



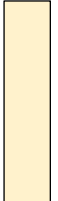
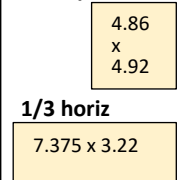

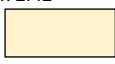


Connecticut Gardener Magazine

AD INSERTION ORDER FOR 2024 (ADS APPEAR IN BOTH PRINT & DIGITAL EDITIONS)

1) ADVERTISER INFORMATION

Company / Advertiser _____
 Contact Name _____
 Artwork Contact Name/Info _____
 Billing Address _____ City/State/Zip _____
 Phone _____ Email _____

2) PRINT/DIGITAL ISSUE SIZE & RATES (width x height in inches)

1/2 horiz 7.375 x 4.92 	1/2 vert 4.86 x 7.42 	1/3 vert 2.347 x 10 	1/3 square 4.86 x 4.92 1/3 horiz 7.375 x 3.22 	1/6 vert 2.347 x 4.92  1/6 horiz 4.86 x 2.42 	1/12 2.347 x 2.62  B Card 2 x 3.5 
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Size	1x rate	2x rate	3x rate	4-5x rate
1/12 or B Card	\$ 150	\$ 140	\$ 135	\$ 130
1/6	\$ 285	\$ 265	\$ 255	\$ 245
1/3	\$ 475	\$ 445	\$ 430	\$ 415
1/2	\$ 595	\$ 560	\$ 540	\$ 525

Full Page & Back Cover on request

Full page 7.375 x 10 Back Cover Call for sizes

3) RESERVE YOUR AD (please check all relevant boxes)

Issue	Mar/Apr 2024	May/June 2024	Jul/Aug 2024	Sep/Oct 2024	Winter '24-'25
Ad size	Size: _____	Size: _____	Size: _____	Size: _____	Size: _____
Orientation (if applicable)	<input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq	<input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq	<input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq	<input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq	<input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq
X Rate (see chart ↑)	\$	\$	\$	\$	\$
Reserve space by	Fri Jan 12	Fri Mar 15	Fri May 10	Fri Jul 12	Fri Oct 11
Ad file due	Fri Jan 19	Fri Mar 29	Fri May 24	Fri Jul 26	Fri Oct 25
Issue goes live/emails	~ Feb 22	~ Apr 18	~ Jun 20	~ Aug 22	~ Nov 21-Dec 1

We will provide ad We want Connecticut Gardener to produce our ad*
 *If CG to design/layout the ad (no charge), a proposed layout and copy must be submitted at reserve date(s).

4) CHARGES/PAYMENT INFO

Total amount for ads \$ _____ (CG will bill after each insertion). Payment due on receipt of invoice.

Ad submission specs: All files must be high-resolution (300 dpi) at final size (100%)
 2- and 4-color ads must be converted to CMYK. B&W ads must be converted to grayscale.

File formats: PDF files AT ACTUAL SIZE (100%) WITHOUT EXTRA WHITE SPACE.
 JPEG, EPS and TIFF

Signature _____ Date _____

THANK YOU! We look forward to connecting you to our readers!