

Print & Digital Material and Design Specifications

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)

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

Kathy Wootton
Production Manager

ph 1.630.588.3352

email 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

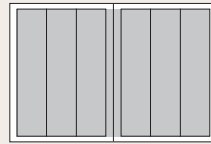
ph 1.630.588.3233

email dnoe@ballpublishing.com

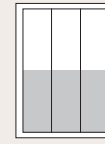
Exact dimensions (pixels); jpg or gif; file size ≤100kb; URL is requested for each ad. Animation allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID TO:

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



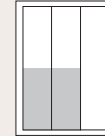
2 Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



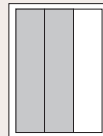
1/2 Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



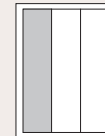
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



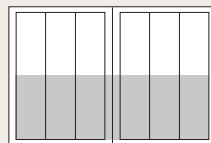
1/3 Page (square)
4.875 in. x 4.625 in.



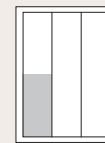
2/3 Page (vertical)
Live Area: 4.875 in. x 9.375 in.
Bleed option available*



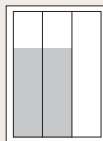
1/3 Page (vertical)
Live Area: 2.375 in. x 9.375 in.
Bleed option available*



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*

There is no extra charge for a bleed page.

*See ad template below for additional detailed bleed instructions.

ballpublishing.com/productionguidelines

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

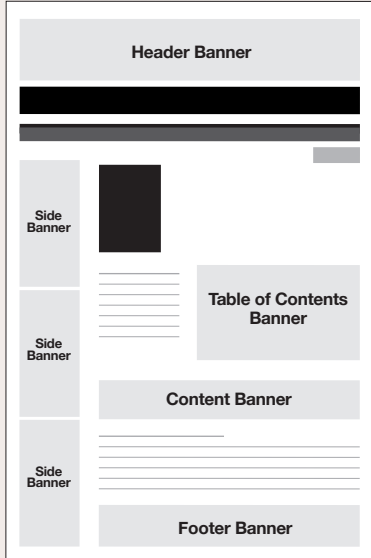
Enhancements

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.



E-NEWSLETTERS



Acres of buZZ!, Acres Online, Bloom Beat, buZZ!, GreenTalks, Nursery & Landscape Insider, Perennial Pulse, PestTalks, Tech On Demand, Tropical Tropics

Header Banner [730 x 120]

Side Banner [120 x 240]

Table of Contents Banner [360 x 180]

Content Banner [560 x 75]

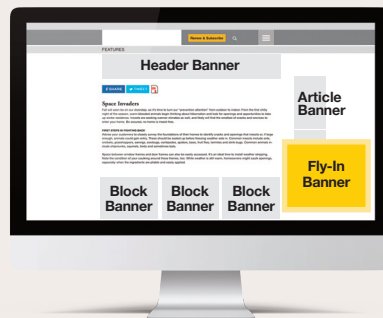
Footer Banner [555 x 100]

DIGITAL EDITION



Header Banner [800 x 120]

PUBLICATION WEBSITES



GROWERTALKS.COM,
GREENPROFIT.COM

Take Over Banner [640 x 480]

Fly-In Banner [300 x 250]

Header Banner [970 x 120]

Additional artwork required [300 x 250]

Article Banner [120 x 240]

Block Banner [300 x 250]

CALIFORNIA TRIALS



CALIFORNIATRIALS.COM

Header Banner [970 x 120]

Additional artwork required [300 x 250]

Block Banner [300 x 250]

HORTCALENDAR



HORTCALENDAR.COM

Header Banner [728 x 90]

Block Banner [300 x 250]

Side Banner [120 x 240]

FULL PAGE AD

ORANGE BOX:

Suggested Live/Safe area
8 x 9.875

(When doing a bleed ad we suggest keeping ALL type and critical graphics within this Orange Live/Safe area. It ensures there is enough space around your ad to account for gutter space and readability)

PINK BOX:

Trim Size
9 x 10.875

BLUE BOX:

Bleed Size
9.25 x 11.125

All Blue Area will be trimmed off.

1/3 VERTICAL AD

GREEN BOX:
**Standard
Non-Bleed Ad
2.375 x 9.375**

This Non-Bleed Ad
will work on a Right or
Left-hand page

**1/3 VERTICAL
BLEED AD
FOR A
LEFT HAND
PAGE**

ORANGE BOX:

**Live/Safe Area
2.875 x 10.375**

(Keep ALL type and critical
graphics within this
Orange Live/Safe area.)

PINK BOX:

**Trim Size
3.125 x 10.875**

BLUE BOX:

**Bleed Size
3.25 x 11.125**

All Blue Area will be trimmed off.

If you choose this
BLEED option, **you'll
need to supply us with
2 versions.**

One conforming to
this template, and
one conforming to
the RIGHT HAND
template on the
following page.

If you choose this BLEED option, **you'll need to supply us with 2 versions.**

One conforming to this template, and one conforming to the LEFT HAND template on the preceding page.

**1/3 VERTICAL
BLEED AD
FOR A
RIGHT HAND
PAGE**

ORANGE BOX:

**Live/Safe Area
2.875 x 10.375**

(Keep ALL type and critical graphics within this Orange Live/Safe area.)

PINK BOX:

**Trim Size
3.125 x 10.875**

BLUE BOX:

**Bleed Size
3.25 x 11.125**

All Blue Area will be trimmed off.

1/2 HORIZONTAL

GREEN BOX:

**Standard
Non-Bleed Ad
7.5 x 4.625**

This Non-Bleed Ad
will work on a Right or
Left-hand page

1/2 HORIZONTAL BLEED

ORANGE BOX:

Live/Safe Area

8.25 x 5.1325

(Keep ALL type and critical graphics within this Orange Live/Safe area.)

PINK BOX:

Trim Size

9 x 5.375

BLUE BOX:

Bleed Size

9.25 x 5.5

All Blue Area will be trimmed off

**1/2 VERTICAL
(ISLAND)**

GREEN BOX:

**Standard
Non-Bleed Ad
4.875 x 6.875**

This Non-Bleed Ad
will work on a Right or
Left-hand page

**1/2 VERTICAL (ISLAND)
BLEED FOR A
LEFT HAND PAGE**

ORANGE BOX:

**Live/Safe Area
5.375 x 7.3825**

(Keep type and critical
graphics within this
Orange Live/Safe area.)

PINK BOX:

**Trim Size
5.625 x 7.625**

BLUE BOX:

**Bleed Size
5.75 x 7.75**

All Blue Area will be trimmed off.

If you choose this BLEED option, **you'll need to supply us with 2 versions.**

One conforming to this template, and one conforming to the RIGHT HAND template on the following page.

If you choose this BLEED option, **you'll need to supply us with 2 versions.**

One conforming to this template, and one conforming to the LEFT HAND template on the preceding page.

**1/2 VERTICAL (ISLAND)
BLEED FOR A
RIGHT HAND PAGE**

ORANGE BOX:

**Live/Safe Area
5.375 x 7.3825**

(Keep type and critical graphics within this Orange Live/Safe area.)

PINK BOX:

**Final Trim Size
5.625 x 7.625**

BLUE BOX:

**Bleed Size
5.75 x 7.75**

All Blue Area will be trimmed off.

**2/3 VERTICAL
BLEED FOR A
LEFT HAND PAGE**

ORANGE BOX:

**Live/Safe Area
5.25 x 10.3825**

(Keep type and critical
graphics within this
Orange Live/Safe area.)

PINK BOX:

**Trim Size
5.625 x 10.875**

BLUE BOX:

**Bleed Size
5.75 x 11.125**

All Blue Area will be trimmed off.

If you choose this
BLEED option, **you'll
need to supply us with
2 versions.**

One conforming to
this template, and
one conforming to
the RIGHT HAND
template on the
following page.

If you choose this BLEED option, **you'll need to supply us with 2 versions.**

One conforming to this template, and one conforming to the LEFT HAND template on the preceding page.

2/3 VERTICAL BLEED FOR A RIGHT HAND PAGE

ORANGE BOX:

Live/Safe Area
5.25 x 10.3825

(Keep type and critical graphics within this Orange Live/Safe area.)

PINK BOX:

Trim Size
5.625 x 10.875

BLUE BOX:

Bleed Size
5.75 x 11.125

All Blue Area will be trimmed off.

2/3 VERTICAL

GREEN BOX:

**Standard
Non-Bleed Ad
4.875 x 9.375**

This Non-Bleed Ad
will work on a Right or
Left-hand page

1/3 "SQUARE"

GREEN BOX:
Standard
Non-Bleed Ad
4.875 x 4.625

1/6 VERTICAL

GREEN BOX:
**Standard
Non-Bleed Ad
2.375 x 4.625**

TWO PAGE SPREAD

ORANGE BOX:

Suggested Live/Safe area

17 x 9.875

(When doing a bleed ad we suggest keeping ALL type and critical graphics within this Orange Live/Safe area. It ensures there is enough space around your ad to account for gutter space and readability)

PINK BOX:

Trim Size
18 x 10.875

BLUE BOX:

Bleed Size
18.25 x 11.125

All Blue Area will be trimmed off.