Display Ad Specifications

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

Electronic Media Opportunities

Main Page Tile Banner on www.northerngardener.org

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

Northern Gardener E-News Sponsorship

- 70 words of copy with graphic and link to your website
- Circulation: 13,500+ monthly readers
- Cost: $250 per sponsorship for top of page
- $200 for placement halfway down page
- 336 x 280 pixel tile
- 90 day placement on main page: $300

Northern Gardener is published by the Minnesota State Horticultural Society and 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.

www.northerngardener.org