

The only
magazine
growers and
retailers
flip over!



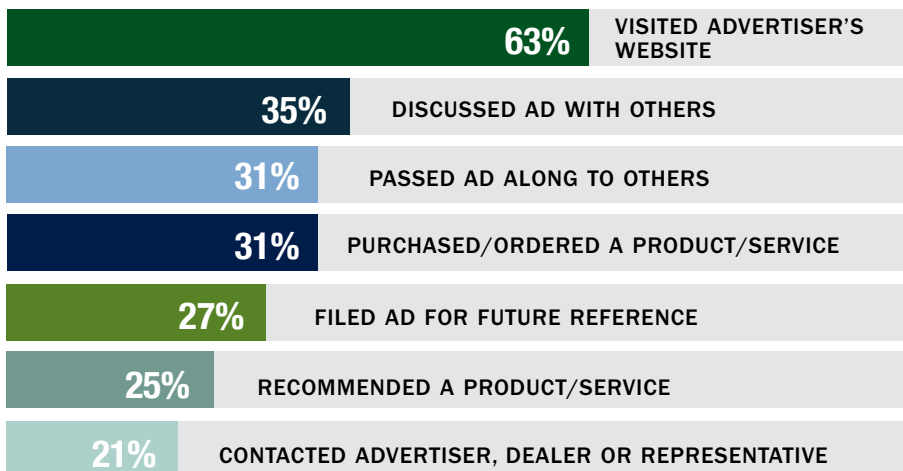
2025
MEDIA
PLANNING
GUIDE

WHO WE ARE!



A publication is only as good as its editors ... and ours are the best: Ball Publishing's 11 full-time and at-large editors combine for more than 300 years of experience in horticulture and agriculture. Six 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 2024 AAM Publisher's Statement **May 2024 Signet Research Study
 ***May 2024 Signet Research Study and Publisher's own data

94%

DECISION MAKERS WITH BUYING POWER

94% of respondents are involved with purchasing.**

90%

AD RESPONSE RATE

90% answered that they have taken action as a result of seeing an ad in *GrowerTalks* | *Green Profit*.**

75K+

TOTAL INDUSTRY REACH

80% 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.*

31%

PROVEN ROI

31% reported purchasing a product as a result of seeing a print ad in *GrowerTalks* | *Green Profit*.**

Print Media

34,000+*

 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)

Since its inception in 1937 by George J. Ball, *GrowerTalks* has established itself as the leading source of information and insights for professionals in the horticultural industry. Combined with sister publication *Green Profit*, it brings valuable production, business and retail focused information to the industry.

GrowerTalks' **Acres Online**

Digital Component

✉ e-newsletter

Chris Beytes, *Editor-in-Chief*

See page 6 for e-newsletter information.

greenPROFIT



12X PER YEAR (JANUARY–DECEMBER)

Green Profit delivers valuable information to help garden centers with their business. Including topics such as plants, technology, hard goods, business operations and more, *Green Profit* helps our readers thrive in today's ever-changing retail landscape. 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-at-Large*

See page 6 for e-newsletter information.

*As of June 2024 AAM Publisher's Statement combined with Publisher's own data



FREE READER SERVICE LEADS

Print advertisements receive leads from each running issue.

2025 Editorial Calendar

	GROWERTALKS	GREEN PROFIT	EXTRAS
JANUARY Ad Close: 11-25-24 Material Due: 12-6-24	THE GROWING MEDIA, NUTRITION & IRRIGATION ISSUE What's in Your Media? Nitrogen Forms & What They Do California Trials Preview & Guide	THE GIFTS & HOLIDAY ISSUE Gift Market Preview Fall Decor—Where Do You Buy? Salary & Benefits Survey	BONUS DISTRIBUTION: Tropical Plant International Expo (TPIE) RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection



BUY ONE—GET ONE FREE!

When you commit to advertising in the 2025 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2024, you will receive one free matching ad in 2025.*
See ad rate page for details.

FEBRUARY Ad Close: 12-23-24 Material Due: 1-6-25	THE CHEMICALS & BIOCONTROLS ISSUE Deep Dive—Banker Plants: Would They Work for You? Deep Dive—Application Methods for BCAs	THE CONTAINER GARDENING PRODUCTS ISSUE Combo Container Extravaganza! New Container Technology	PERENNIAL SPOTLIGHT: Paul Pilon's Pointers
MARCH Ad Close: 1-24-25 Material Due: 2-6-25	THE "TRENDING NOW" NEW PRODUCTS ISSUE Winter Show Product Highlights	THE "TRENDING NOW" NEW PRODUCTS ISSUE Endcap-Worthy New Products The Survey Says ... What Consumers Want	BONUS DISTRIBUTION: National Hardware Show RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection
APRIL Ad Close: 2-24-25 Material Due: 3-6-25	THE STRUCTURES ISSUE How Much Does a Greenhouse Project Actually Cost?	THE PLANT HEALTH PRODUCTS ISSUE Regional Insect & Disease Problems Training Your Team on Pest Controls	PERENNIAL SPOTLIGHT: Paul Pilon's Pointers
MAY Ad Close: 3-24-25 Material Due: 4-7-25	THE POINSETTIA PRODUCTION ISSUE New Intros for the Holidays Biocontrols for Poinsettias	THE HOUSEPLANTS & HOME DÉCOR PRODUCTS ISSUE Speaking to Young Plant Parents Go Big at Home With Tall Foliage	BONUS DISTRIBUTION: Floriexpo RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection



FREE AD EFFECTIVENESS STUDY

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

JUNE Ad Close: 4-24-25 Material Due: 5-6-25	THE GREENHOUSE TOOLS & EQUIPMENT ISSUE What's the Next Thing in Greenhouse Technology? YOUNG GROWER AWARD ESSAYS	THE GARDEN DÉCOR PRODUCTS ISSUE Illuminating the Garden Fountains & Water Features YOUNG RETAILER AWARD ESSAYS	BONUS DISTRIBUTION: National Lawn & Garden Show PERENNIAL SPOTLIGHT: Paul Pilon's Pointers
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PRINT SUPPLEMENT: Biosolutions Guide

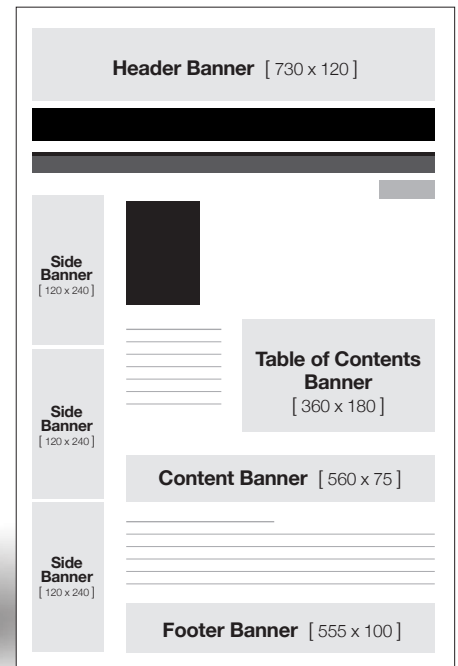
Advertising opportunities available



	GROWERTALKS	GREEN PROFIT	EXTRAS
<p>JULY</p> <p>Ad Close: 5-23-25</p> <p>Material Due: 6-6-25</p>	<p>THE @CULTIVATE ISSUE Annuals Highlights From California Trials</p>	<p>THE NEW VARIETIES ISSUE New Annuals Especially for IGCs</p>	<p>BONUS DISTRIBUTION: Ball Seed Customer Days Cultivate'25 SAF Annual Convention</p> <p>RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection</p>
<p>AUGUST</p> <p>Ad Close: 6-24-25</p> <p>Material Due: 7-7-25</p>	<p>THE NURSERY & LANDSCAPE ISSUE New Landscape Plants ... With Benefits New Perennials & ... From California Trials</p>	<p>THE PREP-FOR-NEXT-YEAR ISSUE Retail Revamp New Edibles & ... From California Trials</p>	<p>BONUS DISTRIBUTION: Farwest</p> <p>PERENNIAL SPOTLIGHT: Paul Pilon's Pointers</p>
<p>SEPTEMBER</p> <p>Ad Close: 7-24-25</p> <p>Material Due: 8-6-25</p>	<p>THE CULTURE NOTES ISSUE Growing the Newest Varieties Editors' Picks & Pics From Cultivate'25</p> <p>YOUNG GROWER AWARD WINNER</p>	<p>THE FACILITIES & TECHNOLOGY ISSUE Greening Up the Garden Center Retailers' Choice Products From Cultivate'25</p> <p>YOUNG RETAILER AWARD WINNER</p>	<p>BONUS DISTRIBUTION: The Garden Center Group Fall Event</p> <p>RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection</p>
<p>OCTOBER</p> <p>Ad Close: 8-25-25</p> <p>Material Due: 9-5-25</p>	<p>THE GREENHOUSE EFFICIENCY ISSUE The Autonomous Greenhouse—How Close Are We? Cool It!—Keeping Control of Your Temps</p>	<p>THE SOIL & AMENDMENT PRODUCTS ISSUE Soil for Every Cart The Benefits of Soil Amendments</p>	<p>BONUS DISTRIBUTION: National FFA Convention & Expo</p> <p>PERENNIAL SPOTLIGHT: Paul Pilon's Pointers</p>
<p>NOVEMBER</p> <p>Ad Close: 9-24-25</p> <p>Material Due: 10-6-25</p>	<p>THE PLUG & LINER ISSUE Lighting Recipes for Young Plant Production Getting to Goldilocks—Watering Just Right</p>	<p>THE FRESH NEW PRODUCTS ISSUE Hot Products From the Distributor Shows Stuff We Love—Editor's Picks</p>	<p>BONUS DISTRIBUTION: Great Lakes Expo</p> <p>RETAIL SPOTLIGHT: Katie Elzer-Peters' Tech Connection</p>
<p>DECEMBER</p> <p>Ad Close: 10-24-25</p> <p>Material Due: 11-6-25</p>	<p>THE BUSINESS ISSUE Advice for the Stages of Business Salary & Benefits Survey</p>	<p>THE ECO-FRIENDLY PLANTS & PRODUCTS ISSUE Creating a Pollinator Oasis Water-Efficient Plants & Techniques</p>	<p>BONUS DISTRIBUTION: Mid-Atlantic Nursery Trade Show (MANTS)</p> <p>PERENNIAL SPOTLIGHT: Paul Pilon's Pointers</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 aligned with relevant content for increased engagement.



	OPEN RATE	AD VIEWS	HEADER	TOC	CONTENT	FOOTER	SIDE
BANNER AD RATES 2025							
Acres Online <i>Growers</i> 4 emails sent/mo. 27,000+ recipients/send	40%	44,000+	\$3,620	\$2,250	\$1,830	\$1,730	\$1,325
buZZ! <i>Retailers</i> 4 emails sent/mo. 26,000+ recipients/send	34%	36,000+	\$3,500	\$2,170	\$1,765	\$1,660	\$1,275
Acres of buZZ! (<i>California Trials</i>) <i>Growers & Retailers</i> Email sent each day of Trials 31,000+ recipients/send	39%	62,000+	\$3,250	\$2,550	\$2,065	\$1,940	\$1,495
Tech On Demand <i>Growers</i> 4 emails sent/mo. 25,000+ recipients/send	35%	36,000+	\$3,500	\$2,170	\$1,765	\$1,660	\$1,275
Perennial Pulse <i>Perennial Growers</i> 2 emails sent/mo. 34,000+ recipients/send	34%	23,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030
Nursery & Landscape Insider <i>Nursery & Landscape Growers</i> 2 emails sent/mo. 31,000+ recipients/send	34%	21,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030
Tropical Topics (<i>Tropicals & Houseplants</i>) <i>Growers & Retailers</i> 2 emails sent/mo. 29,000+ recipients/send	33%	19,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030
PestTalks (<i>Insect & Disease Management</i>) <i>Growers</i> 2 emails sent/mo. 27,000+ recipients/send	35%	19,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030
GreenTalks (<i>Sustainability</i>) <i>Growers</i> 2 emails sent/mo. 27,000+ recipients/send	33%	18,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030
Bloom Beat <i>Cut Flower Growers</i> 2 emails sent/mo. 6,200+ recipients/send	57%	7,000+	\$2,250	\$1,745	\$1,420	\$1,340	\$1,030

Websites



HORTCalendar.com



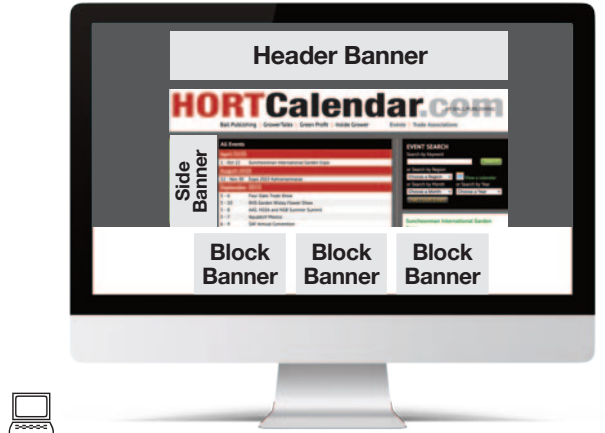
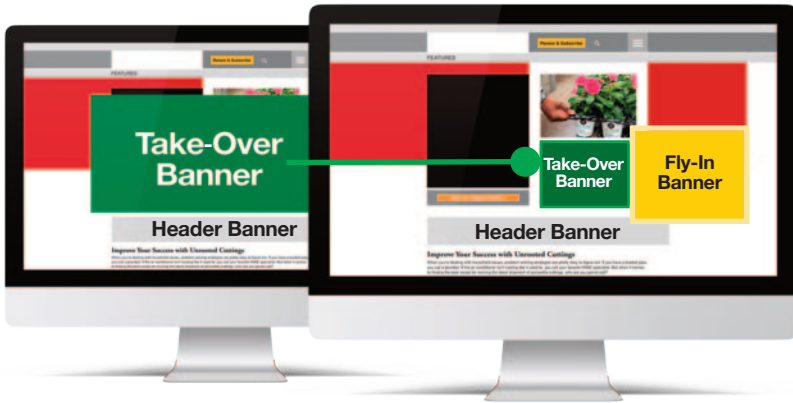
California TRIALS



GROWERTALKS



greenPROFIT

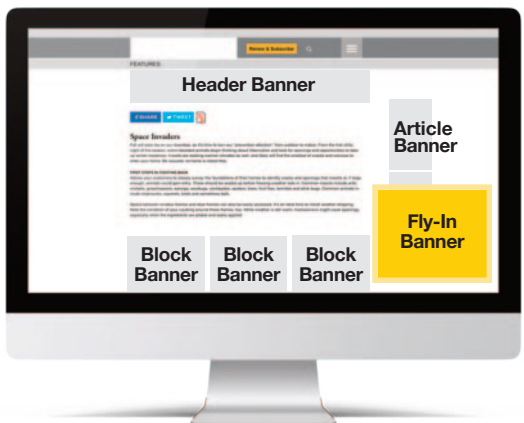


Website

HORTCalendar.com *Industry events website.*

Monthly Rate

Header Banner [728 x 90]	\$950
Block Banner [300 x 250]	\$750
Side Banner [120 x 240]	\$650



Website

GrowerTalks.com | GreenProfit.com

Monthly Rate

Take-Over Banner [640 x 480]	\$2,400
<i>Opening ad to the website, then reduces in size and stays on the page.</i>		
Fly-In Banner [300 x 250]	\$1,800
<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>		
Header Banner [970 x 120]	\$1,800
<i>Falls below the monthly cover image on the opening page and is run of site. Additional artwork required [300 x 250].</i>		
Article Banner [120 x 240]	\$1,000
<i>Appear on every page with articles including cover story for the month.</i>		
Block Banner [300 x 250]	\$1,200
<i>Run of site.</i>		



Video | Website | E-newsletter

CaliforniaTrials.com *Industry events website.*



Advertising Rate

Header Banner [970 x 120]	\$2,500
<i>Additional artwork required [300 x 250].</i>		
Block Banner [300 x 250]	\$950

See page 6 for e-newsletter pricing.

Curated Advertising Opportunities

PRINT

Behind the Business



Create a personal connection by telling a unique and interesting story about the history of your company. A great opportunity to celebrate a company anniversary or other important date.

- 1-page story about your company, written by our editor.
- Front cover callout of article!
- Optional Ball Publishing-produced podcast or video segment about your company. Additional cost.

COST \$6,000

Sponsored Article



- 2-page article spread displaying company logo.
- Written by your experts on topics including industry trends, research data or case studies.
- 1,000-1,200 words with 2-4 photos.
- Ball Publishing provides the editing, space, design and layout.
- PDF provided for expanded use.
- Included on *GrowerTalks* or *Green Profit* website.
- Also appears in digital edition.

COST \$5,000

Cover Tip-On

A high-visibility faux cover tip-on showcases your company's messaging in a 8.25 in. x 4 in. space. Attached with rubbery glue to the front cover, it includes a full-page space on the flip side for additional messaging. It also appears online in *GrowerTalks'* digital edition, linked to a URL.



COST \$8,000

French Door Cover

Use this high-impact placement to emphasize your company's products. This front cover opening leads readers into a 2-page space with ample real estate for visuals and messaging.



COST \$8,500



Belly Band

Use this front and center placement to bring awareness to new product introductions or other messaging that commands high visibility. Advertiser provides preprinted belly band. Printing quotes available upon request.

COST \$7,500



Product Feature Package

- 2-page spread with a full-page advertorial + full-page advertisement.
- 2 months of side banner ads in one of our 2x/month e-newsletters.
- 1 product feature in "Trending Now" section with QR code to product video.

COST \$4,500

DIRECT MARKETING

Targeted Email E-blast

Instantly deliver your message to a focused audience of decision makers, driving quick engagement for things like:

- New product launches
- Seasonal promotions
- Product demonstrations
- Customer testimonials
- Exclusive purchase opportunities

COST \$400/THOUSAND + \$100 SETUP (\$600 MINIMUM)

EDUCATE YOUR AUDIENCE

Webinar



These interactive educational sessions, featuring your experts and moderated by our editors, provide essential industry information for growers or retailers. They also convey a clear, focused message for your sales force. Share proven strategies, case studies and product enhancements that support both your customers and your sales goals.

Includes print and digital promotions, as well as attendee registrations.

COST \$6,500

VIDEO

Trending Now Video



Ball Publishing will produce a 6-8 minute interview-style video segment promoting your product, moderated by a GrowerTalks | Green Profit editor. The finished video will be accessible via a QR code in the “Trending Now” section of our publication and added to our YouTube playlist, reaching over 4,700 subscribers.

Production and editing included.

COST \$3,000

Digital Edition E-blast



- Large [800 x 120] exclusive header banner ad in our monthly newsletter announcing the arrival of our digital edition.
- 26,000+ emails—38% open rate.

COST \$3,000

Tech On Demand Podcast



Ball Publishing partners with your company to create focused podcasts featuring your experts and moderated by our editors to deliver insights and tools that help your customers succeed.

Share strategies, case studies and updates while reinforcing your sales message and positioning your company as an industry leader.

Includes print and digital promotions.

COST \$5,500

Video Production



- High-Quality Production: Polished videos that showcase your brand effectively.
- Tailored Content: Customized segments aligned with your marketing goals.
- Expert Guidance: Clear and impactful messaging from experienced editors.
- Comprehensive Distribution: Maximize reach across print and digital channels.
- Product demos, social media clips, educational, event coverage and more.

COST \$2,000+

Advertising Roadmap

target audience

		Growers	Garden Center Retailers
print	GrowerTalks	x	
	Green Profit		x
	Biosolutions Guide	x	
	Classified Section	x	x
	Sponsored Publications	x	x
digital	WEBSITES		
	GrowerTalks	x	
	Green Profit		x
	California Trials	x	x
	HORTCalendar.com	x	x
	E-NEWSLETTERS		
	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	x
	Bloom Beat	x	
	GreenTalks	x	x
	SPONSORED		
	Digital Edition E-blast	x	x
	Targeted Email E-blast	x	x
	other	EDUCATIONAL	
Webinar		x	x
Podcast		x	x
VIDEOS			
Trending Now		x	x
Custom Video		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 TO:

Jackie Batson
Production Specialist

ph 1.630.277.9823

email jbatson@ballpublishing.com

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

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

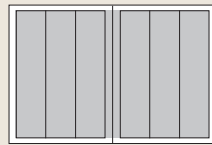
ph 1.630.588.3233

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.

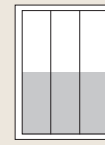
SHIP ALL INSERTS PREPAID TO:

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



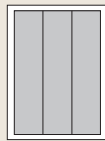
2-Page Spread

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



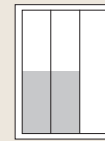
1/2-Page (horizontal)

Live Area: 7.5 in. x 4.625 in.
Bleed option available*



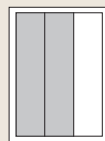
Full Page

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



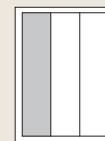
1/3-Page (square)

4.875 in. x 4.625 in.



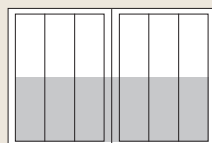
2/3-Page (vertical)

Live Area: 4.875 in. x 9.375 in.
Bleed option available*



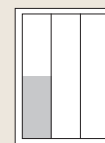
1/3-Page (vertical)

Live Area: 2.375 in. x 9.375 in.
Bleed option available*



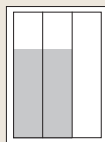
1/2-Page Spread

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*



ballpublishing.com/productionguidelines

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

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)



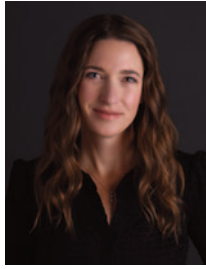
NORTH AMERICA-WEST
PAUL BLACK

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
abeikkila@ballpublishing.com

JANUARY BUY ONE-GET ONE FREE!

Ad Close: 11-25-24 | Material Due: 12-6-24

When you commit to advertising in the 2025 January issue of *GrowerTalks* | *Green Profit*, with an increased schedule over 2024, you will receive one free matching ad in 2025.*

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

MAY FREE AD EFFECTIVENESS STUDY

Ad Close: 3-24-25 | Material Due: 4-7-25

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

FREE READER SERVICE LEADS

Print advertisements receive leads from each running issue.

Print AD RATES 2025

	12x	9x	6x	3x	1x
1/6 Page	\$785	\$820	\$850	\$940	\$975
1/3 Page	\$2,175	\$2,250	\$2,310	\$2,460	\$2,525
1/2 Page	\$2,550	\$2,685	\$2,795	\$2,900	\$2,990
1/2-Page Island*	\$2,685	\$2,830	\$2,955	\$3,065	\$3,165
2/3 Page	\$2,900	\$3,060	\$3,210	\$3,330	\$3,445
Full Page	\$3,610	\$3,840	\$4,000	\$4,185	\$4,345
Product Feature	\$400	\$400	\$400	\$400	\$400
Insert Rate per Page	\$2,530	\$2,770	\$2,915	\$3,080	\$3,540
Postcard**	\$1,110	\$1,140	\$1,245	\$1,310	\$1,590

*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.

DISCOUNTED PACKAGES

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



Print: 6x – 1/6 Page
Website: 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage
9 Months of Sales Leads

TOTAL COST \$4,000



Print: 6x – 1/3 Page
Website: 1 Month Banner
Bonus: 1 Product Feature
Direct Mail List: 1x Usage
9 Months of Sales Leads

TOTAL COST \$9,900



Print: 6x – 1/2 Page
Website: 2 Months Banner
Bonus: 2 Product Features
Direct Mail List: 1x Usage
10 Months of Sales Leads

TOTAL COST \$11,900



CLASSIFIEDS

[GrowerTalks.com/Classifieds](https://www.ballpublishing.com/classifieds)

[GreenProfit.com/Classifieds](https://www.ballpublishing.com/classifieds)

Email 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.