

Print Rates

Frequency Discounts*

Size	1x	6x	12x	18x	24x
Spread	\$11,490	\$9,878	\$8,786	\$8,575	\$7,993
Full Page	6,026	5,191	4,625	4,475	4,192
¾ Page	3,966	3,414	3,131	2,946	2,760
½ Island	3,451	3,090	2,791	2,621	2,472
½ Standard	3,069	2,575	2,359	2,215	2,070
¼ Page	2,091	1,751	1,648	1,540	1,442
⅓ Page	1,540	1,329	1,221	1,138	1,082
⅙ Page	1,030	886	809	752	690

Covers*	6x	12x	18x	24x
2nd Cover	\$7,493	\$6,994	\$6,550	\$6,300
3rd Cover	6,994	6,741	6,489	6,108
4th Cover	8,487	7,993	7,493	6,989
Belly Band				10,609
Belly Tip				11,700
Covergate				12,000
French Door				14,000

Color Charges*	Single Page	Spread
Standard	\$550	\$900
Matched Color, Extra	650	1,000
Matched, Metallic Color	675	1,075
Four-Color Process, Extra	1,100	1,700

*Frequency discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Pest Control Technology*, *Quality Assurance & Food Safety*, *Lawn & Landscape*, *Golf Course Industry*, *GIE Media's Snow Magazine*, *Recycling Today*, *Greenhouse Management*, *Nursery Management*, *Garden Center*, or any other publications in GIE Media's portfolio.

Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files and Specifications for Print: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

Special Regional and Demographic Advertising Rates: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
¾ Page	4 1/2"	10"
½ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
¼ Page Square	4 1/2"	4 7/8"
¼ Page Vertical	2 3/8"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Horizontal	7"	2 3/8"
⅙ Page Vertical	2 3/8"	4 7/8"
⅙ Page Horizontal	4 1/2"	2 3/8"



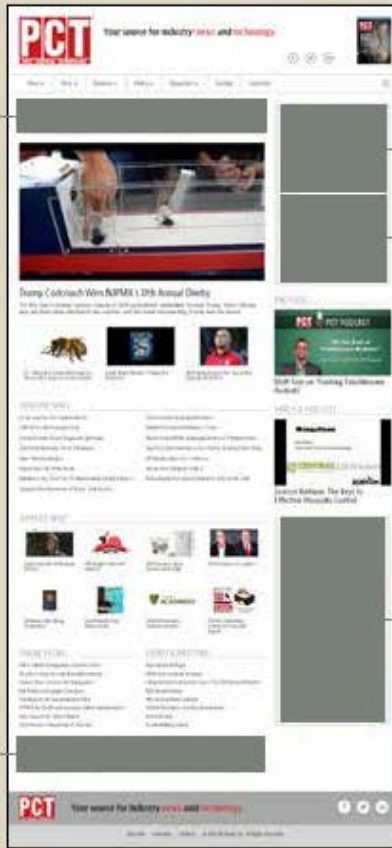
ONLINE ADS

Leaderboard
728x90 pixels
\$1,870/month
5 units available

Lightbox
500x500 pixels
\$7,150/month
Exclusive
1 unit available



Bottom Leaderboard
728x90 pixels
\$550/month
20 units available



Prime Plus
300x250 pixels
\$1,155/month
20 units available

Prime Tower
300x600 pixels
\$1,320/month
6 units available

In-line Medium Rectangle
300x250 pixels
\$1,650/month
1 unit per category



Smartphone Static Banner
320 x 50 pixels



E-NEWSLETTER

Custom E-Blast \$4,400

Sponsored Feature \$1,898
The sponsored feature ad is positioned in-line with the newsletter content, but is labeled as sponsored content. Client receives image, title and up to 50 words of copy.

Banner (468x60 pixels)
1x 12x 24x 52x
\$1,210 \$1,128 \$1,073 \$935



Prime Plus Top (300x250 pixels)
1x 12x 24x 52x
\$2,123 \$1,837 \$1,645 \$1,452

Prime Plus Middle (300x250 pixels)
1x 12x 24x 52x
\$1,936 \$1,661 \$1,480 \$1,271

Prime Plus Bottom (300x250 pixels)
1x 12x 24x 52x
\$1,623 \$1,502 \$1,331 \$1,144

Bottom Leaderboard (728x90 pixels)
1x 12x 24x 52x
\$1,502 \$1,331 \$1,177 \$1,095

DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads and tearbacks also available and priced upon request.

Display Ad.....Print + 8% premium **Digital Edition Preview**.....\$1,936



WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services. \$7,500