Gardener News

Serving the Agricultural, Gardening and Landscaping Communities in Print, Online and by Email Subscription

Since germinating in 2003, *Gardener News* has become the New Jersey metropolitan area's most influential monthly agricultural, gardening and landscaping publication, both online and in print, covering local industry news and events. Our publication also features a wide variety of interesting reading material and great educational tips.

Our publication is written by green industry professionals and brilliant specialists. It is published and distributed monthly.

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

Learn more at GardenerNews.com

A Gardener News, Inc. Publication

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

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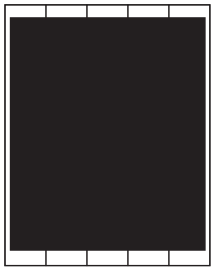
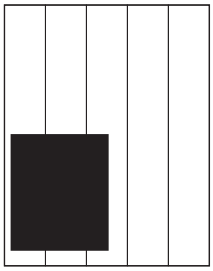
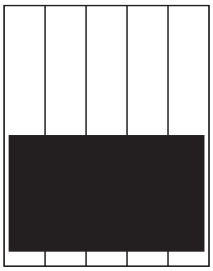


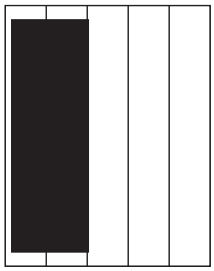
10.375W" x12.4"H
Full Page Inside
Black & White $875
Color $995
Back Cover $1200



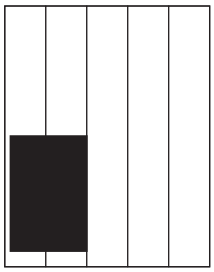
5.125"W x 6.125"H
Quarter Page
Black & White $325
Color $395



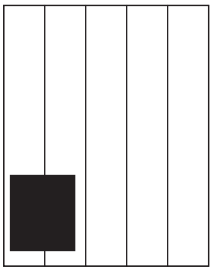
10.375"W x 6.125"H
Half Page
Black & White $525
Color $595



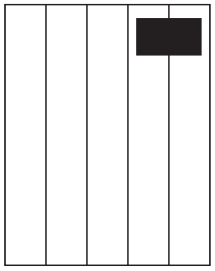
4.05"W x 12.4"H
Black & White $550
Color $575



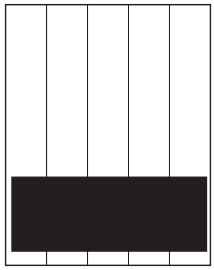
4.05"W x 6.125"H
Black & White $295



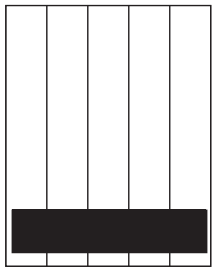
3.375"W x 3.9"H
Double Directory
Color $250



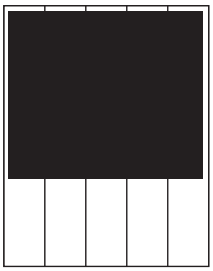
3.375"W x 1.875"H
Black & White $100
Color $125



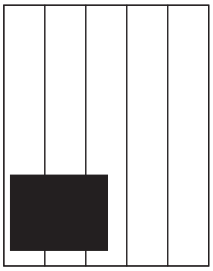
10.375″W x 3.9″H
Color $575



10.375″W x 2.4″H
Front Cover
Color $725



10.375″W x 7.8″H
Color $795



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.
Ads available on a first come, first served basis.

Effective April 5, 2016.
Prices subject to change.

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Requirements for Electronic Artwork Submission for Print Ads

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 10MB. If files are larger than 10MB, artwork must be submitted on CD or thumb drive and sent by U.S. Mail, Fedex or UPS 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, email address, 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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www.GardenerNews.com

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Newspaper 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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www.GardenerNews.com

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PRINT ADVERTISING CONTRACT

**** * * 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 10MB. If files are larger than 10MB, artwork must be submitted on CD or thumb drive and sent to us by either U.S. Mail, UPS or FedEx. 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
E-mail: Mail@GardenerNews.com

Check # _____

Amount Due $ _____

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 _____

Name_____ Title_____

Company Name_____

Address _____

City _____County_____State ____ Zip _____

Office (_____) _____ Cell (_____) _____

Email _____

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_____**