**H**

**southwest**

**HORTICULTURE**

***Over 2,000***

**Green Industry Professionals throughout Arizona, Southern California, New Mexico and Las Vegas will see your message...**

## Advertising Rates

**Size Dimensions Regular Issues Directory & Buyers Guide**

Full Page............ 7-1/2” wide x 10” tall .............................................$475 ........................................... $650

2/3 Page ........... 4-3/4” wide x 10” tall .............................................$375 ............................................$500

1/2 Page ........... 7-1/2” wide x 4-3/4” tall or

3-5/8” wide x 10” tall ...........................................$300 .............................................$400

1/3 Page ........... 4-7/8” wide x 4-3/4” tall........................................$235 ............................................$325

1/4 Page ........... 3-5/8” wide x 4-3/4” tall........................................$200 ............................................$275

1/6 Page ........... 2-3/8” wide x 4-3/4” tall........................................$160 ............................................$200

1/8 Page ........... 3-5/8” wide x 2-1/4” tall or

1-3/4” wide x 4-3/4” tall.......................................$145 ............................................$185

**Color Rates:** Additional color, $150; four-color process, $350 per page, or fraction thereof. Add to rates above.

**Agency:** Agency commission, 15% on gross billing allowed to advertising agencies on space charges only.

**Discount:** 10% discount for six (6) insertions in a 12-month period. (Discount does not apply to color rates.) *No discounts on Directory and Buyer’s Guide.*

(Discounts not applicable in combination with agency discount.)

# The rates above do not include ad production.

**Instructions for Art Submission:**

Preferred formats: Digital files in high resolution Adobe Acrobat .pdf format; QuarkXpress/ Macintosh with all fonts and images included; Adobe Illustrator .eps with all fonts outlined; or.tif at 300 dpi. Email files to [shyde@azna.org](mailto:shyde@azna.org), files may also be submitted on Macintosh formatted zip drives. Ad production services are available and will be charged on an individual basis.

# Arizona Nursery Association

1430 W. Broadway Road, Suite 110 ● Tempe, AZ 85282

● Phone (480) 966-1610 ● Fax (480) 966-0923 ● Email [shyde@azna.org](mailto:shyde@azna.org)

Southwest HORTICULTURE MAGAZINE

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| --- | --- | --- | --- | --- | --- | --- |
| Advertising Agreement | | | | | | |
| Advertiser Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Contact Name:  Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  City/State/Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | Agency Company:  Contact Name:  Address:    City/State/Zip:  Phone:  Email: | | Contract Year: 2019 Date Issued:  Artwork Format: | |
| **Authorized Signature:** | | | | | | |
| **Frequency: \_\_\_ insertions** | | | **\_\_\_ 10% Discount for 6 insertions** | | **\_\_\_ 15% Agency Commission** | |
| **Issue** | **Check Insertion Date** | **Size** | **Repeat 2018 Ad** | **Rate** | **New Ad Copy** | **Special Notes** |
| **Jan/Feb** |  |  |  |  |  |  |
| **Mar/Apr** |  |  |  |  |  |  |
| **May/June** |  |  |  |  |  |  |
| **July/Aug** |  |  |  |  |  |  |
| **Sept/Oct** |  |  |  |  |  |  |
| **Nov/Dec** |  |  |  |  |  |  |
| **\*Directory**  **& Buyer’s Guide** |  |  |  |  |  |  |

**\*NOTE: Separate advertising rates for this publication.** (See rate card for contract specifications.)

**Terms: *Ten percent (10%) discount on contracted six-time insertion******within a 12-month period***. Fifteen percent (15%) agency commission to recognized advertising agency. Discounts cannot be combined. No discounts allowed on Directory and Buyer’s Guide. The Arizona Nursery Association reserves the right to refuse any advertising and can cancel a contract at any time for non-payment of preceding ads.

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