Public Garden
THE JOURNAL OF THE AMERICAN PUBLIC GARDENS ASSOCIATION

Public Garden is THE magazine for public gardening professionals, offering current, engaging content devoted to the world of botanic gardens, arboreta and other horticultural institutions.

Is your business connected to Decision Makers at Public Gardens?

Advertise With Us
Welcome to Public Garden, the magazine of the American Public Gardens Association, designed to advance garden institutions across North America and internationally through leadership, advocacy, and innovation.

Founded in 1940 as the American Association of Botanical Gardens and Arboreta, the Association has emerged as the premiere association for public gardens in North America and other countries. We are committed to increasing the knowledge of public garden professionals through information sharing, networking, professional development, public awareness, and research so our members have the tools to effectively serve their public.

Each year, Public Garden connects you with more than 8,800 industry professionals receive 5000 printed copies of the magazine quarterly in May, August, November, and February. Both print and digital versions are available.

All members of the American Public Gardens Association receive a free subscription to the magazine. Subscriptions are also available to the public; in the U.S. the cost is $48 per year and internationally it is $90 per year.

American Public Gardens Association and Public Garden offer you a variety of opportunities to connect with our members, including advertising, corporate memberships, and sponsorships. We welcome and encourage suggestions and submissions for editorial content that furthers our vision of making public gardens indispensable.

Join us and see how Public Garden can help you grow.

READER PROFILE

Public Garden’s audience includes a vast continuum of garden professionals, from public horticulture students to seasoned industry veterans.

Of Public Garden readers:
- 66% - Are Supervisors or high-level administrators within their organization
- 77% - Share the magazine with 1-3 (or more) others
- 85% - Find Public Garden to be a valuable professional resource

Our readers include arborists, board trustees, conservation specialists, curators, educators, fund raisers and foundation leaders, horticulturists, librarians, public garden directors, public relations professionals, researchers and volunteer coordinators. Other subscribers include companies that provide products and services to the public garden community, students, libraries, and others with an interest in public horticulture.
Public Garden magazine consists of three main editorial sections, providing unique, high-quality content related to all aspects public garden industry.

**Backbones**

‘Backbones’ are the main articles that make up a large portion of Public Garden editorial content. Some recur in each issue, others on a bi-annual or annual basis, depending on content received.

- Digging Deep: Case Studies
- Horticultural How-To’s
- Small Garden, Big Impact
- Learning in the Garden
- Pushing The Boundaries
- Global View
- Multi-disciplinary/Multi-industry

**Focal Points**

‘Focal Points’, the Public Garden feature articles, are high-profile editorial on a subject that plays a significant role in the horticulture field, nationally or internationally, or that pushes the boundaries introduced through our main article (“Backbones”) parameters.

**Perennial Selections**

Recurring segments in Public Garden, generally no more than one page and containing a high proportion of imagery. Submissions must include high-res photography or pictorial.

- Garden Professional Spotlight
- Things We Love This Season
- How Does Your Garden Grow?
- Photosynthesis
- Garden Art Exhibits

For detailed descriptions of our Editorial Sections, please see pages 3 and 4 of the Media Kit
CONTRIBUTE to PGM

EDITORIAL CONTENT

Public Garden accepts freelance contributions for several sections of the magazine. We welcome advertisements, ideas, and queries from our readers, particularly from garden staff, garden leaders and administrators, and other members of the botanical and horticultural communities.

Backbones: ‘Backbones’ are the main articles that make up a large portion of Public Garden editorial content. Some recur in each issue, others on a bi-annual or annual basis, depending on content. Article submissions must be 500-700 words in length and include high-res photography or pictorial (see photography guidelines).

• Digging Deep: Case Studies: This bi-annual feature spotlights recently done research related to the field of Public Horticulture, published in the form of a case study. Pitch or submission should consist of at least:
  1. Introduction
  2. Methodology
  3. Outcome
  4. Implications/Lessons Learned/Analysis
  5. Photos in low-res, with high-res available if selected (see photography guidelines)

• Horticultural How-Tos: An in-detail focus on a large-scale horticultural project at a public garden. For example: fabrication of large forms used to guide pruning of historic hedges, construction of winter cover structures for tender plants, installation and maintenance of mosaiculture forms, pruning and cutbacks on tender perennials, etc. Submissions should include a detailed description of the project or event, why it is important or impactful to other gardens, and photos.

• Small Garden, Big Impact: The essence of this recurring article is to spotlight the extraordinary within the ordinary, and share fresh perspective or lessons learned when making the most of limited resources in a small garden. The garden may be a garden inside a larger garden, a garden in a small community, or a small garden that is open to members and the public.

• Learning in the Garden: Share with us your curriculum ideas for garden-related youth and adult educational programming that can be easily used and adapted by horticulture educators. Submissions should include a curriculum piece, syllabus or plan, along with photos and examples.

• Pushing The Boundaries: Thought-provoking articles that explore topics that help push the boundaries of thinking in the garden community. For example, urban futurists, how knowledge from other industries can help gardens, or how to engage garden visitors within a diverse and ever-changing society.

• Global View: Take a look at our industry from a global perspective. This section includes detailed profiles of an international garden or collaboration, an in-depth look at an industry topic or sustainable gardening in other parts of the world. Submissions should be from a fact-based point of view and include references, sources, and photographs.

• Multi-disciplinary/Multi-industry: This section showcases disciplines and industries outside of, but related to the field of public horticulture. It highlights a project or program that could be relevant to public gardens or one on which a public garden collaborated.
**Focal Points:** Public Garden’s ‘Focal Points’ are feature articles that generally range from 800 to 1,500 words. If you have an idea, please submit a query letter of one page (maximum), telling us how you would approach your topic, whom you would interview (if applicable) and what makes the topic a great fit for Public Garden. Upon submission approval, you will be contacted with a requested timeline for submitting full article and accompanying photographs (see photography guidelines).

Focal Points must be high profile, either because of the significance it has to the horticulture field, nationally or internationally, or because it pushes the boundaries introduced through one of the Public Garden main article parameters.

**Perennial Selections:** Perennial Selections are recurring segments in Public Garden, generally no more than one page that contain a high proportion of imagery. Submissions must include high-res photography or pictorial (see photography guidelines).

- **Garden Professional Spotlight:** Brief interview with an industry professional. This segment is for everyone – from the Executive Director to gardener, Marketing staff and even volunteers. Tell us how you came to the world of Public Gardens by answering three questions in fewer than 400:
  1. Tell us about your journey in the garden industry.
  2. Tell us about a recent project you worked on.
  3. What do you find to be the most rewarding thing about working in this industry?

  Or, nominate someone from your garden or circle of friends that we should feature. Submissions must include a high-res photo or pictorial.

- **Things We Love This Season:** Graphic-heavy segment focusing on stuff we just can’t get enough of! For example, new technology related to our field, new plant species or cultivars, innovative or unique exhibits, must-read books, and anything else that you love and want to share. Submissions must include:
  1. A high-res photo (see photography guidelines).
  2. Description of the item, why it should be featured, and how it is relevant to the garden community (50 words).
  3. Where it can be found (preferably a URL)

- **How Does Your Garden Grow?:** Impart your knowledge or nominate a garden team member to impart their own! These short, informative articles focus on non-horticultural departments, such as human resources, fundraising, marketing, volunteers, maintenance, information management, and more. Maximum 400 words.

- **Photosynthesis:** Submit an impactful or inspirational 300 dpi (minimum) photo at least 8.5”x11”, along with a maximum 200 words. It could be a historic image, a before and after shot, a unique or interesting spot in your garden, or an image that tells a story...be creative!

- **Garden Exhibits:** Features an amazing garden exhibit from an APGA member garden. This section is for gardens large and small – just be sure to tell us what impact the exhibit had on your community. Must include high res photography of the exhibit and the visitors who experienced it. Maximum 400 words.

See page 7 for Editorial Guidelines and Submission Details
2016 RATE CARD

(all rates are per issue)

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<th>4 Issues</th>
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Corporate Member Discount

APGA Corporate Gold members receive a 10% discount on all Public Garden advertising.
APGA Corporate Associates Members receive a 5% discount on all Public Garden advertising.

If you are interested in becoming an APGA Corporate Member, contact:
Suzanne Moussa
American Public Gardens Association Membership Manager
smoussa@publicgardens.org  | 610.708.3014
MECHANICAL SPECIFICATIONS

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<td>1/6 Page Horizontal</td>
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All advertisements must be submitted as high resolution (300 dpi) PDFs, CYMK with all fonts embedded. Final page trim size is 8.5” x 11”. Heat web offset printing with saddle stitch binding. Four-color process (CMYK) with 0.125” bleed on all sides. Live content no closer than 1/8” to trim edge. Effective resolution of 350 dpi for all bitmapped images.

E-mail reservations to PublicGardenMag@publicgardens.org, see contract page 8.

ISSUE DEADLINES

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<th>Issue</th>
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<th>Materials Deadline</th>
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<td>Issue 2 - August</td>
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<td>June 20</td>
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<td>September 1</td>
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<td>Issue 4 - February</td>
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EDITORIAL GUIDELINES

Articles for submission must be previously unpublished and in English. Content must be copy-edited carefully before submission. Drafts are not acceptable. In order to ensure diversity of subject matter, approaches, and voices, submission by authors who have not published in Public Garden for at least a year prior to submission are normally given precedence. In submitting work to Public Garden, authors agree to the policies of this magazine, including free access and use of the material published in it with proper acknowledgment of authorship and source.

In sending work to Public Garden for possible publication, the submitter attests that the work is original and that he or she is the author, that it has not been published, and that it is not under consideration for publication elsewhere. The decision of the editorial advisory group is final. Articles accepted for publication will be copyrighted by the American Public Gardens Association.

Our submission guidelines have been carefully prepared to facilitate the editorial process of publishing articles both in print and online. Strict adherence to formatting guidelines are required. Submissions which do not adhere to these instructions will be returned to the author.

Submissions must adhere to the following guidelines:

1. ‘Focal Points’ should be 800-1500 words. Articles exceeding the length limit will be edited or rejected.
2. ‘Backbones’ should be 500-700 words.
3. ‘Perennial Selection’ submissions should be less than 500 words, unless otherwise specified in the Editorial Content details.
4. Public Garden reserves the right to edit all submissions for content if the submission exceeds our pre-stated requirements or must be edited to fit within space allotted.
5. Public Garden reserves the right to only include a portion of an article submission in the printed magazine, with a lead to more information online, or conversely, to only mention the article in the print publication, which would be published in its entirety online.

Acceptable File Types
Text: Please submit texts in MS Word, Rich Text Format (RTF), or WordPerfect. If submitting from a Macintosh computer, include the three-letter file extension in the file name of your article. PDF files are not acceptable.

Images: Should be in .jpg or .tif format.

Photography Guidelines:
Public Garden is a magazine published for professionals in the public garden industry, and therefore quality and quantity of photography is of greatest importance. Every submission to the magazine must be accompanied by photographs or pictorial.

- Imagery should be submitted as low-res, with the ability to send high-res versions upon request, unless otherwise stated in the Editorial Content description (pages 5-6).
- High-res photos must be at minimum of 5”x7”. Photosynthesis submissions must be 8.5”x11” or 11”x17” (landscape) minimum for use as a full page photo spread.
- Low-res photos (smaller than 300dpi, less than 5x7”) are for article queries only. If a query is approved, high-res photos will be required in order to publish article.
- Public Garden reserves the right not to publish a submission if the accompanying imagery does not meet our photography guidelines.

Regardless of the article’s final destination, captions for all photos, photo credit information, a byline and a bio on the author(s) must be included for all submissions.

Submitting an Article
An e-mail message with the query as an attachment should be sent to PublicGardenMag@publicgardens.org. Use “PG Mag Query Submission” as the subject in the email address block. The message should include (1) the author’s name, (2) the title of the article, (3) the specific submission section title if applicable (i.e. ‘Horticulture How-To’s), (4) an abstract of no more than 150 words, (5) any relevant information about the author, including institutional affiliation, mailing and e-mail addresses, and (6) the full article or submission, as well as accompanying imagery, attached to the email. Do not embed images in the article text document.

EDITORIAL SUBMISSION DATES

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<th>Issue</th>
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<td>Issue 1 - May</td>
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<td>Issue 4 - February</td>
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Disclaimer
Statements of fact and opinion in the articles in Public Garden are those of the respective authors and contributors and not of the editors or sponsors of Public Garden. No representation, express or implied, is made of the accuracy of the material in this magazine and neither Public Garden nor American Public Gardens Association can accept any legal responsibility or liability for any errors or omissions.
2016 ADVERTISING CONTRACT

Advertiser Contact Information

Company
Contact
Address
City/State/Zip
Phone	Fax
Email	Website

Product or service to be advertised

Payment Information

One-Issue Commitment	$___________
Two-Issue Commitment/Issue	$___________
Four-Issue Commitment/Issue	$___________
Corporate Member Discount (10% Gold/5% Associate) $___________
Contract Rate Due/Issue	$___________
Total Contracted Amount Due	$___________

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

Advertiser’s Signature	Date

Ad Information

Ad Size

☐ 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
☐ Cover 2
☐ Cover 3
☐ Cover 4

Ad Color

☐ Full color
☐ Black & white

Issues for insertion

☐ Issue 1 (May)
☐ Issue 2 (August)
☐ Issue 3 (November)
☐ Issue 4 (February)

Billing & Contracts

Billing
Advertisers are billed after publication. Payments are due within 30 days.

Materials
American Public Gardens Association 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 American Public Gardens Association goals.

Send completed agreement to:
American Public Gardens Association
351 Longwood Road
Kennett Square, PA 19348

Fax 610.444.3594
PublicGardenMag@publicgardens.org

Checks should be made payable to:
American Public Gardens Association

For additional information about the American Public Gardens Association, visit www.PublicGardens.org or call 610.708.3011

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