

landscape ontario



Green for Life!

MAGAZINE

THE VOICE OF LANDSCAPE ONTARIO



Avid audience, great value

Landscape Ontario magazine is a timely business magazine, addressing specific green industry issues with authority. And on top of that, it's the Voice of Landscape Ontario — a people magazine — for a

thriving organization with intense member involvement.

As North America's strongest and most vibrant horticultural trades association, Landscape Ontario takes its leadership role seriously. Every year, *Landscape Ontario* delivers industry support activity valued at five million.

Landscape Ontario contains industry news, association news, industry issue features, profiles, event announcements, extension bulletins and more.

But the value to readers does not stop there — *Landscape Ontario's* ad pages present vital business information and opportunities. Advertising in *LO* magazine gets uniquely close attention.

The reach is 3,000 readers across Ontario. *Landscape Ontario* runs on a monthly production schedule for timely ad placements and polybag inserts.

This strong marketing position reflects the respect *Landscape Ontario* has earned from the green industry's top players.



HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com



Green for Life!

Rates and production schedule over>

2019 Advertising Rates in Canadian dollars

Four colour

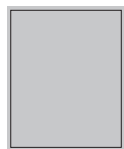
	1x	6x	12x
Full Page	\$1,678	\$1,611	\$1,544
Two-thirds page	1,426	1,359	1,292
Half page	1,258	1,191	1,124
Third page	839	772	705
Quarter page	671	604	537
Double page spread	2,852	2,785	2,718
Half page spread	1,930	1,862	1,795
Inside front cover/Inside back cover	2,097	2,030	1,963
Outside back cover	2,181	2,114	2,047

Discount structure

Gross rates above are discounted 15% to accredited ad agencies and Landscape Ontario associate members; 20% to Landscape Ontario active members. No discount applies when production is required.

Landscape Ontario 2019 Production Calendar

ISSUE	SPACE CLOSE	MATERIAL DUE	ISSUE	SPACE CLOSE	MATERIAL DUE
Jan. 2019	Dec 6, 2018	Dec 11, 2018	July-Aug. 2019	June 11, 2018	June 19, 2018
Feb. 2019	Jan. 15, 2019	Jan. 23, 2019	Sept. 2019	Aug. 13, 2019	Aug. 21, 2019
March 2019	Feb. 12, 2019	Feb. 20, 2019	Oct. 2019	Sept. 12, 2019	Sept. 19, 2019
April 2019	March 12, 2019	March 20, 2019	Nov. 2019	Oct. 15, 2019	Oct. 23, 2019
May 2019	April 16, 2019	April 23, 2019	Dec. 2019	Nov. 12, 2019	Nov. 20, 2019
June 2019	May 14, 2019	May 22, 2019	Jan. 2020	Dec. 3, 2019	Dec. 11, 2019



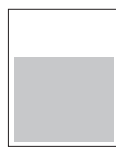
Full Page Bleed
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8 x 11-1/8"



Double Page Spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2 x 11-1/8"



Two-thirds Page Vertical
4-5/8" x 9-7/8"



Two-thirds Page Horizontal
7-1/8" x 6-1/2"



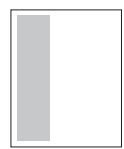
Half Page Vertical
3-1/2" x 9-7/8"



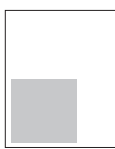
Half Page Island
4-5/8" x 7-3/8"



Half Page Horizontal
7-1/8" x 4-7/8"



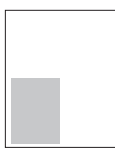
Third Page Vertical
2-1/4" x 9-7/8"



Third Page Square
4 5/8" x 4 7/8"



Third Page Horizontal
7-1/8" x 3-1/4"



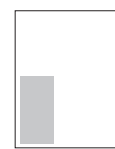
Quarter Page Vertical
3-1/2" x 4-7/8"



Quarter Page Square
4-5/8" x 3-3/4"



Quarter Page Horizontal
7-1/8" x 2-1/2"



Sixth Page Vertical
2-1/4" x 4-7/8"

Greg Sumsion Account manager

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Landscape Ontario Horticultural Trades Association

7865 Fifth Line South
Milton Ontario L9T 2X8

HortTrades.com

Technical specifications

High resolution PDF or EPS files with fonts embedded are preferred. Proofs must accompany all submissions. Colour files must be CMYK. Native Quark Xpress, Page-maker, InDesign or Illustrator files created on a Windows platform are also accepted, providing all fonts and placed images are included. If your files are larger than 10 MB, please call for instructions to access our ftp site. Publisher and Word documents are not accepted. Files saved to other specifications may incur a \$50 conversion fee. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied.

Contract provisions

- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "advertisement" will be placed above copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers are charged incurred production costs.
- Cancellations are not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.