Chicagoland GARDENING

WE CAN DRIVE OUR READERS DIRECTLY TO YOUR BUSINESS

Rates & Specifications

Ad Rates

Ad rates per insertion. Prices effective September 1, 2015.

FOUR COLOR	7X	4X	1X
Full Page	2455	2580	2845
2/3	1755	1850	2045
1/2 or Junior	1485	1565	1705
1/3	1060	1115	1215
1/4	855	900	985
1/6	585	620	675
1/12 Classified	275	290	315

TWO COLOR	7X	4X	1X
Full Page	1915	2040	2225
2/3	1350	1435	1570
1/2 or Junior	1160	1235	1350
1/3	815	870	995
1/4	630	675	740
1/6	420	445	490
1/12 Classified	220	235	255

ONE COLOR	7X	4X	1X
Full Page	1640	1730	1885
2/3	1165	1230	1345
1/2 or Junior	985	1040	1135
1/3	710	750	825
1/4	505	535	590
1/6	365	385	425

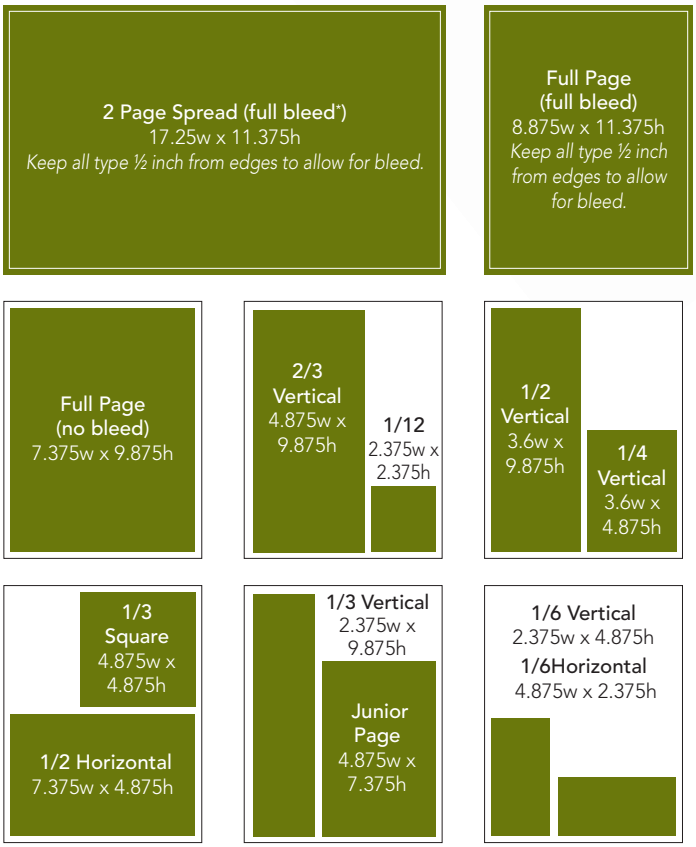
Classified Line Ad: $4/word; 20-word min.35-word max

SPECIAL POSITIONS	7X	4X	1X
Inside Front Cover, Page 3 or Inside Back Cover	2800	2955	3220
Outside Back Cover	2925	3085	3410

Consecutive Right-Hand Pages: 10% premium
Book Ends – 1/3 Verticals: 10% premium

Illustrated Ad Dimensions

(Measurements in inches)
Publication trim size: 8.375w x 10.875h



Submitting Artwork

- All artwork must be in an electronic file (high res. PDF, TIFF or EPS).
- Use only CMYK colors. Spot PMS colors cannot be used.
- **Bleeds must extend beyond the edge of the page by 1/4".**
- **For full page ads, all text must be 1/4" in from the trim.**
- Submit files through e-mail to suzanne@sbsmags.com. To submit by mail, send ad on a CD to Chicagoland Gardening, Attn: Suzanne Ray, P.O. Box 730, Downers Grove, IL 60515-0730.

Need Design Assistance?

Let our profesional graphic designers create a unique ad for you.

For more information, contact:

Ann Sanders
ann@sbsmags.com
888.265.3600 ext. 342
Direct: 630.908.2224

Rates & Specifications CONTINUED

2016 Special Advertising Opportunities*

Call for rates and details on how you can participate in these special sections.

Glorious Gardens
Petal Tours and Day Trip Special Sections: May/June and July/August issues.

Landscape Guide
Special section in the September/October issue.

Holiday Greens and Activities
Special section in the November/December issue.

Annual Resource Guide
Deadlines

Ad/listing Reservations:
November 1

Final Ad Approval:
November 9

Subject to change.

Production Schedule

ISSUE	AD SPACE	AD MATERIAL	AD APPROVAL	MAGAZINE MAILED
Jan / Feb	11/2	11/9	11/16	12/1
March / April	1/4	1/11	1/18	2/9
May / June	2/29	3/7	3/14	4/5
July / August	5/2	5/9	5/16	6/7
Sept / Oct	7/4	7/11	7/18	8/9
Nov / Dec	9/5	9/12	9/19	10/11

Terms

First time advertisers must submit payment with order unless credit is established and approved by the publisher. Invoices are mailed upon publication. Payment is due within 15 days of publication. All accounts not paid within 15 days will be subject to a 1.5% late charge per month.

The advertiser agrees to pay court costs and/or reasonable attorney's fees, or both, if collection is necessary through process of suit. Payment of advertising placed through an advertising agency is the responsibility of the advertiser.

Cancellations must be received in writing 30 days prior to the ad space reservation date. The advertiser agrees that if their company fails to honor the placement of its earned frequency agreement stated in the contract, previous ads will be billed at the earned rate.

Commissions

For recognized agencies only. Ads must be presented in a format as stated in artwork specifications sheet. Payment must be made within 30 days of invoice, or commission will be forfeited. Production charges are not commissionable.

Copy Acceptance

1. Publisher reserves the right to approve all ads.
2. Publisher reserves the right to place "Advertisement" over any ad resembling editorial matter.
3. Frequency will be defined as ads placed in twelve month period from first insertion. Multiple ads in a single Issue count towards frequency discount. Should frequency of advertising change during the contract period, advertiser will be billed the earned rate.
4. Calendar submissions are included in a first come, first served basis. Editor reserves the right to include or cut submissions. All information is due by published deadlines. Electronic submission of information is preferred.

CONNECT WITH US

Chicagoland GARDENING
THE MAGAZINE FOR OUR REGION
A publication of State-by-State Gardening.

PHONE: 888.265.3600

FAX: 630.214.5409

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