



NJ Plants

Nursery • Landscape • Garden Center Trade Show

January 24 - 25, 2012

New Jersey Convention Center

Edison, New Jersey

2012 NJ PLANTS SHOW GUIDE ADVERTISING RATES

Maximize your exhibition investment with a low cost ad in the 2012 NJ Plants Show Guide! Remind thousands of green industry decision makers to visit your booth with a full or fractional ad in the ONLY official Show Guide for 2012 NJ Plants. Advertisements are only available to 2012 exhibitors, and all ads must be paid in advance by 12/16/2011.

ADVERTISING RATES

PREMIUM

\$800	Inside Front Cover (COLOR)	3.5 inches wide by 8.0 inches high
\$825	Inside Back Cover (COLOR)	3.5 inches wide by 8.0 inches high
\$850	Outside Back Cover (COLOR)	3.5 inches wide by 8.0 inches high display

DISPLAY

\$600	Full Page Inside (B&W)	3.5 inches wide by 7.75 inches high
\$450	3/4 Page Inside (B&W)	3.5 inches wide by 5.8125 inches high
\$350	1/2 Page Inside (B&W)	3.5 inches wide by 3.875 inches high
\$200	1/4 Page Inside (B&W)	3.5 inches wide by 1.9375 inches high

DEADLINES

issue	space close	ads due
2012 GUIDE	12/14	12/16

ADDITIONAL CHARGES

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications for The Show Guide. Typesetting/Layout charges are \$95/hour. Minimum production charge is \$30.

Note: Full-page four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two page spread), cover-wrap, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools.

ARTWORK REQUIREMENTS

DIGITAL (preferred)

- The Show Guide is produced on Macintosh with InDesign, Adobe Photoshop and Adobe Illustrator.
- High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted but will incur additional production charges.
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.
- File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 6MB)
- Images: 350 dpi minimum, CMYK or grayscale TIFF or EPS; line art: 1200 dpi minimum, TIFF or EPS

MECHANICAL

- Digital ad materials preferred; **negatives or camera-ready are acceptable but will incur additional production charges.**
- Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

SUBMIT ADVERTISING INSERTION ORDERS TO:

Rick Haverdink | 3540 Jefferson Hwy | Grand Ledge, MI 48837-9750
Phone: (616) 218-7410 | Fax: (517) 627-4201 | Email: haverdink@chartermi.net

Order Date: _____ Agency Name: _____
Company Name (as to appear in Advertisers Index): _____
Contact Name: _____ Email: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Web Site: _____

2012 NJ PLANTS SHOW GUIDE

Size: _____ () B/W () Color Rate: _____ Premium/Position: _____

Agency Discount: _____ TOTAL: _____
Authorized by (please print): _____ Authorization signature: _____
Date: _____ PO Number: _____ MasterCard Visa American Express Discover
Credit Card No: _____ Code # _____ Expiration Date: _____
Printed Name of Cardholder: _____ Signature: _____

Advertising Terms and Conditions

“Publisher” refers to the New Jersey Nursery & Landscape Association. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

General Rate Policy

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser’s order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to New Jersey Nursery & Landscape Association before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

All advertising must be paid in advance. Checks, VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

