

magazine



e-newsletter



website

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

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

Binding
Saddle Stitched

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 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:**

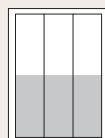
Denielle Noe
Publishing Assistant

ph 1.630.588.3233
email dnoe@ballpublishing.com

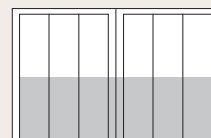
Exact dimensions (pixels); jpg or gif; file size
≤100kb; URL is requested for each ad. Animation
allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID to:

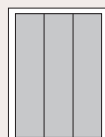
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



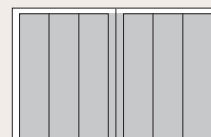
1/2-Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



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



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.



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.

There is no extra charge for a bleed page. *See ad template for additional detailed bleed instructions.

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.

PRODUCTION DATES

PRINT—Ad Close and Material Due Dates

FEBRUARY SPRING ISSUE

Structures & Greenhouse Climate **Ad Close: 12-18-25**

Sponsored Article Due: 12-2-25

Print Material Due: 1-7-26

Bonus Distribution: Indoor Ag-Con

MAY SUMMER ISSUE

Technology, Lighting & Efficiency **Ad Close: 3-20-26**

Sponsored Article Due: 2-27-26

Print Material Due: 3-30-26

Bonus Distribution: Cultivate'26

AUGUST AUTUMN ISSUE

Plant Health & Pest Controls **Ad Close: 6-19-26**

Sponsored Article Due: 5-29-26

Print Material Due: 6-29-26

Bonus Distribution: CEA Summit East

NOVEMBER WINTER ISSUE

Growing Media, Nutrition & Irrigation **Ad Close: 9-18-26**

Sponsored Article Due: 8-28-26

Print Material Due: 9-28-26

DIGITAL—Material Due Dates

JANUARY 12-5-25

FEBRUARY 1-8-26

MARCH 2-5-26

APRIL 3-5-26

MAY 4-6-26

JUNE 5-5-26

JULY 6-5-26

AUGUST 7-6-26

SEPTEMBER 8-5-26

OCTOBER 9-8-26

NOVEMBER 10-5-26

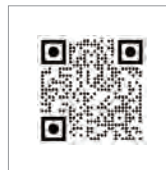
DECEMBER 11-5-26

*Scan QR code
for ad templates and
bleed instructions.

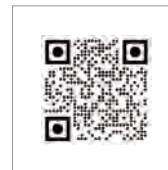


insideGROWER

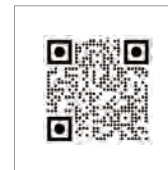
Print & Digital Material and Design Specifications



magazine



e-newsletter



website

WEBSITE



inside-grower.com

Take-Over Banner [640 x 480]

Opening ad to the website, then reduces in size and stays on the page.

Fly-In Banner [300 x 250]

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.

Header Banner [970 x 120]

*Falls below the monthly cover image on the opening page and is run of site.
Additional artwork required [300 x 250].*

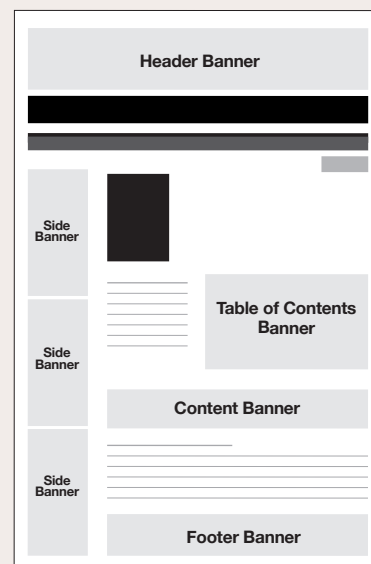
Article Banner [120 x 240]

Appears on every page with articles including cover story for the month.

Block Banner [300 x 250]

Run of site.

E-NEWSLETTER



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]

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FULL PAGE AD

GREY BOX:

Live Area: 8 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this grey live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

GREEN BOX:

Trim: 9 in. x 10.875 in.

YELLOW BOX:

Bleed: 9.25 in. x 11.125 in.

Yellow area will be trimmed off.

Ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

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TWO PAGE SPREAD AD

GREY BOX:

Live Area: 17 in. x 9.875 in.

When doing a bleed ad we suggest keeping ALL type and critical graphics within this grey live/safe area. It ensures there is enough space around your ad to account for gutter space and readability.

GREEN BOX:

Trim: 18 in. x 10.875 in.

YELLOW BOX:

Bleed: 18.25 in. x 11.125 in.

Yellow area will be trimmed off.

Ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

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1/2 HORIZONTAL AD

ORANGE BOX:

Standard Non-Bleed Ad: 7.5 in. x 4.625 in.

This non-bleed ad will work on a right or left-hand page.

Bleed Ad: _____

GREY BOX:

Live Area: 8.25 in. x 5.1325 in.

Keep ALL type and critical graphics within grey live/safe area.

GREEN BOX:

Trim: 9 in. x 5.375 in.

YELLOW BOX:

Bleed: 9.25 in. x 5.5 in.

Yellow area will be trimmed off.

Standard Non-bleed size

Bleed ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

insideGROWER

1/2 PAGE HORIZONTAL SPREAD AD

ORANGE BOX:

Standard Non-Bleed Ad: 16.5 in. x 4.625 in.

This non-bleed ad will work on a right or left-hand page.

Bleed Ad: _____

GREY BOX:

Live Area: 17.25 in. x 5.1325 in.

Keep ALL type and critical graphics within the grey live/safe area.

GREEN BOX:

Trim: 18 in. x 5.375 in.

YELLOW BOX:

Bleed: 18.25 in. x 5.5 in.

Yellow area will be trimmed off.

Standard Non-bleed size

Bleed ad: Live area

Magazine Trim

Bleed: This area will be trimmed off

ADVERTORIAL

Showcase your product, service, or brand while clearly identifying it as promotional. Designed to educate readers and support your brand. Available in full-page or two-page spread formats and should follow our provided design specifications.



To maintain the editorial style of our publication, advertorials should adhere to the following format:

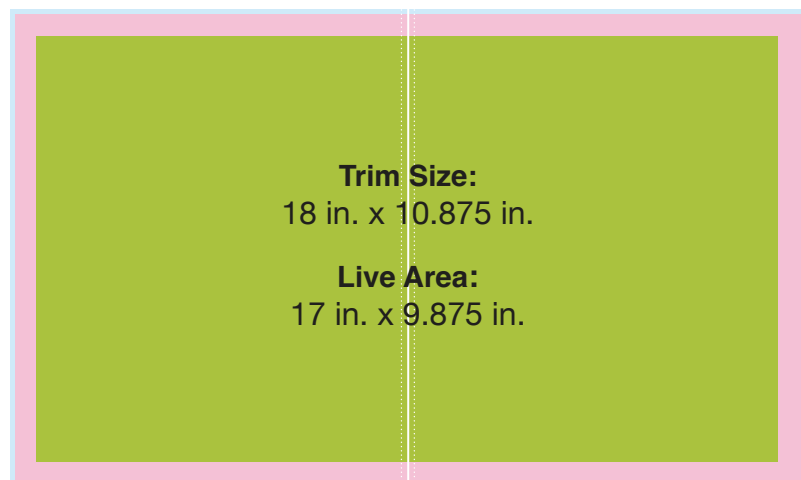
- The use of the *GrowerTalks | Green Profit* logo may not appear anywhere within the pages.
- Headlines, subtitles and body type must not be set in type faces or designed in any way that resembles those used by *GrowerTalks | Green Profit*.
- ADVERTORIAL must appear horizontally in 14pt Helvetica bold capitals or equivalent sans serif, at the upper right or left corner. If an Advertorial does not clearly state it is sponsored content, Ball Publishing will add the label.

General Requirements:

- All images are 300dpi and CMYK.
- It is highly recommended that all relevant text information and images be kept within a “live area” approximately 1/4” inside the outer edges and gutter/spine area.
- Bleed must extend 1/8” beyond the final dimensions.
- Print quality PDFs preferred.

Advertorial artwork should be submitted by the material due date of each month to secure publishing.

Please reference current media kit.



GUTTER/SPINE

SPONSORED ARTICLE

A sponsored article delivers your message in an editorial-style format that engages readers, showcases your expertise, and keeps your brand in the spotlight with full disclosure as sponsored content.



General Requirements

- 2-page article spread displaying company logo.
- Written by your experts on topics that could include 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.

To secure publishing, submit sponsored articles by the ad close date listed in the current media kit for *GrowerTalks* and *Green Profit* magazines. For *Inside Grower* magazine, submit by the sponsored article due date indicated in the current media kit.