



Flower & Plant
Representing Professional Growers, Shippers and Suppliers
ASSOCIATION

2010 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:	
Inside Covers (Color only)	N/A	\$1200.00	Bleed:	8.75x11.25
Full Page	\$425.00	\$ 650.00	Trim:	8.5x11
Half Page	\$325.00	N/A	Image:	7 x 10
Quarter Page	\$225.00	N/A	Full Page, non bleed	7 x 10
			Half Page	7 x 4.875
			Quarter Page	3.312 x 4.875

Advertisement Submission

Digital Files Only: Mac System Tiger 10.4.10. Adobe Creative Suite 3. Include all support files and fonts if applicable. PDFs and JPEGs accepted at 300dpi (must be 300dpi originally / do not take a 72dpi image from the web and convert to 300dpi). Scan photos at 300dpi and line art at 1200dpi. We print at 150 line, cmyk and B&W. Digital files smaller than 5mb can be e-mailed. Digital files larger than 5mb should be put on a cd and mailed.

Color Proofs: Full page color ads require a Kodak Approval or SWOP CERTIFIED Digital Color Proof.

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, Fax: (858) 481-2897, 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 2010.

Closing date for camera-ready copy is October 1, 2009. Payment must be received by October 1, 2009 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, 2009 to ensure placement in the directory. Graphic artist work will be billed separately by the artist.

Advertising Contract

We wish to place an ad in the 2010 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, 2009 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, 2009

Card Holder Signature: _____