



RATES 2019

Four Color	1x	3x	6x
Full page	\$1490	1425	1370
2/3 page	1150	1105	1060
1/2 page	890	855	825
1/3 page	715	685	650
1/6 page	485	465	450

Covers	1x	3x	6x
Inside Front/Back	\$1710	1630	1570
Back	1940	1845	1755

Gardener's Market	1x	3x	6x
2-inch—4 color	140	135	130
3-inch—4 color	180	175	170
4-inch—4 color	245	240	235

Electronic Media Opportunities

Northern Gardener E-News Sponsorship

- 70 words of copy with graphic and link to your website
- Circulation: 11,000+ monthly readers
- Cost: \$250 per sponsorship for top of page
- \$200 for placement halfway down page

Main Page Tile Banner on www.northerngardener.org

- 336 x 280 pixel tile
- 90 day placement on main page: \$300



Northern Gardener is published by the Minnesota State Horticultural Society

www.northerngardener.org

All advertising rates are net and non-commissionable.

Please send all inquiries, insertion orders and materials to:

Tom McKusick—Publisher

Northern Gardener

Minnesota State Horticultural Society

2705 Lincoln Drive

Roseville, MN 55113-5549

651-643-3601 ext. 202

1-800-676-6747

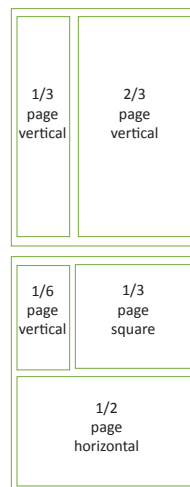
tmckusick@northerngardener.org

CLOSING & MATERIALS DUE DATES

Issue	Ad Space Closing	Ad Materials Due
January/February	November 15	November 22, 2018
March/April	January 11	January 25, 2019
May/June	March 15	March 22, 2019
July/August	May 17	May 24, 2019
September/October	July 12	July 15, 2019
November/December	September 13	September 20, 2019

Northern Gardener is published six times per year. Written insertion orders must reach the publisher's office by the ad closing date.

Preferred format for ad materials: PDF/X-1a.



Publication trim size	8 3/8" x 10 7/8"
Full-page bleed	8 5/8" x 11 1/8"
Full-page non-bleed	7 1/4" x 10"
2/3 page vertical	4 7/8" x 10"
1/2 page horizontal	7 1/8" x 4 7/8"
1/3 page vertical	2 1/4" x 10"
1/3 page square	4 7/8" x 4 7/8"
1/6 page vertical	2 1/4" x 4 7/8"

- Live matter must be 1/2 inch inside publication trim
- Bleed matter must extend 1/8 inch beyond publication trim
- Printing process: web offset
- Binding: saddle stitched
- Screens: 150 line



Gardener's Market ads are all 2 1/4 inches wide by two, three, or four inches high. All ads should be designed with a border.

Ads requiring design services may be charged a design fee. Please email or call for details.

rate policy/discounts/terms/cancellations

The Minnesota State Horticultural Society expressly reserves the right to reject or cancel any advertisement that in its judgment does not conform to the standards of the publication. Cancellations for advertising or changes in insertion orders may not be made after the closing date. Payment is due within 30 days of invoice date. First-time advertisers must submit payment with the order unless credit is established and approved by the publisher.