

# 2015 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<b>Ad Close</b>	12-9-2014	1-12-2015	3-10-2015	5-7-2015	7-8-2015	9-8-2015	11-5-2015
<b>Materials Due</b>	12-12-2014	1-15-2015	3-13-2015	5-12-2015	7-13-2015	9-11-2015	11-10-2015
<b>Special Coverage</b>	Truck & Trailers Engines	Lawn Care Product Guide	Irrigation Product Guide Attachments	Outdoor Living Product Showcase Equipment Service & Parts	Technology Franchising	GIE+EXPO Preview	Annual Listing of Hidden Gems in the Green Industry
<b>Construction &amp; Installation Equipment</b>	Track loaders	Mini excavators Tillers	Skid-steer loaders Trenchers	Mini loaders	Tractors	Compact wheel loaders	GIE+EXPO highlights
<b>Maintenance Equipment</b>	Riding mowers String trimmers Sprayers Backpack blowers	Walk mowers Hedgetrimmers Spreaders Handheld blowers	Stand-on mowers Edgers Wheeled blowers	Lawn renovation	Debris-handling	Tree care & wood-handling Brush cutters	GIE+EXPO highlights
<b>In Every Issue</b>	<p><b>What's On My Trailer:</b> Contractors discuss which equipment and products are helping them get the job done</p> <p><b>Green Industry Insider:</b> The latest industry news and trends</p> <p><b>Business Management Toolbox:</b> Business tips for small-business owners</p> <p><b>Contractor Profile:</b> A look at how a leading landscape company is thriving in today's market</p> <p><b>Dealer Profile:</b> Market insights from a leading equipment dealer</p> <p><b>Supplier Spotlight:</b> News and insights from a leading equipment or product manufacturer</p>						
<b>Supplements</b>					SNOWPRO	SNOWPRO	
<b>Bonus Distribution</b>						GIE+EXPO	

PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.

## Display Ad Rates

	1X	3X	7X
<b>Full Page spread</b>	\$13,600	\$13,000	\$12,500
<b>Full Page</b>	6,820	6,545	6,275
<b>2/3 Page</b>	5,500	5,125	4,750
<b>1/2 Page</b>	4,000	3,700	3,500
<b>1/3 Page</b>	3,000	2,700	2,200
<b>1/4 Page</b>	2,500	2,100	1,835

Color Rates: Four-color process \$1,500  
Premium Positions: Contact publisher

## Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
<b>Full Page Spread</b>	14.75" x 10.25"	16" x 11"	15.75" x 10.75"
<b>Full Page</b>	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"
<b>2/3 Page</b>	4.5625" x 10"		
<b>1/2 Page Standard</b>	4.5625" x 7.375"		
<b>1/2 Page Horizontal</b>	7" x 4.875"		
<b>1/2 Page Vertical</b>	3.375" x 10"		
<b>1/3 Page Standard</b>	4.5625" x 4.875"		
<b>1/3 Page Vertical</b>	2.1875" x 10"		
<b>1/4 Page</b>	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@Cygnum.com  
FTP: (If files are larger than 10MB)  
<http://webftp.cygnumpub.com>

**PDF X/1a is the preferred format for file submission.**

For complete ad submission guidelines, please visit our marketing resource center at [GreenIndustryPros.com/Advertise](http://GreenIndustryPros.com/Advertise).