

# COLORADO GARDENER

## 2023 Print Display Ad Rates

Our 27th Year!

AD SIZE	INSERTION FREQUENCY		We publish 2 Issues: Spring & Harvest Price is per ad and Includes print edition, plus online flip-thru edition w/ active link. For online ad rates/packages see page 2.  Early Sign-up Discount Display advertisers who sign up for both issues & return a signed contract by 1/15/23 receive 5% OFF each ad.  Print-ready Discount Design/Production is included but take an addl 10% off if you get us a print- ready digital ad that meets our specs by the final deadline.
	2 issues	1 issue	
Full Page	\$2435	\$2585	
1/2 pg	1445	1579	
1/3 pg	1125	1230	
1/4 pg	925	1010	
1/6 pg	719	802	
1/8 pg	546	610	
1/16 pg	345	377	

### DISCOUNT EXAMPLES

1/2 pg ad in 1 issue = \$1579    A 1/2 pg ad at the 2X rate w/ print-ready & early bird discounts = \$1229.00    Add NP discount = \$1083

1/4 pg ad in 1 issue = \$1010    A 1/4 pg ad at the 2X rate w/ print-ready & early bird discounts = \$787    Add NP discount = \$694

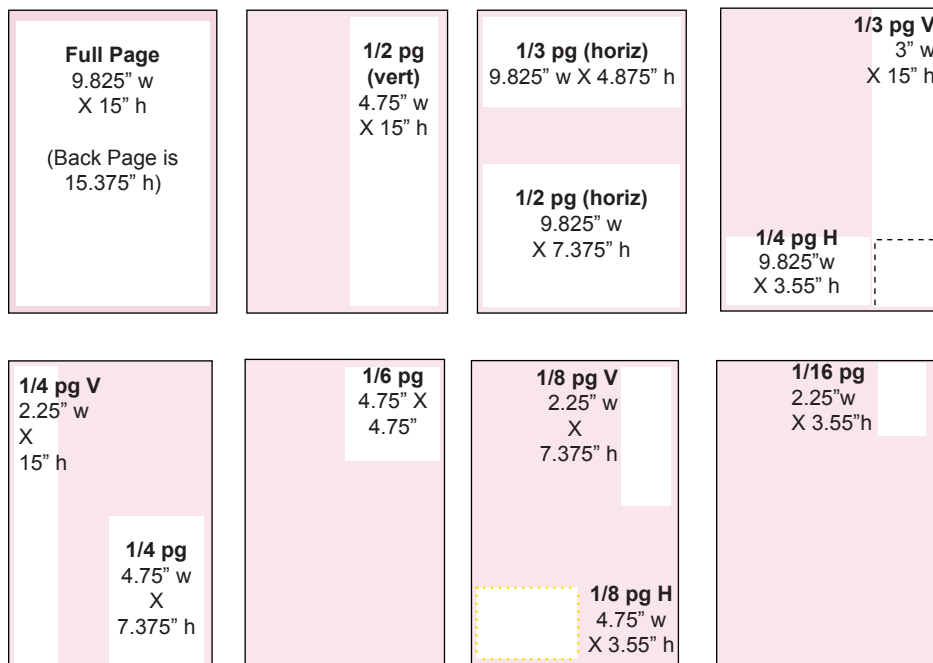
1/6 pg ad in 1 issue = \$802    A 1/6 pg ad at the 2X rate w/ print-ready & early bird discounts = \$611    Add NP discount = \$540

1/8 pg ad in 1 issue = \$610.    A 1/8 pg ad at the 2X rate w/ print-ready & early bird discounts = \$464.    Add NP discount = 410

**PLUS 3% Discount for check/cash payment w/in 30 days**

## Ad Dimensions

Our large page size means substantially larger ads than other publications



## MARKETPLACE PAGE ADS

Promote your nursery or garden center, garden business, services, products, or announce classes, events, plant sales, etc.

**Cost: \$40 per column inch of height (w/ 2" minimum), Column width is 2.25"**

Sorry, Display ad discounts don't apply to Marketplace Page ads.

**EXAMPLE:** A 4" high X 2.25" wide Marketplace ad costs \$160.



## DISPLAY AD SPECS

For our 10% print-ready discount we accept:

- High res PDF files (300 dpi)
- Mac Indesign, Photoshop or Illustrator files.

Ads must be received by the final deadline (see p. 2). They must be the correct size, **enclosed w/in a border**, & require no additions, deletions or modifications.

## PREMIUM PLACEMENT

Guaranteed position on a specific page for 1/6 or larger sized ads:

- Page 3 - add 15% to undiscounted rate
- Inside Front Cover or Back Cover - add 10% to undiscounted rate

*(We reserve the right to move a smaller ad w/ a prime position if a larger-sized ad contracts for the same position.)*

## Colorado Gardener 2023

### PRINT DEADLINES & DISTRIBUTION DATES

#### **SPRING ISSUE DEADLINES** - For Distribution April 18-22

RESERVE SPACE: 3/4/2023

MATERIALS DUE (if we are producing your ad): 3/10/2023

PRINT-READY ADS DUE: 3/16/2023

#### **HARVEST ISSUE DEADLINES** - For Distribution August 18-22

RESERVE SPACE: 7/17/2023

MATERIALS DUE (if we are producing your ad): 7/20/2023

PRINT-READY ADS DUE: 7/25/2023

### Circulation

We will publish 2 print issues in 2023. Readership is 75,000+ per issue. We distribute 40,000 free copies along the Front Range from Pueblo to Colorado Springs to Denver, Boulder, Longmont, Loveland, Fort Collins, Greeley & points in between. Beyond our free Front Range distribution area we send bundles to garden centers, clubs & other locations in many cities/towns, including Grand Junction, Montrose, Paonia, Montrose, Cortez, La Veta, Vail, Steamboat Springs, Durango, Alamosa, Cheyenne, WY & Santa Fe, NM. Print subscriptions cost \$15. A flip-thru version of each issue is also posted online at [www.coloradogardener.com](http://www.coloradogardener.com)

### 2023 ONLINE ADVERTISING

Our webpage ads are available on a monthly basis and prices vary depending on the season. To see examples visit [www.coloradogardener.com](http://www.coloradogardener.com).

Ad materials (copy, photos) and online ads produced by advertisers are due 4 days before the beginning of the month.

**1) Banner Ad** - A narrow horizontal ad prominently placed under the header at the top of a page. HOME PAGE, ARTICLES, CALENDAR are the most visited.

#### **Banner Ad Pricing**

- \$170/month from April thru June, plus December
- \$135/month from July thru March (except for December)

**2) Square/Rectangular Ads** - Placement on pages will rotate to ensure equal prominence for all advertisers

#### **Square/Rectangular Ad Pricing**

- \$140/month from April thru June, plus December
- \$120/month from July thru March (except for December)

#### **Online plus Print Packages**

- Run an ad in both print issues & take 10% off monthly online ads
- Run one print ad & take 10% off one monthly online ad
- Run an online ad for 6 months & take an add'l 10% off print ads

### AD APPROVAL PROCESS

Proofs of ads prepared by the publisher are forwarded to the advertiser for approval. Any corrections should be clearly noted and forwarded to the publisher w/in 2 days of receipt of the proof.

**Advertisers have final responsibility for error detection. Please check your proof carefully!**

If ad materials & print-ready ads are received after the final deadline the 10% print-ready discount will not apply. Your cooperation is greatly appreciated!

### AD CANCELLATION POLICY

• Cancellation of contracted advertisements must be submitted before the Final Deadline. Advertisers who fail to place the contracted number of ads will be billed a \$25 cancellation fee, plus the difference between the amount paid and the amount due under the frequency rate that applies.

### PAYMENT/ACCOUNT TERMS

- All new advertisers must pay for their first ad in advance and payment must be rec'd by the final ad deadline.
- Invoices will be considered delinquent if not received within 30 days and will be subject to a monthly 1.5% finance charge.
- The publisher reserves the right to reject or omit any portion of an advertisement for any reason.

## **2023 ONLINE ADVERTISING at [www.coloradogardener.com](http://www.coloradogardener.com)**

Our webpage ads are available on a monthly basis and prices vary depending on the season. Ad materials (copy, photos, etc) and ads produced by the advertiser are due 4 days before the beginning of the month.

**1) Banner Ad - A narrow horizontal ad prominently placed under the header at the top of any page.** HOME PAGE, ARTICLES, CALENDAR are the most visited.

### **Banner Ad Pricing**

- \$170 per month from April thru June, plus December
- \$135/month from July thru March (except for December)

**2) Square/Rectangular Ads - Placement on pages will rotate each week to ensure equal prominence**

### **Square/Rectangular Ad Pricing**

- \$150 per month from April thru June, plus December
- \$135/month from July thru March (except for December)