

Plant Arkansas Bulletin

RATE SHEET



Plant Arkansas Bulletin is a professional publication published by the Arkansas Green Industry Association. Current circulation is 500.

MEMBER ADVERTISING RATES

Color or Black & White, camera ready ads accepted

| Size | Color | Black and White |
|---------------|----------|-----------------|
| Full page | \$500.00 | \$300.00 |
| 2/3 page | \$350.00 | \$210.00 |
| 1/2 page | \$260.00 | \$160.00 |
| 1/3 page` | \$180.00 | \$110.00 |
| 1/4 page | \$135.00 | \$90.00 |
| business card | \$70.00 | \$45.00 |

Placement -

Inside front or inside back cover - add 10%

Typesetting fee -

\$50.00 per hour one hour min.

Non-Members - 25% up-charge

GENERAL INFORMATION

- Publisher reserves the right to accept or reject advertising
- Publisher reserves the right to clearly label as "advertising" any copy which simulates editorial matter
- No liability is assumed if advertising is omitted Advertising copy must be accompanied by a check for payment in full unless you are a member.
- Trim size of newsletter is 8 1/2" X 11". (See ad dimension below)
- Camera ready black and white copy of the advertisement is needed or a high quality electronic ad.
- Insert information is available upon request.

NEED MORE INFORMATION?

- Call 888-889-8402
- FX 501-224-0988, e-mail- office@argia.org
- Call for copy deadlines

SUBMIT Camera-ready copy with payment to:

Arkansas Green Industry Association
PO BOX 21715
Little Rock, AR 72221-1715

AD DIMENSIONS

(inches)

| | <u>Width</u> | <u>by</u> | <u>Length</u> |
|---------------------------------|---------------|-----------|---------------|
| Full | 7.75" | X | 10" |
| 1/2 horizontal | 7.75 " | X | 4.75" |
| 1/2 vertical | 3.75" | X | 10" |
| 1/3 | 3 " | X | 4.75" |
| 1/4 | 3.75" | X | 4.75" |
| Business card horizontal | 3.5" | X | 2" |
| Business card vertical | 2 " | X | 3.5" |

