

NJ Plants

Nursery • Landscape • Garden Center Trade Show

*Increase Your
Show Exposure by
Placing an Ad in the
2011 Pocket Show
Guide*

Actual Size
(4" wide x 8.5" high)

SHOW GUIDE

NJ Plants

Nursery • Landscape • Garden Center
Trade Show

JANUARY 25-26, 2011

NJ Convention Center
Edison, NJ

www.NJPlantShow.com

Produced in Cooperation with

NJNLA

NEW JERSEY NURSERY & LANDSCAPE ASSOCIATION

**MARK YOUR CALENDAR FOR NEXT YEAR'S SHOW
JANUARY 24-25, 2012**

*Voice: 908.604.4444 ~ Fax: 908.647.5459 ~ E-Mail: NJPlants@GardenerNews.com
www.GardenerNews.com*

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Increase Your Show Exposure by Placing an Ad in the 2011 Pocket Show Guide

Dear Exhibitor:

Gardener News, Inc. has been selected by MAC Events, LLC. the producer of NJ Plants, to publish the NJ Plants "Pocket Show Guide" for the Nursery, Landscape and Garden Center Trade Show which will be held January 25-26, 2011 in Edison, NJ.

The "Pocket Show Guide" will be handed out to 2011 NJ Plants Attendees, Advertisers, Exhibitors and Sponsors.

The over-all size of the 2011 NJ Plants "Pocket Show Guide" is 8 ½ inches high by 4 inches wide. It will conveniently fit into a normal size purse or simply fit into your back pocket.

You MUST be a 2011 NJ Plants "Exhibitor" or a 2011 NJ Plants "Sponsor" to place an ad in the 2011 NJ Plants "Pocket Show Guide." Any exception requires written permission from MAC Events, LLC.

Gardener News, Inc. also publishes *Gardener News*, a monthly, tabloid-size newspaper which serves the agricultural, gardening and landscaping communities.

Whether you are looking to promote your business with a sale or event, celebrate an expansion, enhance your image or maintain relationships with customers, *Gardener News* can help meet your advertising goals.

Gardener News, Inc. will use its reasonable efforts to accommodate your advertising positioning request. The Inside Front Cover, Back Cover, Inside Back Cover and the Center Fold ads will be assigned on a first-come-first-served basis. That is, the advertiser who submits the earliest Advertising Insertion Contact and PAYMENT will be assigned the requested advertising space. No Exceptions! The deadline for placing your advertisement and submitting your ad copy is January 7, 2011.

I look forward to speaking with you soon. Please feel free to call me any time at 908.604.4444, if you have any questions or if you would like to expedite your ad insertion. If I'm not in the office, I can be reached by cell phone at 908.285.1440. My fax number is 908.647.5459.

For more information about the *Gardener News*, please visit us online at www.GardenerNews.com. To learn more about NJ Plants, please visit www.NJPlantShow.com.

Thank you!



Thomas V. Castronovo
Publisher, NJ Plants Pocket Show Guide
Gardener News, Inc.
16 Mount Bethel Road #123
Warren, NJ 07059
NJPlants@GardenerNews.com



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Requirements for Electronic Artwork Submission

Acceptable formats: EPS, PDF

PDFs: Distill for high resolution printing. See below for more ad layout information.

Color ads: Artwork must be saved at 300dpi minimum, colors must be CMYK (not RGB), file must be set up for correct size ad, convert all text to outlines, line art must be scanned at 600dpi minimum. Any text typeset in black should be 100% black, as opposed to “registration” or “auto” black, which will result in the type separating on all 4 plates. This, as with ads created in Photoshop, will result in fuzzy type.

Grayscale ads: Artwork must be saved at 300dpi minimum, file must be grayscale, file must be set up for correct size ad, convert all text to outlines, line art must be scanned at 600dpi minimum.

Black copy ads: Line art must be scanned at 600dpi minimum, file must be set up for correct size ad, convert all text to outlines, do not use Photoshop or other photo layout programs because they may make your type appear fuzzy.

Special notes: Make all lines and rules .5 pt width or thicker.
Microsoft Word and Powerpoint files are not acceptable.

Submitting files: Artwork may be submitted by email if files sizes are less than 8MB. If files are larger than 8MB, artwork must be submitted on CD and sent by U.S. Mail, Fedex, UPS or Airborne to:

**Gardener News, Inc.
16 Mount Bethel Rd. #123
Warren, NJ 07059**

Please include a hard copy of your ad and at least two business cards and letterhead with your company logo on them. If possible, also include a laser-printed version of your logo in case we need to reset your company logo due to insufficient print clarity.

Deadlines: Ad copy must be submitted no later than January 7, 2011. NO EXCEPTIONS!

Requirements if your Ad is to be Created by the Gardener News

- Submit your logo and any artwork by email, or send to us on CD at address listed above.
- Provide any pictures or relevant promotional material you may have.
- When designing your ad, put yourself in the reader’s place. If you were the buyer, what information would you consider essential? Describe your product or service accurately and completely. Add creative touches to enhance the basic message. Keep sentences short and to the point. Consider using bullet points or small blocks of type instead of one large paragraph.
- List your primary phone numbers, fax numbers, web address, store location(s), hours of operation, and any other contact information.
- Great headlines, crisply written copy, great photos, eye-catching artwork and creative slogans are all part of creating successful advertisements.

Voice: 908.604.4444 ~ Fax: 908.647.5459 ~ E-Mail: NJPlants@GardenerNews.com

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The advertiser who submits the earliest Advertising Insertion Contract and PAYMENT will be assigned the requested advertising space. The deadline for ad submission is January 7, 2011. NO EXCEPTIONS!

1. CHECK AD SIZE AND RATE

Advertising Must be PAID IN FULL at Time of Submission

<input type="checkbox"/>	\$800	Inside Front Cover	(COLOR)	3.5 inches wide by 8.0 inches high	
<input type="checkbox"/>	\$825	Inside Back Cover	(COLOR)	3.5 inches wide by 8.0 inches high	
<input type="checkbox"/>	\$850	Outside Back Cover	(COLOR)	3.5 inches wide by 8.0 inches high	
<input type="checkbox"/>	\$700	Center Fold Inside	(B&W)	3.5 inches wide by 7.75 inches high	<input type="checkbox"/> left side <input type="checkbox"/> right side
<input type="checkbox"/>	\$600	Full Page Inside	(B&W)	3.5 inches wide by 7.75 inches high	
<input type="checkbox"/>	\$450	3/4 Page Inside	(B&W)	3.5 inches wide by 5.8125 inches high	
<input type="checkbox"/>	\$350	1/2 Page Inside	(B&W)	3.5 inches wide by 3.875 inches high	
<input type="checkbox"/>	\$200	1/4 Page Inside	(B&W)	3.5 inches wide by 1.9375 inches high	

***** PLEASE PRINT CLEARLY *****

2. CONTACT INFORMATION

3. PAYMENT AND SIGNATURE

Exhibitor Booth No(s). _____

▶ **FEE:** See above for Advertising Fee \$

▶ **ADVERTISER** _____

FEE: If my ad needs to be created \$ 100.00

CONTACT PERSON _____

▶ **TOTAL AMOUNT DUE** \$

ADDRESS _____

Check enclosed (*Made payable to Gardener News, Inc.*)

ADDRESS _____

Credit Card Visa MasterCard

CITY _____ **STATE/PRO V.** _____ **ZIP** _____

Card #

BUSINESS PHONE _____

Security Code Exp. Date _____

BUSINESS FAX _____

Credit Card Billing Zip Code _____

BUSINESS CELL _____

AUTHORIZED SIGNATURE _____

BUSINESS EMAIL _____

PRINT CARDHOLDER'S NAME _____

ADVERTISER WEBSITE ADDRESS _____

4. PAYMENT INFORMATION

ADVERTISING AGENT (IF DIFFERENT FROM ABOVE) – NO DISCOUNTS _____

CONTACT _____

AGENCY PHONE _____ **EMAIL** _____

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Warren, NJ 07059
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Gardener News, Inc. and its Publisher reserve the right to accept, refuse, or discontinue any editorial or advertising copy, and shall not be liable to anyone for printing errors, misinformation or omissions in advertising copy. All advertising is subject to Gardener News, Inc., advertising rates. Publisher reserves the right at its absolute discretion, and at anytime, to cancel any advertising or reject any advertising copy whether or not the same has already been acknowledged. Gardener News, Inc., shall have full latitude with respect to positioning all advertisements; provided, however, that Gardener News, Inc., will use its reasonable efforts to accommodate the advertiser's positioning requests. No advertisement will be allowed to run upside down or sideways. All contracts are conditional on strikes, fires, acts of God or the public enemy, war, terrorism or any cause not subject to the control of Gardener News, Inc., excluding the advertiser's failure and/or inability to perform. In the event of errors in omissions of any advertisement(s), the Show Guides liability shall not exceed a refund of amounts paid for the advertisement. If default in payment, the undersigned will be charged all collection costs including attorney fees if any to the balance to be collected. NOTE: All advertising layouts and designs and portions of the same that are produced by Gardener News, Inc., are the property of Gardener News's Inc., and may not be reproduced in any form unless authorization is obtained from the publisher. Advertiser agrees to indemnify, defend and hold harmless Gardener News, Inc., from all claims (Whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which Gardener News, Inc., or any of its affiliates may become liable by reason of Gardener News, Inc., publication of advertiser's advertising.

▶ **AUTHORIZED SIGNATURE** _____ **DATE** _____