

Gardener News

The Gardeners Most Important Gardening Information Resource In Print.



Since germinating in 2003, the *Gardener News*, based in Warren, New Jersey, has become New Jersey's most influential monthly gardening newspaper. Offering its readers important gardening information, comprehensive coverage of local gardening news and events, the newspaper features a wide variety of interesting reading material and great gardening tips.

We are the gardeners' most important gardening resource in print. Our tabloid-size paper, written by green industry professionals and brilliant specialists, is published monthly and mailed by first-class postage.

Newspapers are a convincing and convenient source of advertising information, and help consumers decide where to shop and what to buy.

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

Don't miss an issue. A yearly subscription to the paper is only \$24.99.

A Gardener News, Inc. Publication



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

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AVAILABLE IN THE FOLLOWING NJ LOCATIONS

Rutgers School of Environmental and Biological Sciences - *All 21 County Cooperative Extension Offices, Rutgers Gardens, Rutgers Home Gardener's School, Martin Hall and at the Rutgers NJAES Office of Continuing Professional Education.*

County College of Morris - *Landscape and Horticultural Technology Department*

Mercer County Community College - *Ornamental Horticultural Department*

Somerset County Vo-Tech - *Horticulture and Landscape Program*

The New Jersey Museum of Agriculture

North Central Jersey Board of Realtors®

South Monmouth Board of Realtors®

Kings Super Markets

County Parks - *Middlesex, Monmouth, Morris and Somerset*

New Jersey Public Gardens - *Cora Hartshorn Arboretum, Deep Cut Gardens, Frelinghuysen Arboretum, Reeves-Reed Arboretum, Laurelwood Arboretum, Leonard J. Buck Garden, Lewis L. Barton Arboretum, New Jersey State Botanical Garden, Sister Mary Grace Burns Arboretum, The Cross Estate Gardens and at the Van Vleck House and Garden*

Local Libraries - *Barnegat, Bayville, Bay Head, Beachwood, Bedminster, Berkeley Heights, Bernards, Bernardsville, Bordentown, Bound Brook, Brielle, Brick, Caldwell, Chatham, Chester, Dunellen, Fanwood, Far Hills, Forked River, Garwood, Hawthorne, Hillside, Holmdel, Island Heights, Jackson, Lakewood, Lavallette, Little Egg Harbor, Livingston, Long Hill, Mahwah, Manasquan, Manchester, Mendham, Middlesex, Millburn, Monroe, Morristown, Mountainside, New Egypt, North Plainfield, Old Bridge, Peapack-Gladstone, Piscataway, Point Pleasant Beach, Raritan, Roseland, Roxbury, Scotch Plains, Somerville, South Plainfield, Summit, Surf City, Tewksbury, Toms River, Tuckerton, Wall, Waretown, Warren, Watchung, Westfield, West Caldwell and Whiting.*

County Libraries - *Morris, Ocean*

Landscape and Nursery Industry Meetings

New Jersey Events - *Flower, Garden, Home, Landscape and Outdoor Living Shows*

And at many great local businesses, delis, banks, nurseries, garden centers, garden clubs and florists.

Gardener News is also available by subscription

* paper locations subject to change

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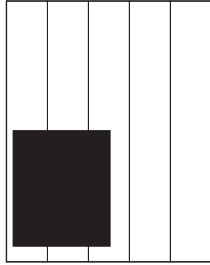
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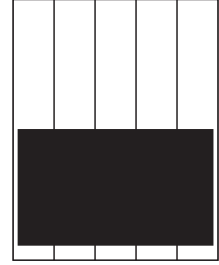
The Gardeners Most Important Gardening Information Resource In Print.



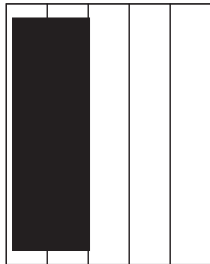
10.375"W" x 12.4"H
Full Page Inside
Black & White \$875
Color \$950
Back Cover \$1200



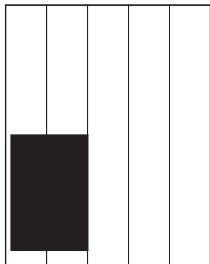
5.125"W x 6.125"H
Quarter Page
Black & White \$280
Color \$375



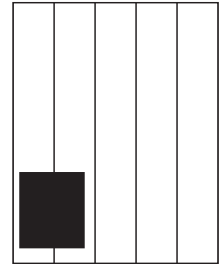
10.375"W x 6.125"H
Half Page
Black & White \$450
Color \$550



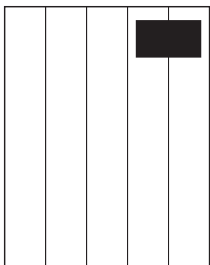
4.05"W x 12.4"H
Black & White \$550



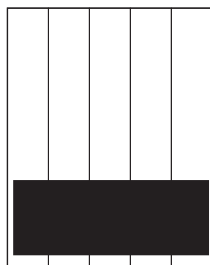
4.05"W x 6.125"H
Black & White \$250



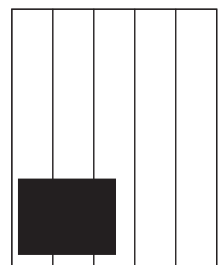
3.375"W x 3.9"H
Double Directory
Color \$250



3.375"W x 1.875"H
Black & White \$100
Color \$125



10.375"W x 3.9"H
Color \$500



3.9"W x 5.125"H
Garden Center
Directory
Color \$200

~A Monthly Publication~

Please Call To Reserve Your Ad Space Today

908.604.4444

Sorry, no agency discounts.

*Effective October 2009. Prices subject to change.

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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.

Due to the nature of newsprint, exact color matches cannot be guaranteed.

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
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 the 10th of the month before your ad is intended to run.

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.

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Photoshop Settings

PHOTOSHOP 5.0

FILE MENU — COLOR SETTINGS — CMYK SETUP

CMYK MODEL: Built-in

INK OPTIONS:

INK COLORS: SWOP (Newsprint)

DOT GAIN: Standard 30%

SEPARATION OPTIONS:

SEPARATION TYPE: GCR

BLACK GENERATION: Medium

BLACK INK LIMIT: 80%

TOTAL INK LIMIT: 240%

UCA AMOUNT: 0%

FILE MENU — COLOR SETTINGS — PROFILE SETUP

EMBED PROFILES: all checked

ASSUMED PROFILES:

RGB: Monitor RGB

CMYK: U.S. Web Uncoated v2

GRAYSCALE: Grayscale - Gamma 1.8

PROFILE MISMATCH HANDLING:

RGB: Ask when opening

CMYK: Convert to CMYK Color

GRAYSCALE: Convert to Grayscale

PHOTOSHOP 7.0 & CS2

PHOTOSHOP MENU — COLOR SETTINGS

ADVANCED MODE checked

WORKING SPACES:

RGB: sRGB IEC61966-2.1

CMYK: Custom CMYK

INK COLORS: SWOP (Newsprint)

DOT GAIN: 30%

SEPARATION TYPE: GCR

BLACK GENERATION: Medium

BLACK LIMIT: 80%

TOTAL INK LIMIT: 240%

UCA AMOUNT: 0%

GRAY: Dot Gain 30%

SPOT: Dot Gain 30%

COLOR MANAGEMENT POLICIES:

RGB: Convert to Working RGB

CMYK: Convert to Working CMYK

GRAY: Convert to Working Gray

(check all underneath)

CONVERSION OPTIONS:

ENGINE: Adobe ACE

INTENT: Relative Colorimetric

(check all underneath)

ADVANCED CONROLS

(check nothing)

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ADVERTISING CONTRACT

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*** PLEASE PRINT CLEARLY ***

Ad Size _____ Advertising Rate \$ _____ Design Rate \$ _____

Advertiser Will Provide Ad Advertiser Needs Ad Created Renewal On File

Start Date _____ End Date _____

Comments _____

Advertising Must be **PAID IN FULL** at Time of Submission

Your ad should be saved as a high resolution PDF distilled to print resolution with all fonts embedded. Color ads must be CMYK. Artwork can be submitted by e-mail to **Mail@GardenerNews.com** if file sizes are less than 8MB. If files are larger than 8MB, artwork must be submitted on CD and sent to us by either U.S. Mail, UPS, FedEx, or Airborne. Deadline is the 10th of the month prior to insertion. Customized ad design is available. Gardener News is a monthly publication.

*** PLEASE PRINT CLEARLY ***

MAKE CHECKS PAYABLE TO:

Gardener News, Inc.

16 Mount Bethel Road #123

Warren, NJ. 07059

Voice: 908.604.4444 Fax: 908.647.5459

E-mail: Mail@GardenerNews.com

Check # _____

Amount Due \$ _____

E-mail _____

Marketer _____

CREDIT CARD INFORMATION

Total Charge \$ _____ Type: Visa Mastercard

CC # _____

Security # _____ Expiration Date _____
(on back of card)

Name on Card _____

Billing Address _____

City _____ State _____

Billing Telephone # (____) _____

Billing Zip Code _____

I authorize Gardener News, to charge my credit card total charge stated above:

X _____

Name _____ Title _____

Company Name _____

Address _____

City _____ County _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

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 editorial or 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 and/or previously published. 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. Advertising resembling news text must have a border around them and carry the line "Paid Advertisement" at the top. 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 newspapers 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. Due to the nature of newsprint, exact color matches can not be guaranteed. 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 _____

White - Gardener News Copy Yellow - Sales Copy Pink - Advertisers Copy

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Every Garden Begins with a Vision...

*Don't Miss A Single Issue!
Have Your Subscription of the
Gardener News*

*Delivered to
Your Home or Office
Every Month by*

Subscribing Today!
12 Monthly Issues Only \$24.99

*Subscriptions sent by first class mail.

* PLEASE PRINT *

TYPE OF PAYMENT

Name _____

Check # _____

Address _____

Money Order # _____

City _____

One Year Subscription \$24.99

State _____ Zip _____

Signature _____

Telephone (required) (_____) _____

Date _____

Make Checks Payable to: **Gardener News, Inc.**
Effective 10/09 Non-Refundable

Complete the coupon and mail with payment to *Gardener News*, 16 Mount Bethel Road #123, Warren, NJ 07059.