



# Landscape Trades

Canada's Premier Horticultural Trade Publication

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JUNE 2011  
VOL. 33, NO. 5

Avoid pitfalls of success

Stopping work: Contract rights, responsibilities

Waste management can pay returns

### New economy, new thinking

Recovery strategies for contractors  
Financial management for growers



PHOTO: J. BROWN

# YOUR TOOLS, OUR TRADE

RATE CARD #32  
[WWW.LANDSCAPETRADES.COM](http://WWW.LANDSCAPETRADES.COM)

**2012**  
MEDIA INFORMATION

# Landscape Trades

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## YOU HAVE THE TOOLS, WE HAVE THE TRADE

There are three effective ways to connect with Canadian green industry 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 previews, as well as the official on-site guides for both, providing powerful cross-promotion power.

### Associations

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

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

**Steve Moyer**  
Sales manager, publications

### Association partners

Provincial trade association members across Canada — the industry's opinion leaders — all receive *Landscape Trades*.



## PRODUCTION CALENDAR 2012

# BONUS MARKETING OPPORTUNITIES



### Website advertising

Our leadership extends to the online community; take advantage of our electronic properties to connect! The *Landscape Trades* site, [www.landscapetrades.com](http://www.landscapetrades.com), includes current news, our exclusive story archive and the popular online classifieds. The *Online Source Book*, [www.itsourcebook.com](http://www.itsourcebook.com), is the exclusive product source directory for Canada's green industry. Ask about discounted year-long programs for both sites.



### 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 classified in *Landscape Trades* (includes web posting for the current calendar month) are \$62.15 per column inch, including tax. Online classifieds, [www.landscapetrades.com](http://www.landscapetrades.com) are \$67.80 per month. Contact [classifieds@landscapeontario.com](mailto:classifieds@landscapeontario.com)



### Landscape Ontario magazine

Reach progressive Landscape Ontario members with the official association magazine. Published monthly, *Landscape Ontario* commands high readership and respect. Call for details.

### JANUARY 2012

*Includes Congress 2012 show preview; bonus distribution at the show.*

SPACE: Nov. 2, 2011  
Material: Nov. 7, 2011  
Mail: Dec. 15, 2011

### MARCH 2012

*Spotlight on new products.*

SPACE: Jan. 31, 2012  
Material: Feb. 6, 2012  
Mail: Mar. 2, 2012

### APRIL 2012

*Landscape award winners.*

SPACE: Mar. 1, 2012  
Material: Mar. 8, 2012  
Mail: Apr. 4, 2012

### MAY 2012

SPACE: Apr. 4, 2012  
Material: Apr. 9, 2012  
Mail: May 2, 2012

### JUNE 2012

*Special focus issue.*

SPACE: May 2, 2012  
Material: May 7, 2012  
Mail: June 1, 2012

### JULY/AUGUST 2012

*Spotlight on snow and ice management.*

SPACE: June 26, 2012  
Material: Jul. 3, 2012  
Mail: Jul. 27, 2012

### SEPTEMBER 2012

*Retail focus, includes Expo show preview; bonus show distribution.*

SPACE: Aug. 7, 2012  
Material: Aug. 10, 2012  
Mail: Sept. 4, 2012

### OCTOBER 2012

*Source Book 2013; exclusive product source listings.*

SPACE: Sept. 5, 2012  
Material: Sept. 10, 2012  
Mail: Oct. 2, 2012

### NOVEMBER/

### DECEMBER 2012

*New plant introductions for 2013; includes 2013 Congress Conference Guide*

SPACE: Oct. 9, 2012  
Material: Oct. 12, 2012  
Mail: Nov. 6, 2012

### JANUARY 2013

*Congress 2013 preview; bonus show distribution*

SPACE: Nov. 6, 2012  
Material: Nov. 12, 2012  
Mail: Dec. 10, 2012

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## 2012 FOUR COLOUR ADVERTISING RATES in Canadian dollars

	1x	5x	9x	Special, bonus distribution issues (Jan. and Oct.)
Full page.....	\$2,550	\$2,455	\$2,345	\$2,685
Two-thirds page.....	2,180	2,120	2,035	2,320
Half page.....	1,980	1,890	1,820	2,140
Third page.....	1,715	1,655	1,605	1,790
Quarter page.....	1,540	1,510	1,475	1,605

## SPECIAL POSITIONS

Inside front, Inside back covers .....	\$3,160	\$3,040	\$2,915	\$3,310
Outside back cover .....	3,315	3,190	3,050	3,480

## ONLINE [www.landscapetrades.com](http://www.landscapetrades.com) or [www.ltsourcebook.com](http://www.ltsourcebook.com)

	1-3 months per month	4-6 months per month	7-12 months per month
Top Banner..... <small>728 x 90 pixels</small>	\$220	\$180	\$150
Large side display ad..... <small>300 x 250 pixels</small>	\$220	\$200	\$180
Small side display ad..... <small>300 x 125 pixels</small>	\$165	\$145	\$125

## DISCOUNT STRUCTURE

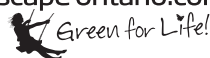
Gross rates above are discounted 15% to accredited ad agencies and Landscape Ontario associate members; 20% to Landscape Ontario active members. No discount applies when production is required.

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Landscape Trades is an initiative of  
 Landscape Ontario Horticultural Trades Association

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



## Ad sizes

### Full page

Trim 8<sup>1</sup>/<sub>8</sub>" x 10<sup>1</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"

### Two-thirds page

Vertical 4<sup>2</sup>/<sub>8</sub>" x 10"  
 Square 7<sup>1</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>2</sub>"

### Half page

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>"  
 Island 4<sup>3</sup>/<sub>8</sub>" x 7<sup>1</sup>/<sub>2</sub>"

### Third page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 10"  
 Square 4<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
 Horizontal 7<sup>1</sup>/<sub>8</sub>" x 3<sup>1</sup>/<sub>4</sub>"

### Quarter page

Vertical 3<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
 Square 4<sup>3</sup>/<sub>8</sub>" x 3<sup>3</sup>/<sub>4</sub>"  
 Horizontal 7<sup>1</sup>/<sub>8</sub>" x 2<sup>3</sup>/<sub>8</sub>"

### Sixth page

Vertical 3<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"  
 Square 4<sup>3</sup>/<sub>8</sub>" x 3<sup>3</sup>/<sub>4</sub>"  
 Horizontal 7<sup>1</sup>/<sub>8</sub>" x 2<sup>3</sup>/<sub>8</sub>"

## 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 will be 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.