

# Ad Rates

Color ad rates listed in red, b&w rates in black (1/32-1/4 pg only)

AD SIZE	INSERTION FREQUENCY				
	1 issue	2 issues	3 issues	4 issues	5 issues
Full Page	\$2015	\$1935	\$1870	\$1795	\$1699
1/2 pg	\$1180	1120	1090	1015	945
1/3 pg	\$910	860	820	780	733
1/4 pg	\$ 610/785	585/740	550/698	510/660	485/620
1/6 pg	\$ 450/559	429/529	408/499	378/475	359/455
1/8 pg	\$ 355/465	339/442	320/418	298/398	275/380
1/16 pg	\$ 235/325	215/310	195/295	175/280	155/265
1/32 pg	\$ 122/176	114/170	106/164	98/159	88/150

## Discounts

We offer a 10% discount to advertisers who produce their own (well-designed) ads, plus a 10% non-profit discount. Advertisers who sign up for all 5 issues and return a signed contract to us by Dec. 20, 2011 receive an add'l 5% "early sign-up" discount.

## Online Edition with Active Link

Every issue of Colorado Gardener is also posted on our website. An active link to your website from your ad in our online edition is available for an add'l \$30 per issue (\$25 for non-profits and 5X insertions)

## MARKETPLACE PAGE

For smaller budgets... Promote your garden business, services, products or announce classes, events, plant sales, etc. Cost: \$50 per column inch (2.25" wide) for color or b&w, \$45 per column inch if you sign up for 3 or more issues.

# Ad Dimensions

(our tabloid format means larger ad sizes)

The diagrams show the following ad sizes and dimensions:

- Full Page:** 9.825" w X 15" h (Back Page is 15.375" h)
- 1/2 pg (vert):** 4.75" w X 15" h
- 1/3 pg (horiz):** 9.825" w X 4.875" h
- 1/2 pg (horiz):** 9.825" w X 7.375" h
- 1/3 pg V:** 3" w X 15" h
- 1/4 pg H:** 9.825" w X 3.55" h
- 1/4 pg V:** 2.25" w X 15" h
- 1/4 pg:** 4.75" w X 7.375" h
- 1/6 pg:** 4.75" X 4.75"
- 1/8 pg V:** 2.25" w X 7.375" h
- 1/8 pg H:** 4.75" w X 3.55" h
- 1/16 pg:** 2.25" w X 3.55" h
- 1/32 pg:** 2.25" w X 1.65" h