



southwest

**HORTICULTURE**

**2011 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](mailto:southwesternlitho@earthlink.net) (self-extracting files preferred) and [info@azna.org](mailto:info@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 Rusty at 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 [info@azna.org](mailto:info@azna.org)

## Advertising Agreement

<u>Advertiser</u>	<u>Agency</u>	<u>Contract Year: 2011</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						

## Southwest HORTICULTURE MAGAZINE

**\*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

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