

The Public Garden: 2008 Rate Card

Editorial Calendar

| Year | Issue | Theme | Reservation Date | Advertisement Due | Estimated Publication Date |
|------|---------|---|------------------|-------------------|----------------------------|
| 2008 | Issue 1 | Green Leadership | 2/15/08 | 2/28/08 | 4/01/08 |
| 2008 | Issue 2 | Botanical Gardens and Food | 5/16/08 | 5/28/08 | 6/15/08 |
| 2008 | Issue 3 | Sustainable Plant Collections | 8/15/08 | 8/22/08 | 12/15/08 |
| 2008 | Issue 4 | Technology in the Garden | 11/14/08 | 11/21/08 | 2/01/09 |
| 2009 | Issue 1 | Integrating the Garden into the Community | 2/15/09 | 2/28/09 | 4/01/09 |

Rates Per Insertion: Four Color*

| Ad Size | One insertion | Two insertions | Four insertions |
|---------------|---------------|----------------|-----------------|
| Full Page | \$1,348 | \$1,270 | \$1,186 |
| 2/3 page | 1,185 | 1,127 | 1,033 |
| 1/2 page | 1,063 | 1,015 | 936 |
| 1/3 page | 848 | 814 | 748 |
| 1/6 page | 656 | 630 | 576 |
| Cover 2 (bc) | 1,705 | 1,637 | 1,500 |
| Cover 3 (ibc) | 1,575 | 1,511 | 1,385 |
| Cover 4 (ifc) | 1,836 | 1,763 | 1,616 |

Rates Per Insertion: Black and White

| Ad Size | One insertion | Two insertions | Four insertions |
|---------------|---------------|----------------|-----------------|
| Full Page | \$987 | \$948 | \$868 |
| 2/3 page | 790 | 759 | 695 |
| 1/2 page | 643 | 616 | 565 |
| 1/3 page | 443 | 429 | 394 |
| 1/6 page | 247 | 236 | 216 |
| Cover 2 (bc) | 1,354 | 1,299 | 1,192 |
| Cover 3 (ibc) | 1,150 | 1,102 | 919 |
| Cover 4 (ifc) | 1,232 | 1,299 | 1,192 |

Mechanical Specifications

| Ad Size | Width | Depth |
|---|--------|---------|
| Full Page (must be at least 1/4" within trim size) | 7 1/2" | 10" |
| Full Page with bleed (bleed must extend 1/8" beyond trim size) | 8 3/4" | 11 1/4" |
| 2/3 Page Vertical | 4 7/8" | 10" |
| 1/2 Page Horizontal | 7 1/2" | 4 7/8" |
| 1/3 Page Vertical | 2 3/8" | 10" |
| 1/3 Page Horizontal | 4 7/8" | 4 7/8" |
| 1/6 Page Horizontal | 4 7/8" | 2 3/8" |
| 1/6 Page Vertical | 2 3/8" | 4 7/8" |

Ad Specifications

All advertisements must be submitted as high resolution (300 dpi) PDFs, CMYK with all fonts embedded. Please either burn the file to a CD ROM or email the electronic file to mquigley@publicgardens.org

Questions Please contact Madeline Quigley at 302-655-7100 ext. 17 or mquigley@publicgardens.org.

AD SIZE

Check the size of your ad

- Full page
- 2/3 page vertical
- 1/2 page horizontal
- 1/3 page vertical
- 1/3 page horizontal
- 1/6 page vertical
- 1/6 page horizontal

AD COLOR

- Full color
- Black & white
- Two-color

ISSUES FOR INSERTION

See editorial calendar on page 2 for issue themes.

- Issue #1, 2008
- Issue #2, 2008
- Issue #3, 2008
- Issue #4, 2008

AD SPECIFICATIONS

See page 2 for ad sizes and submission requirements.

BILLING & CONTRACTS

Billing Advertisers are billed after publication. All payments are due within 30 days.

Materials APGA keeps advertising materials on file for one year.

Cancellations There will be no cancellations after the deadline.

Contract Information

Advertisers assume liability for all content and responsibility for all claims arising therefrom against the publisher. Publisher reserves the right to add the word "advertisement" to advertisements that in the publisher's opinion represent editorial content and to refuse advertising copy not consistent with APGA goals.

THE PUBLIC GARDEN 2008 ADVERTISING CONTRACT

ADVERTISER CONTACT INFORMATION

Company

Contact

Address

Phone/Fax/

Email/

Product or service to be advertised

PAYMENT INFORMATION

Gross Rate (per insertion)

Less 10% Gold Member Discount -

Less 5% for full payment in advance

Net Per Insertion

Total Due for 2008

By signing below, I agree to abide by the terms and conditions of this contract.

Signature

Date

SEND SIGNED CONTRACT

Send completed contracts to Madeline Quigley, Director of Marketing, APGA, 100 West 10th Street, Suite 614, Wilmington, DE 19801. Fax 302.655.8100, or email mquigley@publicgardens.org. All checks should be made payable to the American Public Gardens Association.