



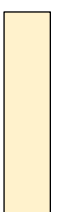
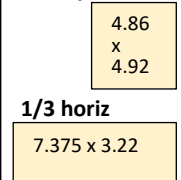

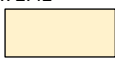


# Connecticut Gardener Magazine

AD INSERTION ORDER FOR WINTER '23-'24 ISSUE (ADS APPEAR IN BOTH PRINT & DIGITAL EDITION)

## 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)

|   |   |  |   |  |   |
|---|---|--|---|--|---|
| <b>1/2 horiz</b><br>7.375 x 4.92<br> | <b>1/2 vert</b><br>4.86 x 7.42<br> | <b>1/3 vert</b><br>2.347 x 10<br> | <b>1/3 square</b><br>4.86 x 4.92<br><b>1/3 horiz</b><br>7.375 x 3.22<br> | <b>1/6 vert</b><br>2.347 x 4.92<br><br><b>1/6 horiz</b><br>4.86 x 2.42<br> | <b>1/12</b><br>2.347 x 2.62<br><br><b>B Card</b><br>2 x 3.5<br> |
|---|---|--|---|--|---|

| Size                  | 1x rate | 2x rate | 3x rate | 4-5x rate |
|-----------------------|---------|---------|---------|-----------|
| <b>1/12 or B Card</b> | \$ 150  | \$ 140  | \$ 135  | \$ 130    |
| <b>1/6</b>            | \$ 285  | \$ 265  | \$ 255  | \$ 245    |
| <b>1/3</b>            | \$ 475  | \$ 445  | \$ 430  | \$ 415    |
| <b>1/2</b>            | \$ 595  | \$ 560  | \$ 540  | \$ 525    |

Full Page & Back Cover on request

|   |
|---|
| <b>Full page</b><br>7.375 x 10<br><br><b>Back Cover</b><br>Call for sizes |
|---|

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

|                                    |   |
|------------------------------------|---|
| <b>Issue</b>                       | <b>Winter '23-'24</b>   |
| <b>Ad size</b>                     | Size: _____   |
| <b>Orientation (if applicable)</b> | <input type="checkbox"/> v <input type="checkbox"/> h <input type="checkbox"/> sq |
| <b>X Rate (see chart ↑)</b>        | \$ _____  |
| <b>Reserve space by</b>            | <b>Fri Oct 13</b>   |
| <b>Ad file due</b>                 | <b>Fri Oct 27</b>   |
| <b>Issue goes live/mails</b>       | ~ 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 our readers and your business!**

Return to Anne Rowlands, Connecticut Gardener Magazine: PO Box 248, Greens Farms, CT 06838  
 or scan and send to [ads@conngardener.com](mailto:ads@conngardener.com) Phone orders and inquiries to 203-292-0711 (Anne)