

Southwest

HORTICULTURE

Over 2,000  
Green Industry Professionals  
throughout Arizona, Southern  
California, New Mexico and Las Vegas  
will see your message...

**Advertising Rates**

Size	Dimensions	<u>Regular Issues</u>	<u>Directory &amp; Buyers Guide</u>
Full Page.....	7-1/2" wide x 10" tall .....	\$475 .....	\$650
2/3 Page .....	4-3/4" wide x 10" tall .....	\$375 .....	\$500
1/2 Page .....	7-1/2" wide x 4-3/4" tall or 3-5/8" wide x 10" tall .....	\$300 .....	\$400
1/3 Page .....	4-7/8" wide x 4-3/4" tall.....	\$235 .....	\$325
1/4 Page .....	3-5/8" wide x 4-3/4" tall.....	\$200 .....	\$275
1/6 Page .....	2-3/8" wide x 4-3/4" tall.....	\$160 .....	\$200
1/8 Page .....	3-5/8" wide x 2-1/4" tall or 1-3/4" wide x 4-3/4" tall.....	\$145 .....	\$185

**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 [kcolvin@azna.org](mailto:kcolvin@azna.org), files may also be submitted on Macintosh formatted zip drives, or CDs with all fonts and images included. Ad production services are available and will be charged on an individual basis.

**Arizona Nursery Association**

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

• Phone (480) 966-1610 • Fax (480) 966-0923 • Email [kcolvin@azna.org](mailto:kcolvin@azna.org)

# Southwest HORTICULTURE MAGAZINE

## Advertising Agreement

<b>Advertiser</b>	<b>Agency</b>	<b>Contract Year: 2016</b>
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						
<b>*Directory &amp; Buyer's Guide</b>						

**\*NOTE: Separate advertising rates for this publication.**

(See rate card for 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.

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