

southwest

HORTICULTURE



**2010 Media Kit
Advertising Rates and Publication Information**



2,400
Green Industry Professionals
throughout Arizona, Southern
California, New Mexico and Las Vegas
will see your message...

Advertising Rates

| Size | Dimensions | Regular Issues | Directory & Buyers Guide |
|----------------|---|----------------|--------------------------|
| Full Page..... | 7-1/2" wide x 10" tall..... | \$440 | \$620 |
| 2/3 Page..... | 4-3/4" wide x 10" tall..... | \$345 | \$480 |
| 1/2 Page..... | 7-1/2" wide x 4-3/4" tall or 3-5/8" wide x 10" tall..... | \$275 | \$385 |
| 1/3 Page..... | 4-7/8" wide x 4-3/4" tall | \$210 | \$295 |
| 1/4 Page..... | 3-5/8" wide x 4-3/4" tall | \$175 | \$240 |
| 1/6 Page..... | 2-3/8" wide x 4-3/4" tall | \$140 | \$185 |
| 1/8 Page..... | 3-5/8" wide x 2-1/4" tall or 1-3/4" wide x 4-3/4" tall | \$125 | \$165 |

Color Rates: Additional color, \$150; four-color process, \$350 per page. or fraction thereof. Add to rates above.

Agency: Agency commission, 15% on gross billing allowed to advertising agencies on space charges only.

Discount: 10% discount for six (6) insertions in a 12-month period. (Discount does not apply to color rates.) *No discounts on Directory and Buyers' Guide.*

(Discounts not applicable in combination with agency discount.)

The rates above do not include ad production.

Instructions for Art Submission:

Preferred formats: Digital files in high resolution Adobe Acrobat .pdf format; QuarkXpress/Macintosh with all fonts and images included; Adobe Illustrator .eps with all fonts outlined; or .tif at 300 dpi. Email files to southwesternlitho@earthlink.net (self-extracting files preferred) and slanctot@azna.org (.pdf only) AND fax a hard copy to (602) 271-0838. Files may also be submitted on Macintosh formatted zip disks, floppy disks or CDs with all fonts and images included. For questions or for other formats, contact Southwestern Litho at (602) 252-2723. Ad production services are available and will be charged on an individual basis.

Deadlines: Insertion orders are due by the first of the month, copy by the 10th of the month preceding publication month.

Arizona Nursery Association

1430 W. Broadway Road, Suite 110 • Tempe, AZ 85282

• Phone (480) 966-1610 • Fax (480) 966-0923 • Email slanctot@azna.org

Southwest HORTICULTURE MAGAZINE

Advertising Agreement

| <u>Advertiser</u> | <u>Agency</u> | <u>Contract Year: 2010</u> |
|-------------------------|-------------------------|----------------------------|
| Company: _____ | Company: _____ | Date Issued: _____ |
| Contact Name: _____ | Contact Name: _____ | Artwork Format: _____ |
| Address: _____ _____ | Address: _____ _____ | _____ |
| City/State/Zip: _____ | City/State/Zip: _____ | |
| Phone: _____ | Phone: _____ | |
| Email: _____ | Email: _____ | |

Authorized Signature: _____

| Frequency: ___ insertions | | | ___ 10% Discount for 6 insertions | | ___ 15% Agency Commission | |
|---|----------------------|------|-----------------------------------|-------------|---------------------------|---------------|
| Issue | Check Insertion Date | Size | Rate | New Ad Copy | Repeat | Special Notes |
| Jan/Feb | | | | | | |
| Mar/Apr | | | | | | |
| May/June | | | | | | |
| July/Aug | | | | | | |
| Sept/Oct | | | | | | |
| Nov/Dec | | | | | | |
| *Directory & Buyer's Guide (April) | | | | | | |

***NOTE: Separate advertising rates for this publication.**
(See rate card for other contract specifications.)

Terms: Ten percent (10%) discount on contracted six-time insertion within a 12-month period. Fifteen percent (15%) agency commission to recognized advertising agency. Discounts cannot be combined. No discounts allowed on Directory and Buyer's Guide. The Arizona Nursery Association reserves the right to refuse any advertising and can cancel a contract at any time for non-payment of preceding ads.

Deadlines: Insertion orders are due by the first of the month, copy by the tenth of the month preceding publication month.

Arizona Nursery Association