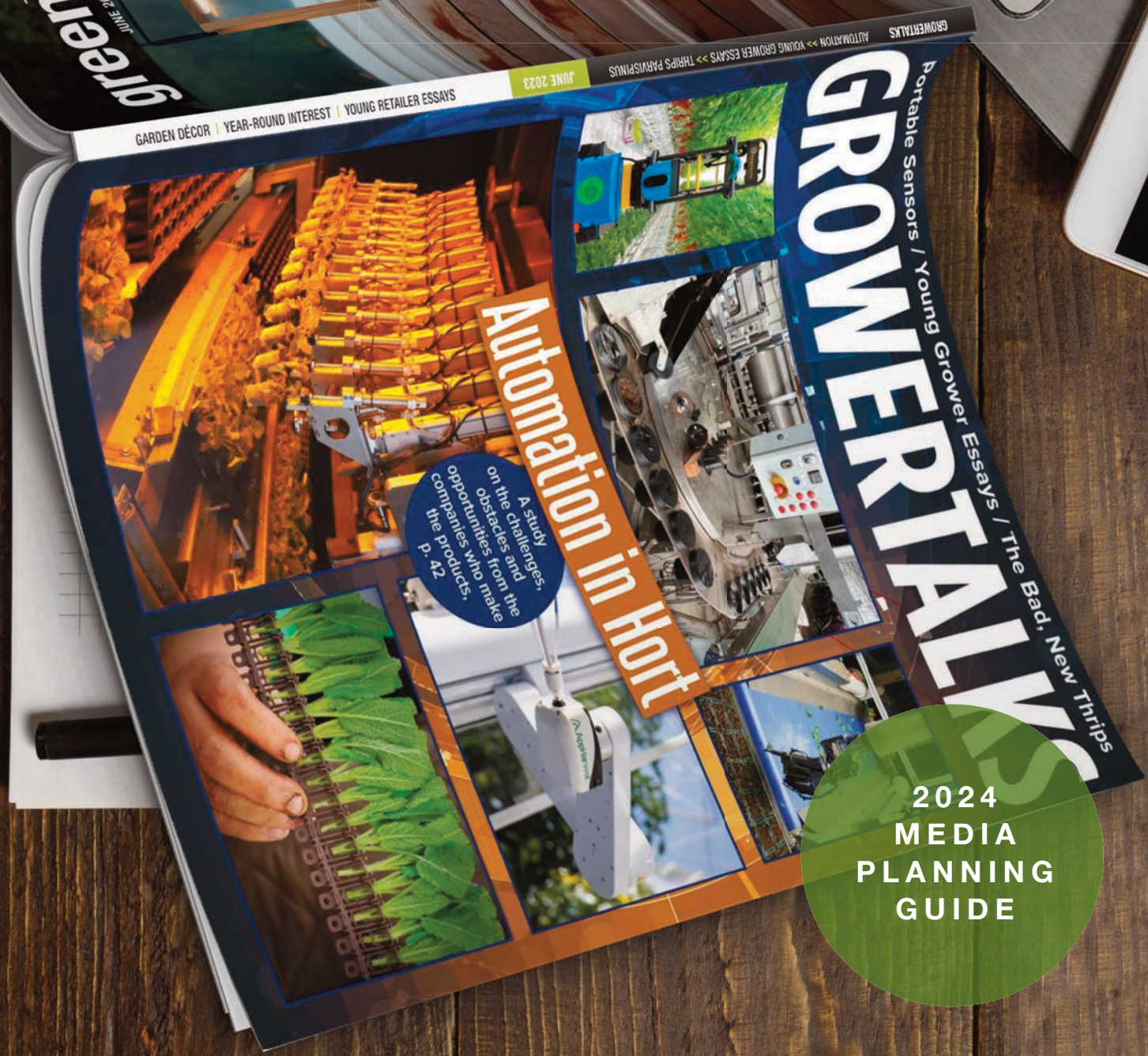


The only magazine growers and retailers flip over!



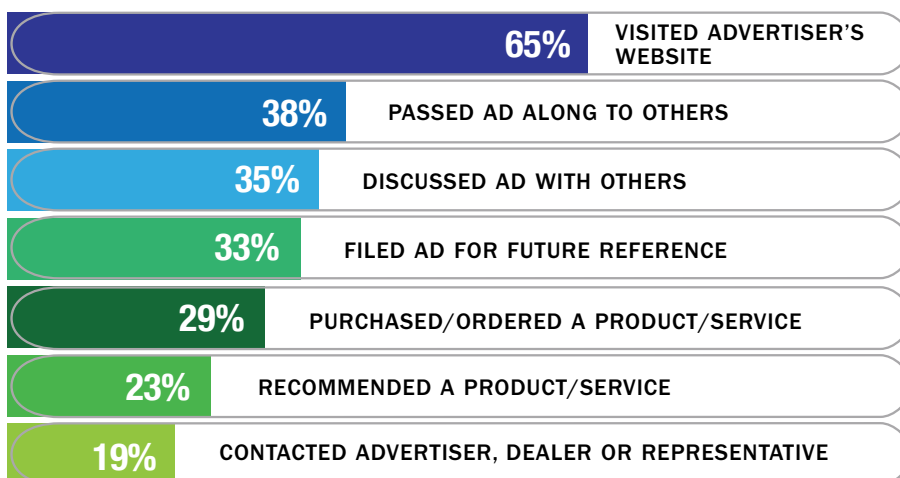
2024  
MEDIA  
PLANNING  
GUIDE

# WHO WE ARE!



A publication is only as good as its editors ... and ours are the best: Ball Publishing's 10 full-time and at-large editors combine for more than 300 years of experience in horticulture and agriculture. Five have advanced degrees. All are professionally dedicated to the industry—this is not a temporary stop on the way to a better gig. Horticulture is their passion and it shows in their reporting, writing and commentary.

## Print advertising works!



\* As of June 2023 AAM Publisher's Statement    \*\*May 2023 Readex Research Study  
 \*\*\*May 2023 Readex Research Study and Publisher's own data

# 94%

### DECISION MAKERS WITH BUYING POWER

94% of respondents are involved with purchasing.\*\*

# 85%

### AD RESPONSE RATE

85% answered that they have taken action as a result of seeing an ad in *GrowerTalks* | *Green Profit*.\*\*

# 75K+

### TOTAL INDUSTRY REACH

65% of respondents share their copy with at least one other person. And with more than 13,000 digital-only subscribers our estimated total reach is greater than 75,000.\*\*\*

# 61%

61% of grower subscribers are also retailers.\*

# 29%

### PROVEN ROI

29% reported purchasing a product as a result of seeing a print ad in *GrowerTalks* | *Green Profit*.\*\*

# Print Media

# 34,000<sup>+</sup>

print and digital subscribers

Complete industry coverage reaching growers, retailers, nursery and landscape.

21,500+ average qualified print circulation

13,000+ average additional digital circulation

## GROWERTALKS



12X PER YEAR (JANUARY–DECEMBER)

No other magazine has enjoyed the respect of the industry like *GrowerTalks*. Founded in 1937 by George J. Ball, who also founded Ball Seed Company (now Ball Horticultural Company), *GrowerTalks* covers the production and business side of the flower and plant industry with unrivaled focus and dedication. Together with sister publication *Green Profit*, we bring the world of growing and retailing to our readers.

### GrowerTalks' Acres Online

Digital Component

e-newsletter

Chris Beytes, *Editor*

See page 6 for e-newsletter information.

## greenPROFIT



12X PER YEAR (JANUARY–DECEMBER)

*Green Profit* delivers the technology, consumer trends and eye-popping inspiration retail garden center owners and managers need to help them survive and thrive in today's ever-changing retail environment. Combined with sister publication *GrowerTalks*, we cover it all, from must-have new varieties to consumer shopping habits.

### Green Profit's buzz!

Digital Component

e-newsletter

Ellen C. Wells, *Editor*

See page 6 for e-newsletter information.

## FREE READER SERVICE LEADS

Print advertisements receive leads from each running issue.



\*As of June 2023 AAM  
Publisher's Statement  
combined with  
Publisher's own data

# 2024 Editorial Calendar

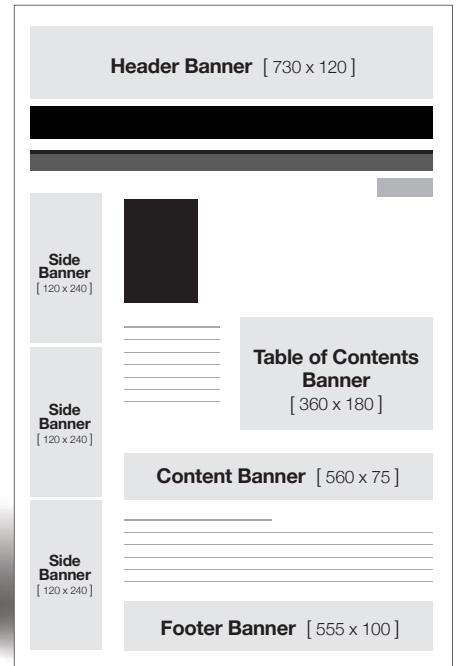
	<b>GROWERTALKS</b>	<b>GREEN PROFIT</b>	<b>EXTRAS</b>
<b>JANUARY</b> Ad Close: 11-27-23 Material Due: 12-6-23	<b>THE GROWING MEDIA, NUTRITION &amp; IRRIGATION ISSUE</b> Making Your Peat Go Farther Best Practices in Re-Hydrating URCs California Trials Preview & Guide	<b>THE GIFTS &amp; HOLIDAY ISSUE</b> Holiday Trends for 2024 Components of a Fab Porch Pot Wage & Benefit Survey	<b>BONUS DISTRIBUTION:</b> Tropical Plant International Exhibition (TPIE)
 <b>BUY ONE-GET ONE FREE!</b>		When you commit to advertising in the 2024 January issue of <i>GrowerTalks/Green Profit</i> , with an increased schedule over 2023, you will receive one free matching ad in 2024.* <small>See ad rate page for details.</small>	
<b>FEBRUARY</b> Ad Close: 12-22-23 Material Due: 1-5-24	<b>THE CHEMICALS &amp; BIOCONTROLS ISSUE</b> Using AI for Pest Control How to do In-House Virus Testing	<b>THE CONTAINER GARDENING PRODUCTS ISSUE</b> Containers—Telling the Sustainability Story The Soil Mixes Upsell Unique Container Combos	
<b>MARCH</b> Ad Close: 1-24-24 Material Due: 2-6-24	<b>THE “TRENDING NOW” NEW PRODUCTS ISSUE</b> Winter Show Product Highlights	<b>THE “TRENDING NOW” NEW PRODUCTS ISSUE</b> Endcap-Worthy New Products Made Here—Products from the USA	<b>BONUS DISTRIBUTION:</b> National Hardware Show
<b>APRIL</b> Ad Close: 2-23-24 Material Due: 3-6-24	<b>THE STRUCTURES ISSUE</b> Building for the Future	<b>THE PLANT HEALTH PRODUCTS ISSUE</b> Best Solutions for Common Disease Issues How Biologicals Help the Garden Center	
<b>MAY</b> Ad Close: 3-25-24 Material Due: 4-5-24	<b>THE POINSETTIA PRODUCTION ISSUE</b> 10 Problems, 10 Solutions New Holiday Intros Controlling Powdery Mildew Poinsettias	<b>THE HOUSEPLANTS &amp; HOME DÉCOR PRODUCTS ISSUE</b> Creating Houseplant Kits New Houseplant Introductions	<b>BONUS DISTRIBUTION:</b> Floriexpo
 <b>FREE AD EFFECTIVENESS STUDY</b>		Your full page ad in <i>GrowerTalks/Green Profit</i> provides a free ad effectiveness study.	
<b>JUNE</b> Ad Close: 4-24-24 Material Due: 5-6-24	<b>THE GREENHOUSE TOOLS &amp; EQUIPMENT ISSUE</b> New Automation Update Your Favorite Greenhouse Tool <b>YOUNG GROWER AWARD</b> ESSAYS	<b>THE GARDEN DÉCOR PRODUCTS ISSUE</b> Food & Accessories for Bird Lovers The Sounds of Summer—Selling Wind Chimes <b>YOUNG RETAILER AWARD</b> ESSAYS	<b>BONUS DISTRIBUTION:</b> National Lawn & Garden Show  <b>PRINT SUPPLEMENT:</b> Biosolutions Guide

	<b>GROWERTALKS</b>	<b>GREEN PROFIT</b>	<b>EXTRAS</b>
<p><b>JULY</b></p> <p>Ad Close: 5-24-24</p> <p>Material Due: 6-6-24</p>	<p><b>THE @CULTIVATE ISSUE</b></p> <p>New Annuals From California Trials</p> <p>Tropicals &amp; Foliage for Fall &amp; Winter Sales</p>	<p><b>THE NEW VARIETIES ISSUE</b></p> <p>Exciting New Annuals for IGCs</p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">Ball Seed Customer Days</a></p> <p><a href="#">Cultivate'24</a></p> <p><a href="#">SAF Annual Convention</a></p> <p><a href="#">The Garden Center Show</a></p>
<p><b>AUGUST</b></p> <p>Ad Close: 6-24-24</p> <p>Material Due: 7-8-24</p>	<p><b>THE NURSERY &amp; LANDSCAPE ISSUE</b></p> <p>New Cultivars in Woody Ornamentals</p> <p>Perennials &amp; ... From California Trials</p>	<p><b>THE PREP FOR NEXT YEAR ISSUE</b></p> <p>Distributor Showcase</p> <p>A New Look—Ways to Change it Up</p> <p>New Edibles From California Trials</p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">Farwest</a></p>
<p><b>SEPTEMBER</b></p> <p>Ad Close: 7-24-24</p> <p>Material Due: 8-6-24</p>	<p><b>THE CULTURE NOTES ISSUE</b></p> <p>Growing Info for the Newest Varieties</p> <p>What We Saw at Cultivate'24</p> <p><b>YOUNG GROWER AWARD WINNER</b></p>	<p><b>THE FACILITIES &amp; TECHNOLOGY ISSUE</b></p> <p>The Future-Tech Garden Center</p> <p>What's Hot From Cultivate'24</p> <p><b>YOUNG RETAILER AWARD WINNER</b></p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">The Garden Center Group Fall Event</a></p>
<p><b>OCTOBER</b></p> <p>Ad Close: 8-23-24</p> <p>Material Due: 9-6-24</p>	<p><b>THE GREENHOUSE EFFICIENCY ISSUE</b></p> <p>The Lean, Mean Greenhouse</p> <p>Optimizing Your Square Footage</p>	<p><b>THE SOIL &amp; AMENDMENT PRODUCTS ISSUE</b></p> <p>The Paradox of Choice—Few vs. Many</p> <p>The Facts About Peat</p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">National FFA Convention &amp; Expo</a></p>
<p><b>NOVEMBER</b></p> <p>Ad Close: 9-24-24</p> <p>Material Due: 10-7-24</p>	<p><b>THE PLUG &amp; LINER ISSUE</b></p> <p>Advanced PGRs for Young Plant Production</p> <p>Using LEDs in Propagation</p>	<p><b>THE FRESH NEW PRODUCTS ISSUE</b></p> <p>Selling New Gardening Accessories for 2025</p> <p>Stuff We Love—Editor's Picks</p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">Great Lakes Expo</a></p>
<p><b>DECEMBER</b></p> <p>Ad Close: 10-24-24</p> <p>Material Due: 11-6-24</p>	<p><b>THE BUSINESS ISSUE</b></p> <p>Training a New Head Grower</p> <p>Wage &amp; Benefit Survey</p>	<p><b>THE NATIVE PLANTS &amp; NATURAL PRODUCTS ISSUE</b></p> <p>Help Customers Create an Ecosystem With Natives</p> <p>Natural &amp; Organic Insect &amp; Disease Controls</p>	<p><b>BONUS DISTRIBUTION:</b></p> <p><a href="#">Mid-Atlantic Nursery Trade Show (MANTS)</a></p>



# E-newsletters

A variety of specialized e-newsletters allows you to target specific market segments with your advertisements. Topical formats ensure your ad is displayed with relevant content on a regular basis.



	OPEN RATE	AD VIEWS	HEADER	TOC	CONTENT	FOOTER	SIDE
<b>BANNER AD RATES 2024</b>							
<b>Acres Online</b>   <i>Growers</i> 4 emails sent/mo.   26,000+ recipients/send	41%	43,600+	\$3,445	\$2,165	\$1,740	\$1,640	\$1,260
<b>buZZ!</b>   <i>Retailers</i> 4 emails sent/mo.   24,000+ recipients/send	37%	36,000+	\$2,980	\$1,875	\$1,640	\$1,540	\$1,105
<b>Acres of buZZ!</b> ( <i>California Trials</i> )   <i>Growers &amp; Retailers</i> Email sent each day of Trials   31,000+ recipients/send	42%	66,500+	\$3,095	\$2,425	\$1,925	\$1,825	\$1,150
<b>Tech On Demand</b>   <i>Growers</i> 4 emails sent/mo.   26,000+ recipients/send	37%	38,800+	\$3,150	\$1,995	\$1,680	\$1,575	\$1,155
<b>Perennial Pulse</b>   <i>Perennial Growers</i> 2 emails sent/mo.   34,000+ recipients/send	38%	26,600+	\$2,100	\$1,660	\$1,255	\$1,150	\$830
<b>Nursery &amp; Landscape Insider</b>   <i>Nursery &amp; Landscape Growers</i> 2 emails sent/mo.   32,000+ recipients/send	38%	24,600+	\$2,100	\$1,660	\$1,255	\$1,150	\$830
<b>Tropical Topics</b> ( <i>Tropicals &amp; Houseplants</i> )   <i>Growers &amp; Retailers</i> 2 emails sent/mo.   29,000+ recipients/send	36%	21,400+	\$2,100	\$1,660	\$1,255	\$1,150	\$830
<b>PestTalks</b> ( <i>Insect &amp; Disease Management</i> )   <i>Growers</i> 2 emails sent/mo.   27,000+ recipients/send	39%	21,800+	\$2,100	\$1,660	\$1,255	\$1,150	\$830
<b>GreenTalks</b> ( <i>Sustainability</i> )   <i>Growers</i> 2 emails sent/mo.   27,000+ recipients/send	37%	20,600+	\$2,100	\$1,660	\$1,255	\$1,150	\$830
<b>Bloom Beat</b>   <i>Cut Flower Growers</i> 2 emails sent/mo.   6,200+ recipients/send	61%	7,600+	\$2,100	\$1,660	\$1,255	\$1,150	\$830

# Direct Marketing Services



## Digital Edition Email Blast *(Exclusive)*

With an open rate of 40%+, your exclusive header ad is sent to more than 24,700 recipients as the sponsor of the "Digital Edition" of GrowerTalks | Green Profit magazine.

HEADER BANNER [ 800 x 120 ]

COST \$3,000



## Targeted Email Blast

We will send your advertising message directly to all our available emails.

**\$350 PER THOUSAND EMAILS SENT.**  
**\$500 MINIMUM.**  
**\$100 SETUP FEE.**



## Targeted Mailing List Rental

Reinforce your marketing effort by sending your postcard or other promotional item to our subscribers.

**\$150 PER THOUSAND NAMES.**  
**\$50 PER DEMOGRAPHIC BREAK.**

# Educate Your Audience



## Sponsored Article



### Sponsored/Custom

Sponsor our 2-page article spread to showcase your brand image.

- Your company logo will be prominently displayed as the sponsor.
- Our expert writers will create engaging content on industry trends, research data, or product case studies (mentioning product names without trademarks).
- Ball Publishing will handle editing, space, design, and layout.
- Receive a PDF copy of the article for further use.
- The article will be featured on the *GrowerTalks* or *Green Profit* website and digital edition, with your company logo as the sponsor.

COST \$3,500

# On Demand Learning



## Live Webinars



### Sponsored/Custom

Your promotions include:

- Print and digital advertising, editorial mentions, direct emails and more.
- Up to 500 registrants.
- 45 to 60 minutes.
- Feature your expert or sponsor existing content.
- Ball Publishing editorial team moderator.

COST \$6,000



## Tech On Demand Podcasts



### Production/Hosting

Sponsor existing podcasts or we can help create custom content based on your objectives.

- We have more than 16,600 downloads of our 82 episodes to date (August 2023).
- Multi-channel promotions including print, e-news, website, and more.
- Available on iTunes, Spotify, Audacy, TuneIn, Stitcher, Google Podcasts and on our websites.

COST \$4,000

# Websites



## Website

[HORTCalendar.com](http://HORTCalendar.com)

*Industry events website.*

### Monthly Rate

<b>Header Banner</b> [ 728 x 90 ]	..... \$900
<b>Block Banner</b> [ 300 x 250 ]	..... \$700
<b>Side Banner</b> [ 120 x 240 ]	..... \$600

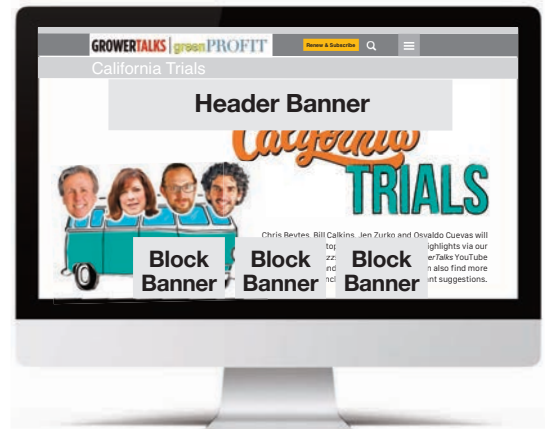


## Website

[GrowerTalks.com](http://GrowerTalks.com) | [GreenProfit.com](http://GreenProfit.com)

### Monthly Rate

<b>Take Over Banner</b> [ 640 x 480 ]	..... \$2,300
<i>Opening ad to the website, then reduces in size and stays on the page.</i>	
<b>Fly-In Banner</b> [ 300 x 250 ]	..... \$1,700
<i>When scrolling down, the ad appears at "Features" on the home page and on every page with articles including cover story for the month. Stays on the page until it's closed and is run of site.</i>	
<b>Header Banner</b> [ 970 x 120 ]	..... \$1,700
<i>Falls below the monthly cover image on the opening page and is run of site. Artwork required [300 x 250].</i>	
<b>Article Banners</b> [ 120 x 240 ]	..... \$900
<i>Appear on every page with articles including cover story for the month.</i>	
<b>Block Banners</b> [ 300 x 250 ]	..... \$1,150
<i>Run of site.</i>	



## Website

[CaliforniaTrials.com](http://CaliforniaTrials.com)

*Industry events website.*

### Advertising Rate

<b>Header Banner</b> [ 970 x 120 ]	..... \$2,400
<i>Artwork required [ 300 x 250 ]</i>	
<b>Block Banner</b> [ 300 x 250 ]	..... \$900





# California Trials



# California TRIALS

VIDEO | WEBSITE | E-NEWSLETTER

*California Trials, one of our industry's most important events, takes place in multiple locations, where breeders display their new genetics to brokers, growers and retailers.*

See page 6 for e-newsletter pricing.

## Video



**GrowerTalks Channel**



- More than 2,000,000 views.
- *GrowerTalks* YouTube hosting with more than 6,900 subscribers.
- Ball Publishing has produced more than 900 videos since May 2007.



**Trending Now Videos**



**Production/Hosting**

*Your product featured in video (and print).*

- Ball Publishing-produced video segment about your product (6-8 minutes).
- YouTube hosted for our more than 6,900 subscribers!
- Print promotion in our "Trending Now" section of the magazine for one month (*includes QR code to video*).

**COST \$2,000**

## Custom Videos



**PRODUCTION/HOSTING**

*Our professional full-time videographer creates your video masterpiece.*

- Options include video, still shots, drone footage and more.
- Finished files provided for your own use.

**COST \$2,000+**

# Advertising Roadmap

## target audience

		Ornamental Growers	CEA Growers	Garden Center Retailers
<b>print</b>	GrowerTalks	x		
	Green Profit			x
	Biosolutions Guide	x	x	
	Classified Section	x		x
	Sponsored Publications	x	x	x
<b>digital</b>	<b>WEBSITES</b>			
	GrowerTalks	x		
	Green Profit			x
	California Trials	x		
	HORTCalendar.com	x	x	x
	<b>E-NEWSLETTERS</b>			
	Tech On Demand	x		
	Acres Online	x		
	buZZ!			x
	Acres of buZZ!	x		x
	PestTalks	x		
	Perennial Pulse	x		
	Nursery & Landscape Insider	x		
	Tropical Topics			x
	Bloom Beat			x
	GreenTalks	x	x	x
	<b>SPONSORED</b>			
	Digital Edition Email Blast	x		x
	Targeted Email E-blast	x	x	x
	<b>other</b>	<b>EDUCATIONAL</b>		
Webinars		x	x	x
Podcasts		x	x	x
<b>VIDEOS</b>				
Trending Now		x	x	x
Custom Video		x	x	x
California Trials		x	x	



## niche audiences

### Perennial Pulse

*Perennial Grower Products*

### Nursery & Landscape Insider

*Nursery & Landscape Grower Products*

### Tropical Topics

*Tropical & Houseplant Products*

### Bloom Beat

*Cut Flower Products*

### GreenTalks

*Sustainable Products*



# Material and Design Specifications

## Print & Digital

**Publication Trim Size**  
9 x 10.875 in. (229 x 276 mm)

**Printing**  
Cover, half-web offset;  
body, web offset

**Binding**  
Perfect bound,  
1/8 in. (4 mm) grind at spine

**Screen**  
150 line (60 lines per centimeter)

**Bleed Page Size**  
9.25 x 11.125 in. (235 x 286 mm)

There is no extra charge for a bleed page.

\*See ad template for additional detailed bleed instructions:  
[www.ballpublishing.com/productionguidelines](http://www.ballpublishing.com/productionguidelines)

**EMAIL ALL PRINT ADVERTISING MATERIALS (with exception of inserts) to:**

**Kathy Wootton**  
Production Manager

ph 1.630.588.3352

email [kwootton@ballpublishing.com](mailto:kwootton@ballpublishing.com)

FTP upload available. Please call for instructions to verify your upload with Kathy.

Preferred medium for advertiser-supplied printed ad materials is high-resolution (minimum resolution 300 dpi), press-ready PDFs.

**EMAIL ALL DIGITAL ADVERTISING MATERIALS to:**

**Denielle Noe**  
Publishing Assistant

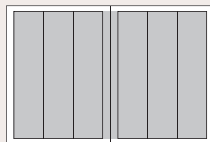
ph 1.630.588.3233

email [dnoe@ballpublishing.com](mailto:dnoe@ballpublishing.com)

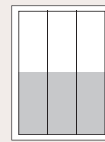
Exact dimensions (pixels); jpg or gif; file size ≤100kb; URL is requested for each ad. Animation allowed. Flash not accepted for e-newsletters.

**SHIP ALL INSERTS PREPAID TO:**

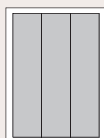
**Schumann Printers, Inc.,**  
Attn: Insert Warehouse Building #2,  
200 Swarthout Road, Fall River,  
WI 53932



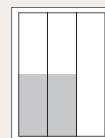
**2 Page Spread**  
**Live Area:** 17 in. x 9.875 in.  
Trim: 18 in. x 10.875 in.  
Bleed: 18.25 in. x 11.125 in.



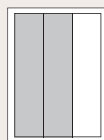
**1/2 Page (horizontal)**  
**Live Area:** 7.5 in. x 4.625 in.  
Bleed option available\*



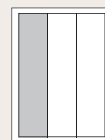
**Full Page**  
**Live Area:** 8 in. x 9.875 in.  
Trim: 9 in. x 10.875 in.  
Bleed: 9.25 in. x 11.125 in.



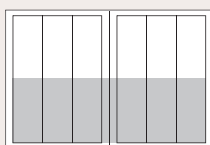
**1/3 Page (square)**  
4.875 in. x 4.625 in.



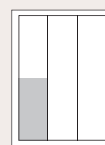
**2/3 Page (vertical)**  
**Live Area:** 4.875 in. x 9.375 in.  
Bleed option available\*



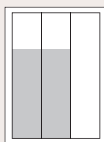
**1/3 Page (vertical)**  
**Live Area:** 2.375 in. x 9.375 in.  
Bleed option available\*



**1/2 Page Spread**  
**Live Area:** 16.5 in. x 4.625 in.  
Bleed: 18.25 in. x 5.5 in.



**1/6 Page (vertical)**  
2.375 in. x 4.625 in.



**1/2 Page Island**  
**Live Area:** 4.875 in. x 6.875 in.  
Bleed option available\*



[ballpublishing.com/productionguidelines](http://ballpublishing.com/productionguidelines)

ADVERTISING CLOSE		MATERIAL DUE
GrowerTalks/Green Profit		Print & Digital
<b>January</b>	11-27-23	12-6-23
<b>February</b>	12-22-23	1-5-24
<b>March</b>	1-24-24	2-6-24
<b>April</b>	2-23-24	3-6-24
<b>May</b>	3-25-24	4-5-24
<b>June</b>	4-24-24	5-6-24
<b>July</b>	5-24-24	6-6-24
<b>August</b>	6-24-24	7-8-24
<b>September</b>	7-24-24	8-6-24
<b>October</b>	8-23-24	9-6-24
<b>November</b>	9-24-24	10-7-24
<b>December</b>	10-24-24	11-6-24

### Enhancements

Custom pieces, polybag inserts, gate fold, bind-in cards, heavy stock, metallic ink, and PMS match colors are available. Contact your account manager for information and pricing.

Pricing for maximum full page 2-sided insert, does not include additional postage or poly-bagging charges. Charges depend on quantity specified by customer. No postage fee for inserts that conform to Media Kit specs.

# Interested in Advertising?

TOLL-FREE NUMBER: 1.866.888.4ADS (4237)



NORTH AMERICA–WEST  
**PAUL BLACK**

1.630.588.3301  
pblack@ballpublishing.com



NORTH AMERICA–EAST  
**KIM R.L. BROWN**

1.630.588.3433  
kbrown@ballpublishing.com



SALES COORDINATOR  
**ADRIANA HEIKKILA**

1.630.588.3106  
aheikkila@ballpublishing.com

## JANUARY BUY ONE–GET ONE FREE!

Ad Close: 11-27-23 | **Material Due: 12-6-23**

When you commit to advertising in the 2024 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2023, you will receive one free matching ad in 2024.\*

\*Buy One–Get One Free offer may not be combined with customized advertising programs. Contact your account manager for details.

ADDED VALUE

## MAY FREE AD EFFECTIVENESS STUDY

Ad Close: 3-25-24 | **Material Due: 4-5-24**

Your full page ad in *GrowerTalks* | *Green Profit* provides a free ad effectiveness study.

ADDED VALUE

## FREE READER SERVICE LEADS

Print advertisements receive leads from each running issue.

ADDED VALUE

## Print AD RATES 2024

	12x	9x	6x	3x	1x
1/6 Page	\$745	\$780	\$810	\$890	\$925
1/3 Page	\$2,070	\$2,135	\$2,200	\$2,340	\$2,405
1/2 Page	\$2,425	\$2,555	\$2,660	\$2,760	\$2,845
1/2 Page Island*	\$2,555	\$2,695	\$2,815	\$2,920	\$3,015
2/3 Page	\$2,760	\$2,915	\$3,050	\$3,170	\$3,280
Full Page	\$3,435	\$3,655	\$3,815	\$3,985	\$4,135
Product Feature	\$375	\$375	\$375	\$375	\$375
Insert Rate per Page	\$2,410	\$2,635	\$2,775	\$2,930	\$3,370
Postcard**	\$1,055	\$1,085	\$1,185	\$1,245	\$1,515

\*1/2 Page Island premium makes advertiser only ad on page.

\*\* 3.5 in. x 5 in. up to 4 in. x 7 in. preprinted on both sides, plus tipping charges.

## ADVERTISEMENT BUNDLES

Make the most of your marketing dollars with one of these conveniently bundled multi-platform marketing opportunities.



**Print:** 6x—1/6 Page  
**Online:** 1 Month Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads**

**TOTAL COST \$4,000**



**Print:** 6x—1/3 Page  
**Online:** 1 Month Banner  
**Bonus:** 1 Product Feature  
**Direct Mail List:** 1x use  
**9 Months of Sales Leads**

**TOTAL COST \$9,900**



**Print:** 6x—1/2 Page  
**Online:** 2 Months Banner  
**Bonus:** 2 Product Features  
**Direct Mail List:** 1x use  
**10 Months of Sales Leads**

**TOTAL COST \$11,900**



## CLASSIFIEDS

[GrowerTalks.com/Classifieds](https://www.growertalks.com/classifieds)  
[GreenProfit.com/Classifieds](https://www.greenprofit.com/classifieds)

Email [classifieds@ballpublishing.com](mailto:classifieds@ballpublishing.com) or call 1.630.588.3352 to place a classified.

Our classified pages are a cost-effective way to sell a variety of products or offer services on a budget. Just use our simple online submission forms to get started!

\$1.50 per word, including company name and address. \$10 upcharge for blind ads requiring a box number, \$30 upcharge for white knockout option. To calculate the number of words, use our simple online form or use the word count feature in Microsoft Word. Display Ads are \$150 per column inch (25 mm).

No frequency discounts or agency commission.