

PRINT

Cygnus's enhanced print options:





























- Advertorials
- Product Guide promotion
- Cover options (wrap, belly band, gatefold, barn door, corner snipe)
- Magazine inserts
- Polybagging (your print marketing piece packaged in a clear mailing bag with our publication)
- Regional distribution
- Reprints

Ask us for a quote to produce your anniversary or special supplement, custom magazine, direct mail and event promotions.

Print to digital

Energize your print buy with watermark-embedded photos or "Quick Response" (QR) codes that invite smartphone and tablet users to scan for messages, promotions or a link to your website. Try a custom URL message on a magazine cover to bridge the print and digital divide.

2013 Editorial Calendar

	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC
Ad close	5-24-2013	7-9-2013	9-10-2013	10-31-2013
Materials due	6-3-2013	7-16-2013	9-17-2013	11-7-2013
Supplements			SNOWPRO	SNOWPRO
Bonus Distribution			GIE+EXPO	
Special Coverage	Spotlight on franchising	Outdoor Living Product Showcase Late-season lawn care	GIE+EXPO Preview	GIE+EXPO Review
Landscape Maintenance Equipment	Stand-on mowers Edgers Handheld blowers Push blowers	Walk mowers Aerators, dethatchers, seeding Debris handling	Tree care + wood handling	Brush cutters
Landscape Construction Equipment	Skid-steer loaders	Hardscaping tools & equipment	Mini loaders Tractors	Compact wheel loaders Trenchers
Equipment Service Tips				
Industry News & Trends				
Business Management Toolbox				
What's On My Trailer?				
Contractor Best Practices				
Spotlight Dealer				
Dealer Best Practices				

Sustainability topics are covered throughout the year.

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise or contact your Cygnus Landscape Network consultant.

Display Ad Rates

	1X	3X	7X
Full page spread	\$13,631	\$13,072	\$12,535
Full Page	6,820	6,544	6,275
2/3 Page	5,855	5,122	4,783
1/2 Page	4,956	4,519	4,218
1/3 Page	4,012	3,700	3,499
1/4 Page	2,060	1,934	1,836

Color Rates: Four-color process \$1,500

Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.75" x 10.25"	16" x 11"	15.75" x 10.75"
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

Send materials to:

Green Industry Pros
Connie Wolf, MPR
 1233 Janesville Avenue
 Fort Atkinson, WI 53538
 800-547-7377 x1679
 Connie.Wolf@Cygnus.com
 FTP: (If files are larger than 10MB) <http://webftp.cygnuspub.com>

PDF is the preferred format for file submission.

For additional info, please visit our marketing and advertising online resource at GreenIndustryPros.com/Advertise.