


NURSERY TRADES ASSOCIATION  
**landscape alberta**  
 *Green for Life!*

## ***Green for Life Magazine*** **Advertising Guide 2018**



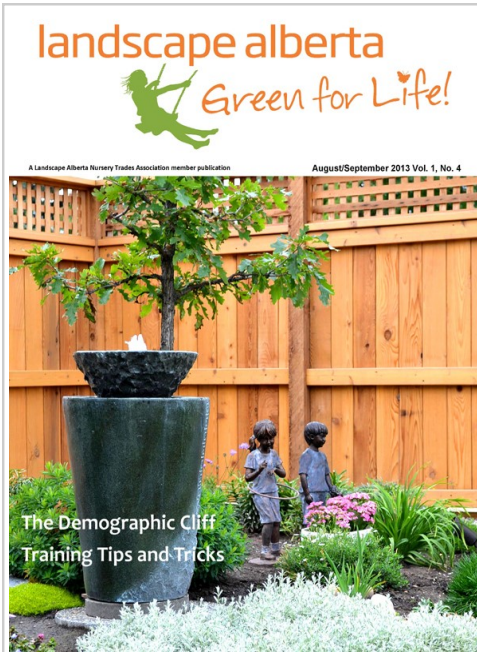
Fresh content!

Viewable online!

Competitive ad rates!

Contact Erynn at  
[erynn.watson@landscape-alberta.com](mailto:erynn.watson@landscape-alberta.com)  
or 1-800-378-3198 x104  
to book your ads for 2018!

# Green for Life Magazine



*Green for Life* is a professional publication for the landscape horticultural trade, addressing green industry issues across Alberta.

Your advertisements will reach key businesses in the landscape industry across Alberta. Up to 400 copies are mailed each issue, with an additional 400+ online subscribers receiving each issue via email. As well, each issue is posted on the Landscape Alberta Twitter and Facebook accounts

*Green for Life* magazine will also be available to everyone in the industry through the Landscape Alberta website and emailed to all those who have signed up to receive the magazine through email. Having this publication online will allow readers to connect with you quicker and easier than ever before. By simply clicking on your ad, buyers will be directly connected to your website!

*Green for Life* is distributed to garden centres, landscape construction & maintenance contractors, property & grounds maintenance contractors, nursery growers, sod growers, parks management staff, landscape architects and more!

### Who should advertise?

Landscape Suppliers, Product Manufacturers, Wholesale Nurseries, Wholesale Nursery Suppliers, Educational Institutions and Product Distributors.

## Green for Life Magazine Ad Rates

Landscape Alberta members receive a 15% discount on all ad rates. *(Rates are non-negotiable)*

	1 Time		3 Times		5 Times	
	Non Member	Member	Non Member	Member	Non Member	Member
<b>Outside Back Cover</b>	\$1256.00	\$1067.60	\$1130.00	\$960.50	\$1004.00	\$853.40
<b>Inside Front/Back Cover</b>	\$1200.00	\$1020.00	\$1081.00	\$918.85	\$960.00	\$816.00
<b>Inside Full Page Colour</b>	\$1113.00	\$946.05	\$1012.00	\$860.20	\$920.00	\$782.00
<b>Inside 1/2 Page Colour</b>	\$780.00	\$663.00	\$702.00	\$596.70	\$624.00	\$530.40
<b>Inside 1/2 Page B/W</b>	\$506.00	\$430.10	\$455.00	\$386.75	\$432.00	\$367.20
<b>Inside 1/3 Page Colour</b>	\$572.00	\$486.20	\$515.00	\$437.75	\$458.00	\$389.30
<b>Inside 1/3 Page B/W</b>	\$421.00	\$357.85	\$380.00	\$323.00	\$359.00	\$305.15
<b>Inside 1/4 Page Colour</b>	\$468.00	\$397.80	\$421.00	\$357.85	\$374.00	\$317.90
<b>Inside 1/4 Page B/W</b>	\$363.00	\$308.55	\$329.00	\$279.65	\$313.00	\$266.05

*Above rates not applicable for the November/December Green Industry Show & Conference issue - see page 3.*

### Technical Information

- Supplied advertising is accepted in hi-resolution pdf or TIFF electronic format. PDF files must have fonts embedded, minimum resolution of 300 dpi.
- CMYK colour space for supplied colour ads or grayscale colour space for black and white ads.
- Landscape Alberta does not accept responsibility for colour reproduction on advertising.
- Cover advertisements are full colour.
- See page 4 for Ad Sizes and Dimensions.

### Advertising Closing Dates

**January/February:** December 1, 2017

**March/April:** February 2, 2018

**May/June:** April 6, 2018

**July/August:** June 1, 2018

**September/October:** August 3, 2018

**November/December :** See GISC Guide on page 3

Contact Erynn Watson to place an ad in the next issue of *Green for Life* magazine at  
1-800-378-3198 x104 or [erynn.watson@landscape-alberta.com](mailto:erynn.watson@landscape-alberta.com)

# Green Industry Show & Conference (GISC) Issue

This edition of the *Green For Life* Magazine is published a few weeks prior to the annual Green Industry Show & Conference, which takes place every November.

This issue lists all of the show's exhibitors and the key products they sell and distribute. It also contains a complete guide to the educational conference and related events.

1500 copies are printed with 1000 distributed to the ornamental horticultural sector in advance and the balance provided on-site, free of charge to conference and trade show delegates. This is a unique opportunity to reach a very targeted audience.

## GISC Guide Magazine Ad Rates

Landscape Alberta members receive a 15% discount on all ad rates. Rates are non-negotiable

	Non Member	Member
Outside Back Cover	\$1381.00	\$1173.85
Inside Front/Back Cover	\$1320.00	\$1122.00
Double Page Spread Colour	\$1834.00	\$1558.90
Full Page Colour	\$1183.00	\$1005.55
Inside 1/2 Page Colour	\$856.00	\$727.60
Inside 1/2 Page B/W	\$555.00	\$471.75
Inside 1/3 Page Colour	\$628.00	\$533.80
Inside 1/3 Page B/W	\$463.00	\$393.55
Inside 1/4 Page Colour	\$515.00	\$437.75
Inside 1/4 Page B/W	\$400.00	\$340.00

### Technical Information

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- CMYK colour space for supplied colour ads or grayscale colour space for black and white ads.
- Landscape Alberta does not accept responsibility for colour reproduction on advertising.
- Cover advertisements are full colour.
- See page 4 for Ad Sizes and Dimensions

**Advertising Closing Date:**  
September 28, 2018

## Hort Mart Rates

Hort Mart listings appear in each issue of *Green for Life* magazine with prices starting at \$38.00 per inch column. Hort Mart offers the opportunity to sell excess stock, fill employment needs, sell equipment or property.

*Hort Mart rates are not discounted for members.*

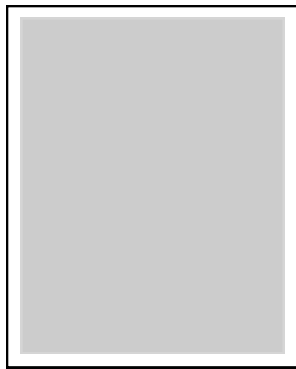
	1 x	3 x	5 x	GISC Issue
1 inch	\$48.00	\$43.00	\$38.00	\$53.00
2 inch	\$84.00	\$73.00	\$65.00	\$93.00
3 inch	\$124.00	\$111.00	\$99.00	\$140.00
4 inch	\$167.00	\$148.00	\$111.00	\$186.00

### Hort Mart Sample

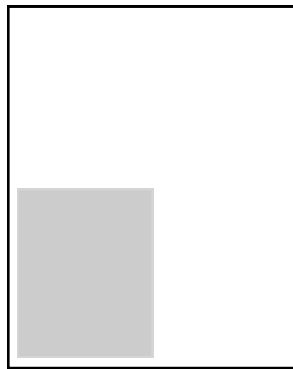
**FOR SALE**  
1 ton truck in excellent condition.  
Only 25,000 km. Used only in summer months.  
Call: Fred. 403-555-1245

# Ad Sizes and Dimensions

## Green for Life Magazine and Green Industry Show & Conference Guide



Full Page

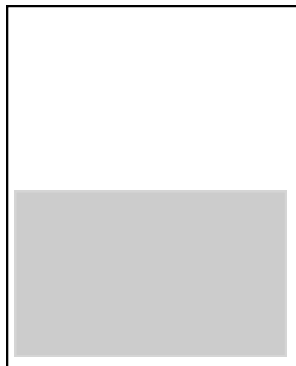


1/4 Page

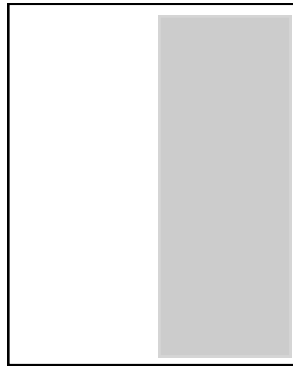
### Layout & Production

Please send advertisements to:  
kyla@landscape-alberta.com

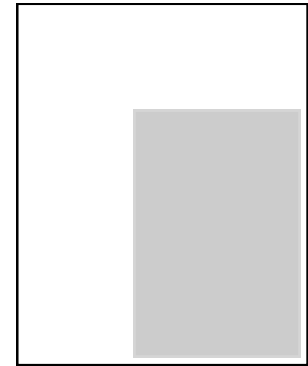
A proof will be supplied for review and signature. A signed proof is required to proceed to press.



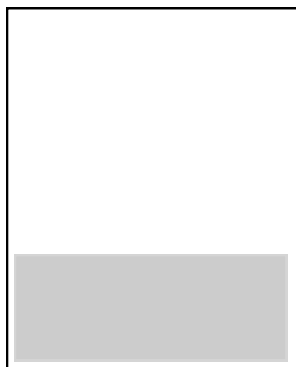
1/2 Page Horizontal



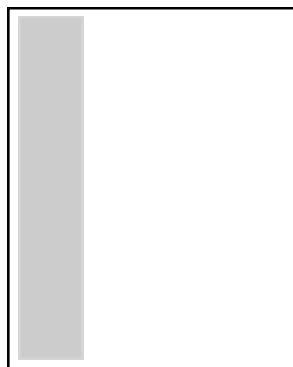
1/2 Page Vertical



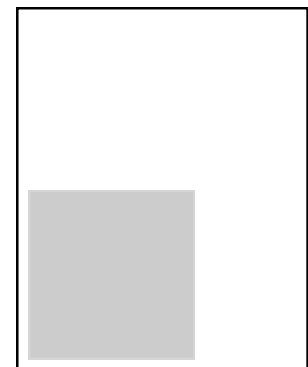
1/2 Page Island



1/3 Page Horizontal



1/3 Page Vertical



1/3 Page Island

Ad Size (Width x Dimension)	Inches	Picas
Covers	8.5" x 11"	51p x 66p
Full Page	7.5" x 10"	45p x 60p
1/2 Page Vertical	3.583" x 10"	21p6 x 60p
1/2 Page Horizontal	7.5" x 4.833"	45p x 29p
1/2 Page Island	4.833" x 7"	29p x 42p
1/3 Page Vertical	2.333" x 10"	14p x 60p
1/3 Page Horizontal	7.5" x 3.333"	45p x 20p
1/3 Page Island	4.8333" x 4.8333"	29p x 29p
1/4 page	3.583" x 4.8333"	21p6 x 29p
Trim	8.5" x 11"	51p x 66p
Bleed	8.75" x 11.25"	52p6 x 67p6

- Supplied advertising is accepted in hi-resolution pdf or TIFF electronic format. PDF files must have fonts embedded, minimum resolution of 300 dpi.
- Grayscale colour space for black and white ads.
- The publisher does not accept responsibility for colour reproduction on advertising.
- Proofs supplied for review and signature. A signed proof is required to proceed to press.
- Ads not print-ready will be charged a production fee.
- Electronic Layout and pre-press are on Windows platform utilizing QuarkXPress.
- We reserve the right to refuse, cancel or edit advertising
- Payment terms are net 30 days. Invoice and tear sheets sent after publication.
- Signed contract required prior to processing advertisement.