscape Ontario* magazine's ad pages present vital business information and opportunities. Advertising in *LO* gets uniquely close attention.

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

This strong marketing position reflects the respect Landscape Ontario has earned from the green industry's top players. **Book your advertising program today!**

2012 MEDIA INFORMATION

Rates and production schedule over>

landscape ontario



Green for Life!

MAGAZINE

2012 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" | \$1,805 | \$1,730 | \$1,655 |
| Two-thirds page Vertical 4 5/8" x 10" Square 7 1/8" x 6 1/2" | 1,600 | 1,515 | 1,460 |
| Half page vertical, horizontal or island Vertical 3 3/8" x 10" Horizontal 7 1/8" x 4 7/8" | 1,450 | 1,390 | 1,350 |
| Third page Vertical 2 1/4" x 10" Square 4 5/8" x 4 7/8" Horizontal 7 1/8" x 3 1/4" | 1,330 | 1,260 | 1,236 |
| Quarter page Vertical 3 3/8" x 4 7/8" Square 4 5/8" x 3 3/4" Horizontal 7 1/8" x 2 3/8" | 1,250 | 1,215 | 1,185 |

| BLACK AND WHITE <small>Add \$390 to these rates for spot colour</small> | | | |
|---|-------|-------|-------|
| Full page | \$935 | \$860 | \$780 |
| Two-thirds page | 730 | 645 | 590 |
| Half page vertical, horizontal or island | 575 | 515 | 475 |
| Third page | 460 | 390 | 365 |
| Quarter page | 380 | 345 | 315 |
| Sixth page | 305 | 265 | 235 |

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

| ISSUE | SPACE CLOSE | ISSUE | SPACE CLOSE |
|--|-------------------|---|--------------------|
| January 15, 2012 AD MATERIAL DUE: December 13, 2011 | December 13, 2011 | August 15, 2012 AD MATERIAL DUE: July 25, 2012 | July 20, 2012 |
| February 15, 2012 AD MATERIAL DUE: January 26, 2012 | January 20, 2012 | September 15, 2012 AD MATERIAL DUE: August 23, 2012 | August 17, 2011 |
| March 15, 2012 AD MATERIAL DUE: February 23, 2012 | February 17, 2012 | October 15, 2012 AD MATERIAL DUE: September 24, 2012 | September 19, 2012 |
| April 15, 2012 AD MATERIAL DUE: March 22, 2012 | March 16, 2012 | November 15, 2012 AD MATERIAL DUE: October 24, 2012 | October 19, 2012 |
| May 15, 2012 AD MATERIAL DUE: April 20, 2012 | April 18, 2012 | December 15, 2012 AD MATERIAL DUE: November 26, 2012 | November 16, 2012 |
| June 15, 2012 AD MATERIAL DUE: May 24, 2012 | May 18, 2012 | January 15, 2013 AD MATERIAL DUE: December 12, 2012 | December 14, 2012 |
| July 15, 2012 AD MATERIAL DUE: June 22, 2012 | June 19, 2012 | | |

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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 advertisements unless 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.

