



ADVERTISE



2017 RATE CARD

(All rates are per issue)

Ad Size	1 Issue	2 Issues	4 Issues
Color			
Full Page	\$2,080	\$1,976	\$1,872
1/2 Page	\$1,641	\$1,558	\$1,476
1/3 Page	\$1,308	\$1,243	\$1,177
Black & White			
Full Page	\$1,523	\$1,447	\$1,371
1/2 Page	\$992	\$943	\$893
1/3 Page	\$684	\$649	\$615
Cover 2 (back cover, 2/3 page)	\$2,631	\$2,500	\$2,368
Cover 3 (inside back cover)	\$2,431	\$2,310	\$2,188
Cover 4 (inside front cover)	\$2,830	\$2,688	\$2,547
Advertorial Only			
Full Page	\$1,710		
2 Page Spread	\$3,420		

CORPORATE MEMBER DISCOUNT

Corporate Gold members receive a 20% discount on all Public Garden advertising.

Corporate Associates Members receive a 10% discount on all Public Garden advertising.

For more information about American Public Gardens Association Corporate Membership, please contact:

Suzanne Moussa
Associate Director of Member Relations
smoussa@publicgardens.org
610.708.3014



2017 ADVERTISING CONTRACT

AD INFORMATION

AD SIZE

- Full page
- 1/2 page horizontal
- 1/3 page square
- 1/3 page vertical
- Cover 2 (2/3 page horizontal, back)
- Cover 3 (inside back cover)
- Cover 4 (inside front cover)

AD COLOR

- Full Color
- Black & White

ISSUES FOR INSERTION

- Issue 1: February ___2017 ___2018
- Issue 2: May ___2017 ___2018
- Issue 3: August ___2017 ___2018
- Issue 4: November ___2017 ___2018

ADVERTISER CONTACT INFORMATION

Company

Contact

Address

City/State/Zip

_____ Phone _____ Fax

_____ Email _____ Website

PAYMENT INFORMATION

One-Issue Commitment \$ _____

Two-Issue Commitment/Issue \$ _____

Four-Issue Commitment/Issue \$ _____

Corporate Member Discount (20% Gold/10% Associate) \$ _____

Total Rate Per Issue \$ _____

Total for all Contracted Issues \$ _____

- Please bill quarterly Will pay in advance

Payment Type: Check MasterCard Visa

Card #: _____

Expiration Date: _____ CVV: _____

Advertiser's Signature Date
(By signing this contract, I agree to abide by its terms and conditions.)

BILLING & CONTRACTS

BILLING

Advertisers are billed on ad submission deadline. Payments are due within 30 days of billing.

MATERIALS

American Public Gardens Association keeps advertising materials on file for one year.

CANCELLATIONS

There will be no cancellations after the material deadline defined on page 6.

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

ADVERTISING CONTRACT TO:

American Public Gardens Association
351 Longwood Road
Kennett Square, PA 19348

Fax 610.444.3594

csimkovich@publicgardens.org

Checks should be made payable to:

American Public Gardens Association

For additional information about American Public Gardens Association, visit

www.PublicGardens.org
or call 610.708.3010