

**GREEN  
INDUSTRY  
Pros™**

**GREEN INDUSTRY  
Pros.com™**

**2017 MEDIA KIT**



**MAKE AN  
IMPACT** 

# AUDIENCE

Green Industry Pros serves both landscape contractors and equipment dealers



Equipment Dealers  
**10,231\***

## ABOUT US

### PRINT

Magazine Options  
Circulation  
Editorial Calendar  
Dealer Success Guide  
SnowPro

### DIGITAL

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### LEAD GENERATION

TRACKtion Leads

### ANALYTICS

Print Ad Guidelines /  
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### CONTACTS

\*BPA Brand Report June 2016



# PRINT

Couple your message with editorial written by experienced editors and join in the engagement with **64,203\*** qualified subscribers.

## Meet Our Editor – EXPERIENCE MATTERS



### Gregg Wartgow, Editor in Chief

- 18 years covering the industry for *Green Industry Pros*, *SnowPRO*, *GreenIndustryPros.com* and related print and digital products
- Award-winning writer and podcaster
- Champion for small businesses
- Enjoys helping landscapers and dealers find ways to grow their companies

## Magazine Options

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Belly band
- Place your print piece in our magazine's polybag to the demographic audience of your choice
- Custom supplement

## Digital Edition

Display advertisements will appear in the digital edition of *Green Industry Pros* which is e-mailed to 4,208\* digital subscribers and 40,000+\*\* of the magazine's total 60,000 print subscribers. The digital edition is also archived on *GreenIndustryPros.com*.

- Qualified Print Circulation: **60,001**
- Qualified Digital Circulation: **4,202**
- Digital Edition Bonus Blast: **40,000+\*\***

## Display Ad Rates

	1X	3X	7X
Full Page Spread	\$13,872	\$13,260	\$12,750
Full Page	6,956	6,676	6,401
2/3 Page	5,610	5,228	4,845
1/2 Page	4,080	3,774	3,570
1/3 Page	3,060	2,754	2,244
1/4 Page	2,550	2,142	1,872

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

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\*\*Includes e-mail addresses on file from the newsletter, registered users on *GreenIndustryPros.com*, and print subscribers who provided an e-mail address.



# CIRCULATION

With *Green Industry Pros*, your message will reach decision makers at landscape companies and equipment dealerships.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2016**  
This issue is -% or 2 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print		Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Foreman, Supervisor, and Other Supervisory Personnel
			Print	Digital		
Landscape Contractor (performing some combination of lawn maintenance, installation, chemical lawn care and/or irrigation)	53,972	84.1	50,570	3,402	49,087	4,885
Power Equipment Dealer	10,231	15.9	9,431	800	8,827	1,404
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>64,203</b>	<b>100.0</b>	<b>60,001</b>	<b>4,202</b>	<b>57,914</b>	<b>6,289</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.5</b>	<b>6.5</b>	<b>90.2</b>	<b>9.8</b>

Type of Business Matters!

Job Titles Matter!

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	35,609	15,700	-	47,115	4,194	51,309	79.9
II. Request from recipient's company:	5	-	-	5	-	5	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>12,889</b>	<b>-</b>	<b>-</b>	<b>12,881</b>	<b>8</b>	<b>12,889</b>	<b>20.1</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	12,889	-	-	12,881	8	12,889	20.1
Manufacturer's distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,503</b>	<b>15,700</b>	<b>-</b>	<b>60,001</b>	<b>4,202</b>	<b>64,203</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.5</b>	<b>24.5</b>	<b>-</b>	<b>93.5</b>	<b>6.5</b>	<b>100.0</b>	

\*See Additional Data

Age of Subscriptions Matters!

Your copy is recorded here

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not includes Elsewhere	Copies
Other Paid Circulation	22
Advertiser and Agency	310
Allocated for Trade Shows and Conventions	50
All Other	256
<b>TOTAL</b>	<b>639</b>



# 2017 Editorial Calendar



ABOUT US

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Ad Close	01/09/17	02/06/17	03/08/17	05/09/17	07/10/17	09/06/17	11/03/17
Materials Due	01/12/17	02/09/17	03/13/17	05/12/17	07/13/17	09/11/17	11/08/17
Special Focus	Lawn Care & Maintenance Part I	Lawn Care & Maintenance Part II	Engines, Parts & Service Tools	Landscape Installation, Hardscaping & Lighting	Trucks & Trailers	Software & Technology	Irrigation
Landscape Contractor Profile	Landscape contractor #1 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #2 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #3 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #4 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #5 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #6 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #7 discusses employee relations, applications, techniques, and the products used on the job.
Spotlight Dealer	Dealer #1 discusses business techniques and the products represented in his/her dealership.	Dealer #2 discusses business techniques and the products represented in his/her dealership.	Dealer #3 discusses business techniques and the products represented in his/her dealership.	Dealer #4 discusses business techniques and the products represented in his/her dealership.	Dealer #5 discusses business techniques and the products represented in his/her dealership.	Dealer #6 discusses business techniques and the products represented in his/her dealership.	Dealer #7 discusses business techniques and the products represented in his/her dealership.
Maintenance Equipment	<ul style="list-style-type: none"> <li>• Zero-Turn Mowers</li> <li>• Sprayers &amp; Spreaders</li> </ul>	<ul style="list-style-type: none"> <li>• Walk-Behind Mowers</li> <li>• Trimmers &amp; Edgers</li> </ul>	<ul style="list-style-type: none"> <li>• Stand-on Mowers</li> <li>• Leaf Blowers</li> </ul>	Turf Renovation	<ul style="list-style-type: none"> <li>• Debris Handling</li> <li>• Brushcutters</li> </ul>	Tree Care	GIE+EXPO Highlights
Construction Equipment	Skid Steers	Track Loaders	Excavators	Tractors	Wheel Loaders	Trenchers & Tillers	GIE+EXPO Highlights
Regularly Occuring Features & Departments	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>• Best of the Web</li> <li>• Business Tips</li> <li>• Supplier Spotlight</li> </ul>
Supplements							
Bonus Distribution				Snow & Ice Management Assn. (SIMA)		<ul style="list-style-type: none"> <li>• GIE+EXPO</li> <li>• Irrigation Show</li> </ul>	
Research					Ad Effectiveness Study by Signet Research		

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*SnowPro*

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# Dealer Success Guide

The **Dealer Success Guide** is a unique business management guide for owners and managers of landscape equipment dealerships. Published three times annually, this supplement mails with *Green Industry Pros* to its 10,231\* power equipment dealer subscribers. The **Dealer Success Guide** is also available in a digital edition. ●●●●●



\*BPA Brand Report, June 2016

## 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 Horiz.	7" x 4.875"		
1/2 Page Vert.	3.375" x 10"		
1/3 Page Std	4.5625" x 4.875"		
1/4 Page	3.375" x 4.875"		

Rates available for advertising in the **Dealer Success Guide** as well as in combination with a print schedule in *Green Industry Pros*. Contact publisher for details.

### How to create your files:

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

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

### Send materials to:

Connie Wolf, MPR  
1233 Janesville Avenue, Fort Atkinson, WI 53538  
800-547-7377 x1679 • [cwolf@southcomm.com](mailto:cwolf@southcomm.com)

### How to send a file using WeTransfer:

1. Go to <https://www.wetransfer.com/>;
2. Click "Skip" (If you see a box with "Send up to 2GB" and an "Add files" button go to step 4);
3. Read the Terms and Conditions, then click "I agree";
4. Click "+ Add files";
5. Select the file you would like to send and click "Open";
6. Click "+Friend's email";
7. Enter the email address of the person you would like to send the file to;
8. Click "Your email";
9. Enter your email address;
10. Click "Message";
11. Enter a description of the file you are sending;
12. Click "Transfer";
13. Wait for "Transfer complete" to show on the screen before exiting browser;
14. You will receive an email that the file was successfully sent

*Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button*

### Ad close dates:

**March edition: February 6**

**May/June edition: May 9**

**September/October edition: September 6**

### For more info, contact:

Deirdre D'Aniello  
Publisher  
[ddaniello@southcomm.com](mailto:ddaniello@southcomm.com)  
1-800-547-7377 ext. 1662

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# SNOWPRO™

## Selling snow removal equipment and services?

- Your ad in SnowPRO reaches the right audience at the right time ...

## THE BUYING TIME.

- Published twice each year, SnowPRO mails with the July/August and Sep/Oct issues of *Green Industry Pros* targeting 44,942 professionals in the snow states. Your marketing message appears with SnowPRO's coverage of the latest equipment, accessories, tools and insights for the snow removal market. Snow PRO is also available in a digital edition.

See following page for SnowPRO states.



\*Publisher's own data

## Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
<b>Full Page Spread</b>	14.25" x 10.25"	15" x 11"	14.75" x 10.75"
<b>Full Page</b>	7.125" x 10.25"	7.625" x 11"	7.375" x 10.75"
<b>1/2 Page Horiz.</b>	7" x 4.875"		
<b>1/2 Page Vert.</b>	3.375" x 10"		
<b>1/3 Page Std</b>	4.5625" x 4.875"		
<b>1/4 Page</b>	3.375" x 4.875"		
<b>1/6 Page</b>	2.1875" x 4.875"		

Rates available for advertising in the **Dealer Success Guide** as well as in combination with a print schedule in *Green Industry Pros*. Contact publisher for details.

### How to create your files:

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

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

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- Click "+ Add files";
- Select the file you would like to send and click "Open";
- Click "+Friend's email";
- Enter the email address of the person you would like to send the file to;
- Click "Your email";
- Enter your email address;
- Click "Message";
- Enter a description of the file you are sending;
- Click "Transfer";
- Wait for "Transfer complete" to show on the screen before exiting browser;
- You will receive an email that the file was successfully sent

*Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button*

### Ad close dates:

**Issue 1: July 6** — materials due July 14

**Issue 2: September 1** — materials due September 12

### For more info, contact:

Deirdre D'Aniello  
Publisher  
[ddaniello@southcomm.com](mailto:ddaniello@southcomm.com)  
1-800-547-7377 ext. 1662

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# SNOWPRO CIRCULATION

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY / JUNE 2016

State	Print	Digital	Total Qualified	Percent
Maine	413	23	436	
New Hampshire	471	26	497	
Vermont	265	24	289	
Massachusetts	2,014	94	2,108	
Rhode Island	229	9	238	
Connecticut	1,529	59	1,588	
<b>NEW ENGLAND</b>	<b>4,921</b>	235	5,156	8.0
New York	3,165	186	3,351	
New Jersey	2,051	125	2,176	
Pennsylvania	3,034	194	3,228	
<b>MIDDLE ATLANTIC</b>	<b>8,250</b>	505	8,755	13.6
Ohio	3,130	189	3,319	
Indiana	1,991	130	2,121	
Illinois	2,508	191	2,699	
Michigan	2,545	177	2,722	
Wisconsin	1,674	137	1,811	
<b>EAST NO. CENTRAL</b>	<b>11,848</b>	824	12,672	19.8
Minnesota	1,395	102	1,497	
Iowa	879	58	937	
Missouri	1,387	115	1,502	
North Dakota	183	12	195	
South Dakota	187	19	206	
Nebraska	628	51	679	
Kansas	674	62	736	
<b>WEST NO. CENTRAL</b>	<b>5,333</b>	419	5,752	9.0
Delaware	261	12	273	
Maryland	1,253	70	1,323	
Washington, DC	27	1	28	
Virginia	1,532	105	1,637	
West Virginia	245	10	255	
North Carolina	2,363	130	2,493	
South Carolina	930	57	987	
Georgia	2,271	110	2,381	
Florida	4,608	256	4,864	
<b>SOUTH ATLANTIC</b>	<b>13,490</b>	751	14,241	22.2

	Print	Digital	Total Qualified	Percent
Kentucky	1,300	80	1,380	
Tennessee	1,251	101	1,352	
Alabama	940	56	996	
Mississippi	419	18	437	
<b>EAST SO. CENTRAL</b>	<b>3,910</b>	255	4,165	6.5
Arkansas	537	36	573	
Louisiana	693	64	757	
Oklahoma	548	53	601	
Texas	2,450	253	2,703	
<b>WEST SO. CENTRAL</b>	<b>4,228</b>	406	4,634	7.2
Montana	293	31	324	
Idaho	359	41	400	
Wyoming	98	10	108	
Colorado	940	91	1,031	
New Mexico	246	19	265	
Arizona	621	45	666	
Utah	310	46	356	
Nevada	311	28	339	
<b>MOUNTAIN</b>	<b>3,178</b>	311	3,489	5.4
Alaska	49	4	53	
Washington	802	79	881	
Oregon	604	65	669	
California	3,286	288	3,574	
Hawaii	87	5	92	
<b>PACIFIC</b>	<b>4,828</b>	441	5,269	8.2
<b>UNITED STATES</b>	<b>59,986</b>	4,147	64,133	99.0
U.S. Territories	15	-	15	
Canada	-	44	44	
Mexico	-	1	1	
Other International	-	10	10	
APO / FPO	-	-	-	

**TOTAL QUALIFIED CIRCULATION 60,001 4,202 64,203 100.0**

SnowPRO print edition total: 42,039  
 SnowPRO digital edition total: 4,200 (all)  
 Digital edition in highlighted snow states: 2,903



BPA Brand Report June 2016

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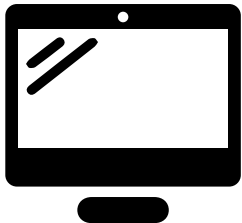
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# GREEN INDUSTRY Pros.com™



**Total**  
**76,540**  
unique visitors/month\*

**302,130**  
page views/month\*

\*Google Analytics April-June 2016



**Mobile**  
**31,299**  
sessions (visitors)/month\*

**90,109**  
page views/month\*

\*Google Analytics April-June 2016



**Tablet**  
**8,926**  
sessions (visitors)/month\*

**34,681**  
page views/month\*

\*Google Analytics April-June 2016

## DIGITAL DISPLAY ADS – ROS

## RATES

	\$2,500 net per week		
<b>Welcome ad</b> (550 x 480)			
<b>Leaderboard</b> (970 x 90, 728 x 90, 300 x 50)	\$1,000 net per month for 20% SOV	\$1,500 net per month for 40% SOV	\$2,000 net per month for 60% SOV
<b>Rectangle</b> (300 x 250)	\$1,000 net per month for 20% SOV	\$1,500 net per month for 40% SOV	\$2,000 net per month for 60% SOV
<b>Skyscraper</b> (300 x 600)	\$500 net per month for 20% SOV	\$650 net per month for 40% SOV	\$800 net per month for 60% SOV

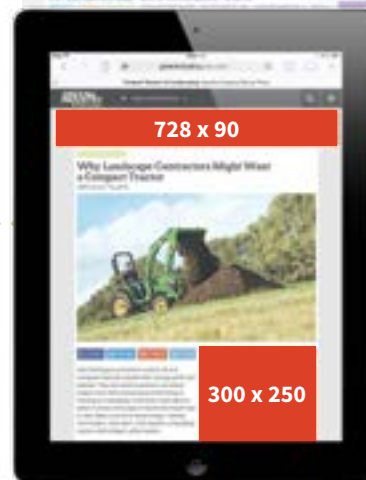
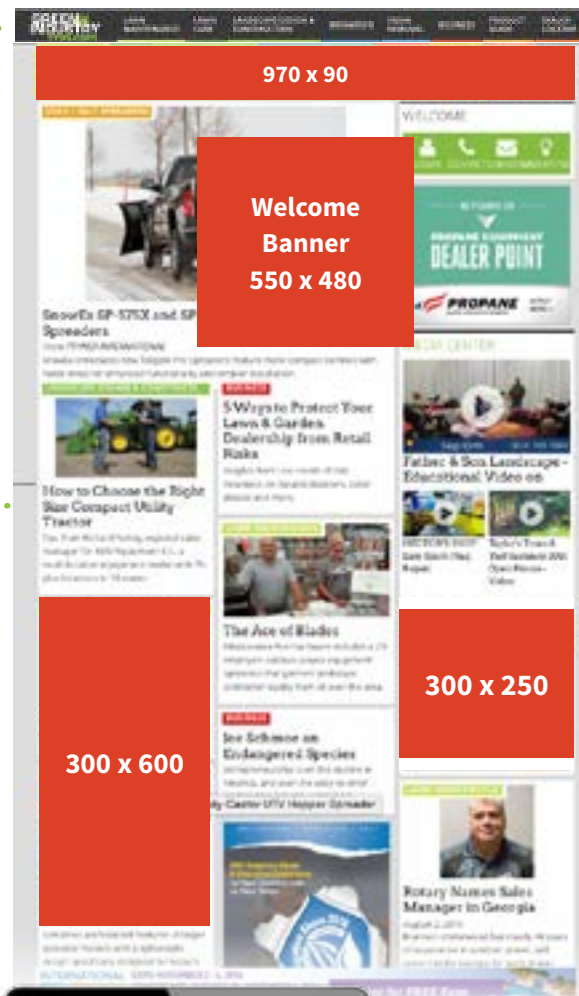
## Responsive design

Content and ads automatically adjust to each user's device – no special apps needed.

Your share of voice is measured only when users see your ad. Your ad is integrated with editorial content, not relegated to the left or right column.

## Dynamic page loads

Related content is continually delivered as the user scrolls.



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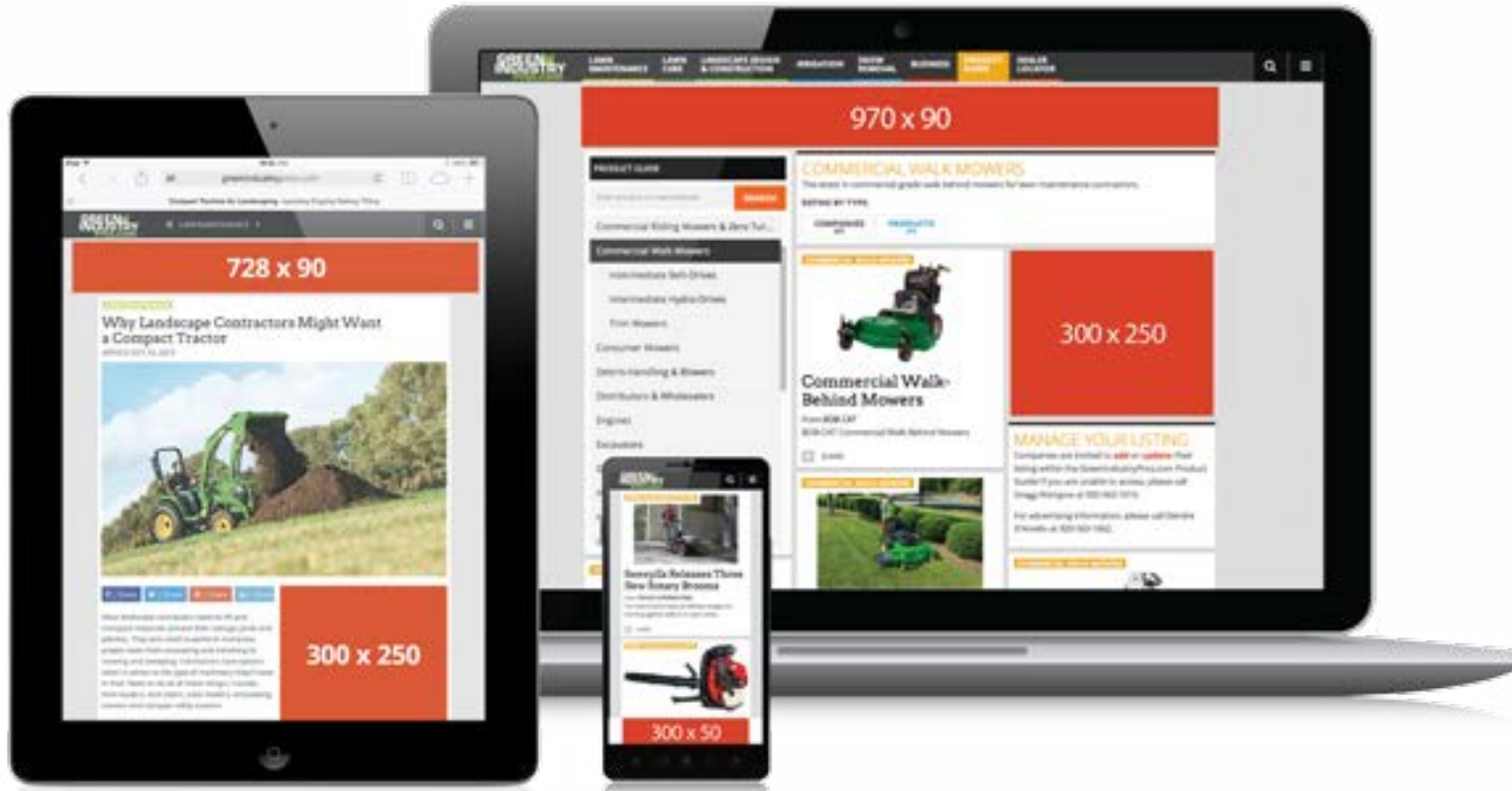


# GreenIndustryPros.com PRODUCT GUIDE

## Exclusive Category Sponsorship ●●●●●●●●●●

The Product Guide provides an online directory of equipment and services for the landscape industry. With an Exclusive Category Sponsorship, only your banners will appear within that category and its subcategories. Inquire on availability of categories and contact the publisher to request a custom proposal.

EXCLUSIVE SPONSORSHIP	SPECS	RATES
Ad sizes included:		<a href="#">Request proposal</a>
Super Leaderboard	970 x 90 Pixels	
Leaderboard	728 x 90 Pixels	
Half Page	300 x 600 Pixels	
Medium Rectangle	300 x 250 Pixels	
Mobile Leaderboard	300 x 50 Pixels	



Complete **digital technical specs** are available on our Marketing Resource Center at [GreenIndustryPros.com/advertise](http://GreenIndustryPros.com/advertise)

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# E-NEWSLETTERS

Send your marketing message to the inboxes of your customers and prospects.

## The Pro Report

Place your message on *Green Industry Pros'* twice weekly e-newsletter to an engaged subscriber list\*.

## The Pro Report, Special Edition

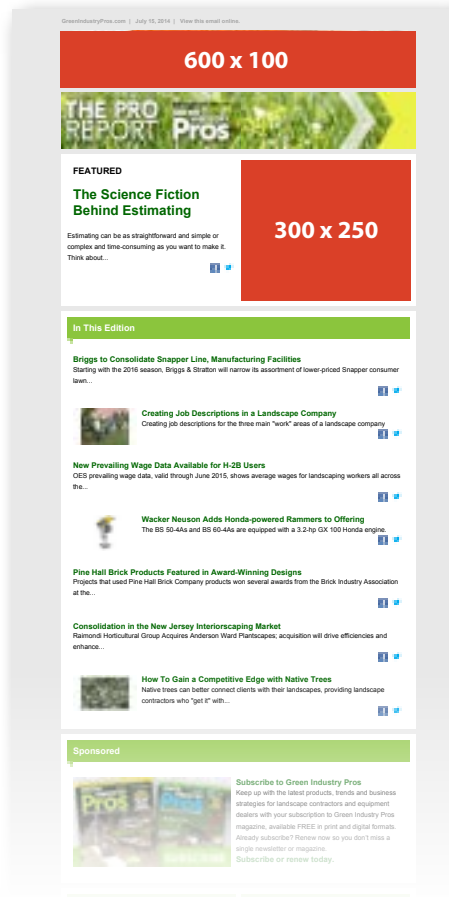
Be the sole sponsor of a special edition with editorial tailored to your company's products or services.

## Specs / Rates

E-NEWSLETTERS		
	600x100	\$750 net per week
<b>The Pro Report</b>	300x250	First Position: \$850 net per week Second Position: \$450 net per week
	Product Sponsorship with description	\$550 net per week
	Video Lead Gen Text Ad	\$1,545 net per week
<b>The Pro Report, Special Edition</b>	Exclusive Sponsorship	\$3,500 net/edition

\*Have opened within the past 18 months

E-newsletter



The Pro Report



Many people read their e-mails on their phones!

Don't let your banner get lost!

Advertise on **The Pro Report** and have your banner seen with Responsive Design!

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# E-MAIL MARKETING

Send a custom e-blast to the demographic of your choice!

## Email blasts/Surveys

Send a custom e-blast or survey to the demographics of your choice.

- Your e-blast will be sent under the *Green Industry Pros* name
- No other blast from *Green Industry Pros* will deploy on the same day
- All e-mail addresses are engaged\*

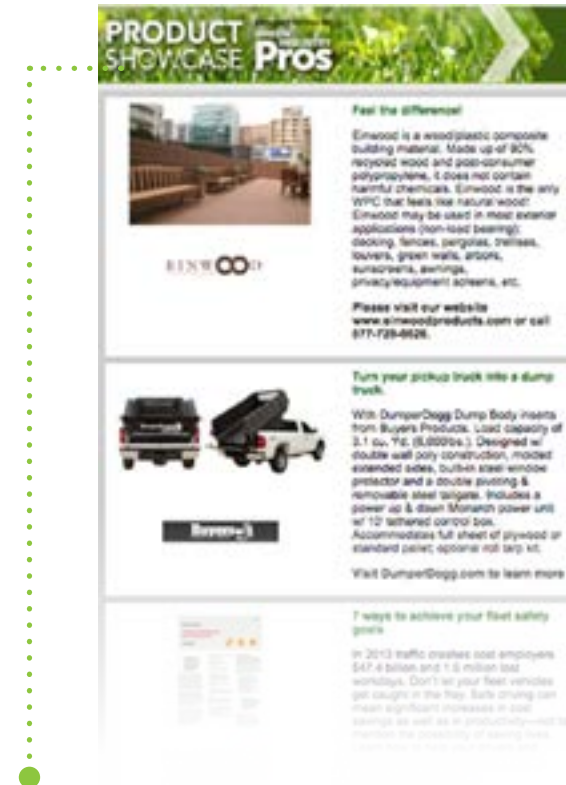
## Optional demographics include, but are not limited to:

- Dealers
- State / Zip code
- Landscape Contractors who perform:
  - ✓ Lawn Maintenance
  - ✓ Lawn Installation
  - ✓ Irrigation
  - ✓ Chemical Applications
  - ✓ Organic Lawn Care Amendments
  - ✓ Fertilization Applications
  - ✓ Tree Care
  - ✓ Hardscaping
  - ✓ Outdoor Lighting
  - ✓ Snow Removal
- Employee size
- Annual Sales Volume

PRICING PER CUSTOM BLAST (NET DOLLARS)	RATES
2,000 Names	\$589
5,000 Names	\$1,473
7,000 Names	\$2,062
10,000 Names	\$2,945
12,000 Names	\$3,534
15,000 Names	\$4,418

\* Have opened within the past 18 months

## E-Product Showcase



## Product Showcase

Participate in the monthly e-blast to the entire e-mail marketing list – limited to six advertisers per blast!

### PRICING PER ITEM PER BLAST

\$800 net per edition

\$400 net per edition w/print schedule

A separate eProduct Showcase is sent on behalf of SnowPRO in August, September, October, and November.

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# LEAD GENERATION

## TRACKtion Leads

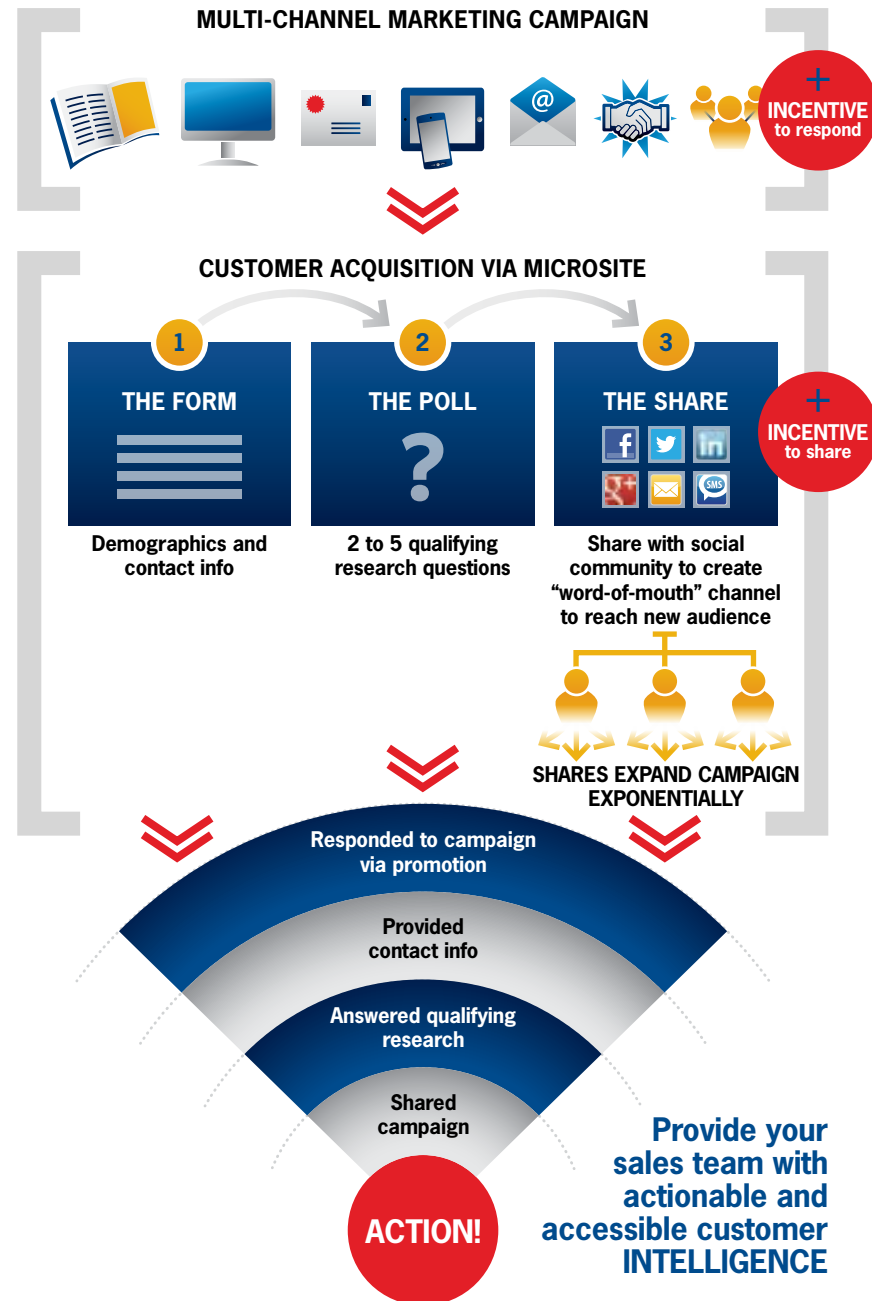
Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

### With TRACKtion Leads you can:

- Grow your customer base and generate leads
- Enhance your brand
- Use social networks to extend your campaign and reach a new audience
- Launch promotions and sweepstakes
- Gain customer insights through short surveys and polling questions
- Follow the results through real-time tracking across multiple marketing channels

### Program components

- Registration page
- Three promotional e-blasts within a 30-day period
- Promotional banners on *The Pro Report* and *GreenIndustryPros.com* within a 30-day period
- Promotion on social media by *Green Industry Pros'* editors



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# RESULTS DELIVERED

We offer numerous reporting tools to help you evaluate effectiveness and hone your campaign.

## Email Open/Click Rates

Third-party report details the number of emails delivered, open rate and click rate for e-newsletters and eblasts.

## Email Heat Maps

See which hyperlinks recipients clicked on e-newsletters and eblasts.

Omeda Heat Map



## Editorial Coverage

When applicable, we provide you with a compilation of editorial coverage that included your company or brands.

## Web Ad Impressions/Click Rate

The number of impressions and clicks your banner received on GreenIndustryPros.com.

## Custom Reports

We will create custom advertising reports based on your advertising program.

Omeda Report

Category	Impressions	Clicks	CTR	Cost
Display Advertising	1,234,567	12,345	1.00%	\$1,234.56
Search Advertising	987,654	9,876	1.00%	\$987.65
Video Advertising	543,210	5,432	1.00%	\$543.21
Native Advertising	321,098	3,210	1.00%	\$321.09
Retargeting	210,987	2,109	1.00%	\$210.98

## Data Dashboard

Green Industry Pros provides print advertisers with leads generated from Reader Service and all advertisers with leads generated from GreenIndustryPros.com's Product Guide.

Advertiser	Product	Leads	Cost
ABC Company	Product X	150	\$1,500
DEF Company	Product Y	200	\$2,000
GHI Company	Product Z	100	\$1,000
JKL Company	Product W	180	\$1,800
MNO Company	Product V	120	\$1,200

**GREEN INDUSTRY PROS**

Form fields include: Name, Title, Company Name, Address, City, State, Country, Zip, Phone, Email, and Website. A 'Submit' button is at the bottom.

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## 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"		

## How to create your files:

### Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDF's. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

## How to get your files to us:

**E-mail** – File(s) must not exceed 10 MB in size:

Connie Wolf, Production Manager  
[cwolf@southcomm.com](mailto:cwolf@southcomm.com)  
800.547.7377 ext. 1679

### How to send a file using WeTransfer:

1. Go to <https://www.wetransfer.com/>
2. Click "Skip" (If you see a box with "Send up to 2GB" and an "Add files" button go to step 4)
3. Read the Terms and Conditions, then click "I agree"
4. Click "+ Add files"
5. Select the file you would like to send and click "Open"
6. Click "+Friend's email"
7. Enter the email address of the person you would like to send the file to
8. Click "Your email"
9. Enter your email address
10. Click "Message"
11. Enter a description of the file you are sending
12. Click "Transfer"
13. Wait for "Transfer complete" to show on the screen before exiting browser
14. You will receive an email that the file was successfully sent

*Note: If at any time you have a question about what to do, click the "?" to the right of the "Transfer" button*

## Terms & Conditions

### Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

### Terms and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

### Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

### Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

### Inserts

Contact the media production rep for specifications.

### Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

### Classified ad regulations

Classified advertising may not be used for new products or services normally found in display advertising or extensive product or service descriptions (i.e. features, values, styles) that are the function of display ads. The publisher retains the right to reject, delete or re-word copy that does not meet the above regulations.

For updated information throughout the year, visit our marketing resource center at [GreenIndustryPros.com/Advertise](http://GreenIndustryPros.com/Advertise) or contact your sales representative at **800.547.7377**.

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The Management Resource for Landscape Contractors and Equipment Dealers

# 800.547.7377

Contact us today for an entirely new experience in business-to-business marketing planning.

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*As one of America’s top business-to-business media companies, Southcomm Business Media is leading the way in providing marketing solutions and targeted content to top decision-makers and organizations. We reach millions of professionals annually across **FIVE MEDIA PLATFORMS**. Our corporate initiatives and organizational architecture are built with one goal: fully engaging business audiences in the markets we serve.*

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 1233 Janesville Avenue  
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www.southcomm.com

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