



Connect with the professionals in  
Canada's vibrant horticulture industry

# Landscape Trades

Canada's Premier  
Horticultural  
Trade Publication

and *Landscape Ontario*

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Horticultural  
Trade Publication

MAY 2009  
VOL. 31, NO. 4

Value for your  
marketing dollar  
Installation or  
service? Look at  
creating revenue  
Speaking tips for  
seminar season



2015 Media Information





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**[www.landscapetrades.com](http://www.landscapetrades.com)**  
Electronic exposure opportunities on page four.

*Landscape Trades* magazine

## Canada's horticultural trade market leader — since 1979

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

**Magazines:** *Landscape Trades* features authoritative, targeted editorial content that delivers Canada's market to you. Our 8,626 readers are 100% qualified industry participants, verified by CCAB/BPA.

**Trade shows:** *Landscape Trades* is the official publication of Congress, Canada's top green industry show — providing powerful cross-promotion power.

**Associations:** *Landscape Trades* is published by Landscape Ontario Horticultural Trades Association, known world-wide for its leadership. 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.

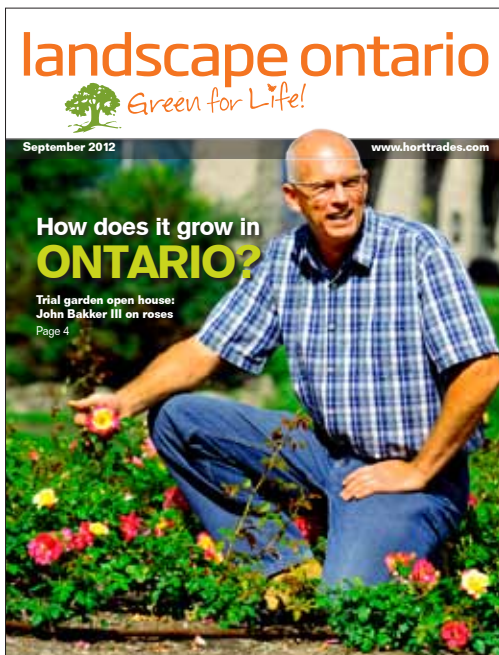


### *Landscape Trades* 2015 colour rates Cdn. dollars

	1x	5x	9x	Jan. and May issues
Full Page	\$2,791	\$2,679	\$2,568	\$2,931
Two-thirds page	\$2,372	\$2,261	\$2,149	\$2,512
Half page	\$2,093	\$1,982	\$1,870	\$2,233
Third page	\$1,396	\$1,284	\$1,172	\$1,535
Quarter page	\$1,116	\$1,005	\$893	\$1,256
DPS	\$4,745	\$4,633	\$4,521	\$4,884
IFC, IBC	\$3,489	\$3,377	\$3,265	\$3,628
OBC	\$3,628	\$3,517	\$3,405	\$3,768

Add 15% for special position, based on availability. Discount structure in place for accredited ad agencies and association members

	Space close	Material deadline	Mail date
<b>January 2015</b> Congress show preview, bonus distribution	Nov. 11, 2014	Nov. 18, 2014	Dec. 10, 2014
<b>March</b> Annual new products spotlight issue	Jan. 28, 2015	Feb. 6, 2015	March 4, 2015
<b>April</b>	March 2	March 11	April 6
<b>May</b> Annual Source Book product directory	April 7	April 15	May 4
<b>June</b>	May 4	May 13	June 4
<b>August</b> Thrive show preview, Annual retail issue	July 3	July 10	Aug. 5
<b>September</b> Focus on snow and ice management	Aug. 4	Aug. 11	Aug. 31
<b>October</b> Landscape awards	Aug. 27	Sept. 7	Oct. 1
<b>November</b> New plant introductions, Congress Conference Guide, 2016 Wall Calendar insert	Oct. 8	Oct. 15	Nov. 10
<b>January 2016</b> Congress show preview, bonus distribution	Nov. 12	Nov. 20	Dec. 10



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**[www.horttrades.com/LOmag](http://www.horttrades.com/LOmag)**

Electronic exposure opportunities on page four.

**Landscape Ontario:** Landscape Ontario's member magazine

# Avid audience, respected mission, great value

HORTICULTURAL TRADES ASSOCIATION  
**landscapeontario.com**  
Green for Life!

## Landscape Ontario magazine 2015 colour rates

Cdn. dollars

	1x	6x	11x
Full Page	\$1,550	\$1,488	\$1,426
Two-thirds page	\$1,318	\$1,256	\$1,194
Half page	\$1,163	\$1,101	\$1,039
Third page	\$775	\$713	\$651
Quarter page	\$620	\$558	\$496
DPS	\$2,635	\$2,573	\$2,511
IFC, IBC	\$1,938	\$1,876	\$1,814
OBC	\$2,015	\$1,953	\$1,891

Add 15% for special position, based on availability. Discount structure in place for accredited ad agencies and association members

As North America's strongest and most vibrant horticultural trade association, Landscape Ontario Horticultural Trades Association takes its leadership role seriously. As LO's communications hub, *Landscape Ontario* magazine contains industry news, association news, industry issue features, profiles, event notices, research reports and more.

But the value to readers does not stop here — *LO* magazine's ad pages present vital business information and opportunities; ads in its pages get close attention.

*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.

The reach is 2,300 progressive readers across Ontario. This strong marketing position reflects the respect *Landscape Ontario* has earned among the industry's top players. Book your program today!

	Space close	Material deadline	Mail date
<b>January 2015</b>	Dec. 5, 2014	Dec. 12, 2014	Jan. 5, 2015
<b>February</b>	Jan. 15, 2015	Jan. 23, 2015	Feb. 9, 2015
<b>March</b>	Feb. 16	Feb. 23	March 9
<b>April</b>	March 16	March 23	April 8
<b>May</b>	April 17	April 24	May 11
<b>June</b>	May 15	May 22	June 8
<b>July-August</b> <i>Special double membership issue</i>	June 17	June 24	July 9
<b>September</b>	Aug. 14	Aug. 21	Sept. 7
<b>October</b>	Sept. 18	Sept. 25	Oct. 8
<b>November</b>	Oct. 16	Oct. 23	Nov. 9
<b>December</b> <i>Special Congress issue, includes LO Annual Report</i>	Nov. 16	Nov. 23	Dec. 7

## 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.

## Contract provisions

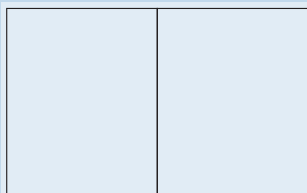
- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All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

## Ad dimensions

### Double page spread

Trim: 16-1/4" x 10-7/8"

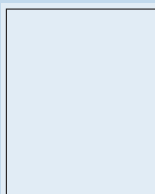
Bleed: 16-1/2" x 11-1/8"



### Full page

Trim: 8-1/8" x 10-7/8"

Bleed: 8-3/8" x 11-1/8"



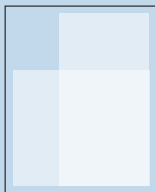
### Two-thirds page

#### Vertical

4-5/8" x 9-7/8"

#### Square

7-1/8" x 6-1/2"



### Half page

#### Vertical

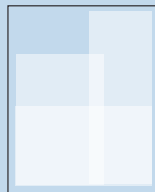
3-1/2" x 9-7/8"

#### Island

4-5/8" x 7-3/8"

#### Horizontal

7-1/8" x 4-7/8"



### Third page

#### Vertical

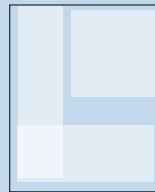
2-1/4" x 9-7/8"

#### Square

4 5/8" x 4 7/8"

#### Horizontal

7-1/8" x 3-1/4"



### Quarter page

#### Vertical

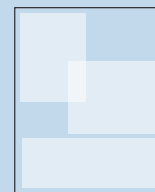
3-1/2" x 4-7/8"

#### Square

4-5/8" x 3-3/4"

#### Horizontal

7-1/8" x 2-1/2"



# Partners in promotion

**Landscape Trades and Landscape Ontario magazines are part of a bigger picture that offers huge cross-promotional power**

## Website advertising

Canada's green industry pro sites are [www.landscapetrades.com](http://www.landscapetrades.com) and [www.LTsourcebook.com](http://www.LTsourcebook.com). Rates are based on duration.

Top banner 728 x 90	\$220-150 per month
Large side ad 300 x 250	\$220-180 per month
Small side ad 300 x 125	\$125-165 per month

## Polybag or bind-in inserts

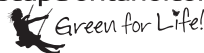
Skip the bother of direct mail, at a fraction of its cost, and specify distribution to our premium list by region or sector. Phone for a quotation.

## Show guides

As the official publications of Landscape Ontario's leading trade shows, we publish the official show guides. Call us about leveraging show exposure for max promo power.

Initiatives of  
Landscape Ontario Horticultural Trades Association

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

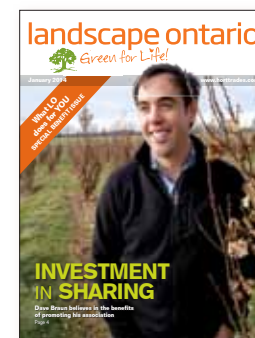


## Landscape Trades wall calendar

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. Call for details.

## Landscape Ontario enews ads

Associate your brand with the prestige of Landscape Ontario, by advertising in *LO This Week* enews. Ads are 200 x 150 pixels, running five consecutive weeks for only \$750. Available to Landscape Ontario members only.



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