



# 2012 Membership Directory & Buyers' Guide Advertising Rates

## Circulation

The Directory is distributed to all members of the Association, regional landscape and interiorscape firms, and over 1000 wholesale and retail buyers across the continent. Additional copies of the 1500 issues printed are distributed as the result of press releases placed in major U.S. floriculture and nursery publications.

## Advertising Specifications & Rates

Advertising Rates	B&W	4 Color	Ad Dimensions	Width x Height
Back Cover (Color only)	N/A	\$1800.00	Full Page bleed:	8.75 x 11.25
Inside Covers (Color only)	N/A	\$1200.00	Trim:	8.5 x 11
Full Page	\$425.00	\$ 650.00	Image:	7.0 x 10.0
Half Page	\$325.00	N/A	Full Page, non bleed	7.0 x 10.0
Quarter Page	\$225.00	N/A	Half Page	7.0 x 4.875
			Quarter Page	3.312 x 4.875

## Advertisement Submission

**Digital Files:** We accept hi res pdfs, tiffs and jpegs. 300dpi, cmyk no rgb. Do not take an image from the web at 72dpi and convert to 300dpi. This will result in a poor quality image when printed. Scan photos at 300dpi. Files smaller than 5mb can be emailed. Files larger than 5mb should be burned to a cd and mailed. Submission of a color proof is optional.

**Ad Design:** We will design your ad for you at the prevailing rate. Please contact Mary Tomlinson for ad design or questions regarding ad specifications. Phone: (858) 481-6577, E-mail: maryparadis@roadrunner.com

San Diego County Flower & Plant Association  
5600 Avenida Encinas, Suite 108  
Carlsbad, CA 92008  
(760) 431-2572 \* fax: (760) 431-8834  
E-mail: info@flowerandplant.org  
www.flowerandplant.org

Make your check payable to **San Diego County Flower & Plant Association** and return to the address below.

Charge my credit card     Visa     Master Card    Expiration Date M\_\_\_\_Yr\_\_\_\_

## Issuance & Closing Dates

Publication will be available for distribution January 2012.

Closing date for camera-ready copy is October 1, 2011. Payment must be received by October 1, 2011 for ad to appear in directory.

## Shipping Instructions

Space orders, payment, insertion instructions, proofs and production material should be sent to San Diego County Flower & Plant Association, 5600 Avenida Encinas, #108, Carlsbad, CA 92008.

## Conditions for Payment

Check for payment made payable to SDCF&PA. Checks must be received by October 1, 2011 to ensure placement in the directory. Graphic artist work will be billed separately by the artist. Credit cards also accepted.

## Advertising Contract

We wish to place an ad in the 2012 SDCF&PA Membership Directory and Buyers' Guide and would like to reserve the following space:

- Back Cover, 4C                       Full page, 4C                       Half Page, B&W
- Inside Front Cover, 4C             Full page, B&W                 Quarter Page, B&W
- Inside Back Cover, 4C

The Ad copy:  is enclosed

- will be sent before October 1, 2011 deadline
- Please repeat last year's advertisement

Company Name: \_\_\_\_\_

Contacts: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

- I have enclosed a check for \$ \_\_\_\_\_
- Please invoice me, I will submit payment by October 1, 2011

Card Holder Signature: \_\_\_\_\_