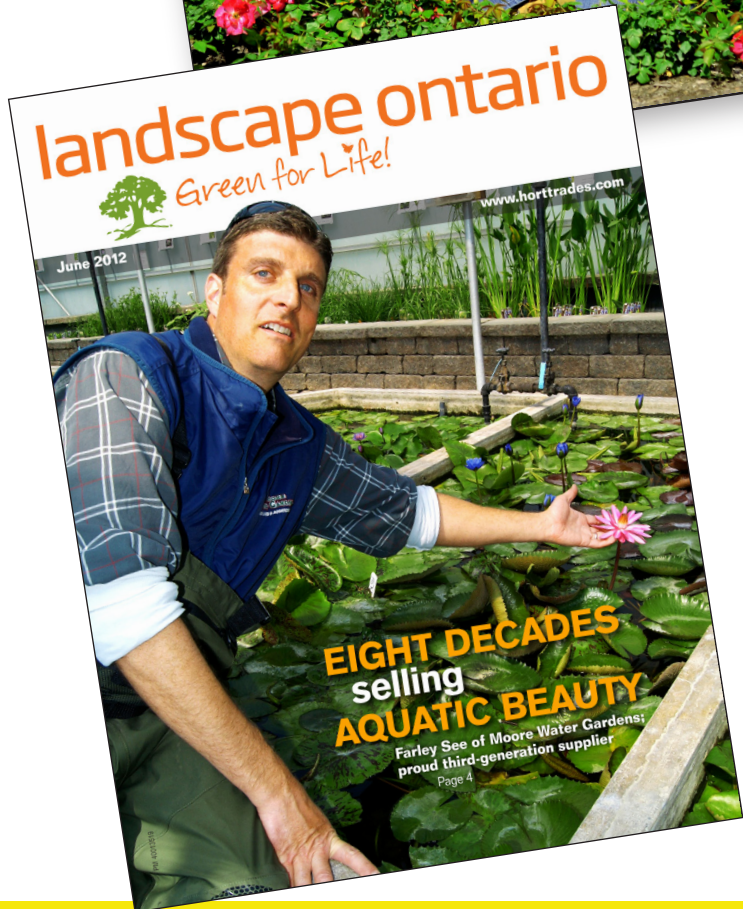


Landscape Ontario magazine

Avid audience, great value



Official magazine of

HORTICULTURAL TRADES ASSOCIATION
landscape ontario.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!

2013 Advertising Rates in Canadian dollars

FOUR COLOUR	1x	6x	12x
Full page <small>Trim 8 1/8" x 10 7/8" Bleed 8 3/8" x 11 1/8" Live area 7 1/8" x 10"</small>	\$1,460	\$1,345	\$1,215
Two-thirds page <small>Vertical 4 5/8" x 10" Square 7 1/8" x 6 1/2"</small>	1,255	1,105	1,015
Half page vertical, horizontal or island <small>Vertical 3 3/8" x 10" Horizontal 7 1/8" x 4 7/8"</small>	1,070	960	880
Third page <small>Vertical 2 1/4" x 10" Square 4 5/8" x 4 7/8" Horizontal 7 1/8" x 3 1/4"</small>	955	855	765
Quarter page <small>Vertical 3 3/8" x 4 7/8" Square 4 5/8" x 3 3/4" Horizontal 7 1/8" x 2 3/8"</small>	905	825	745
BLACK AND WHITE Add \$390 to these rates for spot colour			
Full page	\$985	\$910	\$825
Two-thirds page	775	680	625
Half page vertical, horizontal or island	610	550	500
Third page	485	415	390
Quarter page	405	370	335
Sixth page	325	285	250

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
January 15, 2013 <small>AD MATERIAL DUE: December 12, 2012</small>	December 7, 2012
February 15, 2013 <small>AD MATERIAL DUE: January 24, 2013</small>	January 18, 2013
March 15, 2013 <small>AD MATERIAL DUE: February 22, 2013</small>	February 15, 2013
April 15, 2013 <small>AD MATERIAL DUE: March 22, 2013</small>	March 15, 2013
May 15, 2013 <small>AD MATERIAL DUE: April 19, 2013</small>	April 18, 2013
June 15, 2013 <small>AD MATERIAL DUE: May 24, 2013</small>	May 17, 2013
July 15, 2013 <small>AD MATERIAL DUE: June 21, 2013</small>	June 19, 2013
ISSUE	SPACE CLOSE
August 15, 2013 <small>AD MATERIAL DUE: July 24, 2013</small>	July 19, 2013
September 15, 2013 <small>AD MATERIAL DUE: August 23, 2013</small>	August 16, 2013
October 15, 2013 <small>AD MATERIAL DUE: September 24, 2013</small>	September 19, 2013
November 15, 2013 <small>AD MATERIAL DUE: October 24, 2013</small>	October 18, 2013
December 15, 2013 <small>AD MATERIAL DUE: November 26, 2013</small>	November 15, 2013
January 15, 2013 <small>AD MATERIAL DUE: December 12, 2013</small>	December 6, 2013

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



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 shortrated 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