

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 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:

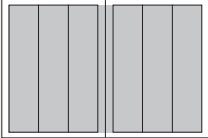
Denielle Noe
Publishing Assistant

ph 1.630.588.3233
email dnoe@ballpublishing.com

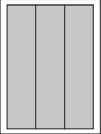
Exact dimensions (pixels); jpg or gif; file size
≤100kb; URL is requested for each ad. Animation
allowed. Flash not accepted for e-newsletters.

SHIP ALL INSERTS PREPAID to:

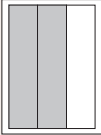
Schumann Printers, Inc.,
Attn: Insert Warehouse Building #2,
200 Swarthout Road, Fall River,
WI 53932



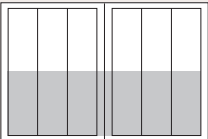
2-Page Spread
Live Area: 17 in. x 9.875 in.
Trim: 18 in. x 10.875 in.
Bleed: 18.25 in. x 11.125 in.



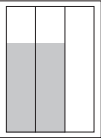
Full Page
Live Area: 8 in. x 9.875 in.
Trim: 9 in. x 10.875 in.
Bleed: 9.25 in. x 11.125 in.



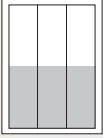
2/3-Page (vertical)
Live Area: 4.875 in. x 9.375 in.
Bleed option available*



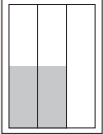
1/2-Page Spread
Live Area: 16.5 in. x 4.625 in.
Bleed: 18.25 in. x 5.5 in.



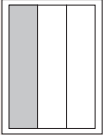
1/2-Page Island
Live Area: 4.875 in. x 6.875 in.
Bleed option available*



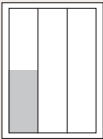
1/2-Page (horizontal)
Live Area: 7.5 in. x 4.625 in.
Bleed option available*



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



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



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

There is no extra charge for a bleed page.

Scan QR code
for ad templates and
bleed instructions.



ballpublishing.com/productionguidelines

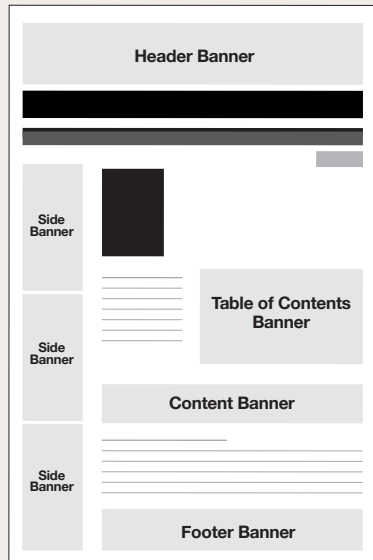
ADVERTISING CLOSE		MATERIAL DUE
GrowerTalks Green Profit		Print & Digital
January	11-24-25	12-5-25
February	12-22-25	1-8-26
March	1-26-26	2-5-26
April	2-23-26	3-5-26
May	3-23-26	4-6-26
June	4-23-26	5-5-26
July	5-26-26	6-5-26
August	6-23-26	7-6-26
September	7-23-26	8-5-26
October	8-25-26	9-8-26
November	9-24-26	10-5-26
December	10-26-26	11-5-26

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]

GROWERTALKS | greenPROFIT

FULL PAGE AD

ORANGE BOX:

Live Area: 8 in. x 9.875 in.

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 in. x 10.875 in.

BLUE BOX:

Bleed Size: 9.25 in. x 11.125 in.

Blue area will be trimmed off.



GROWERTALKS | greenPROFIT

1/3-PAGE (VERTICAL) AD— *Left-hand page*

GREY BOX:

Standard Non-Bleed Ad:

2.375 in. x 9.375 in.

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

BLEED OPTION:

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.

ORANGE BOX:

Live Area: 2.875 in. x 10.375 in.

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

PINK BOX:

Trim Size: 3.125 in. x 10.875 in.

BLUE BOX:

Bleed Size: 3.25 in. x 11.125 in.

Blue area will be trimmed off.

1/3-PAGE (VERTICAL) AD— *Right-hand page*

GREY BOX: Standard Non-Bleed Ad:

2.375 in. x 9.375 in.

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

BLEED OPTION:

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.

ORANGE BOX:

Live Area: 2.875 in. x 10.375 in.

Keep ALL type and critical graphics within this orange livesafe area.

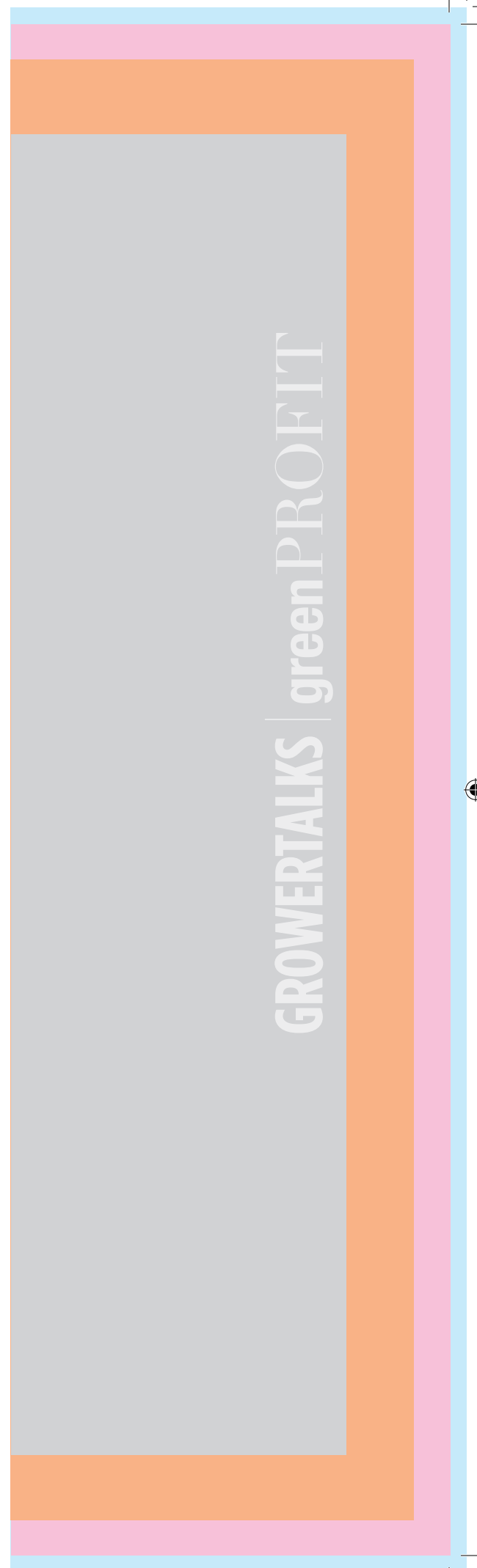
PINK BOX:

Trim Size: 3.125 in. x 10.875 in.

BLUE BOX:

Bleed Size: 3.25 in. x 11.125 in.

Blue area will be trimmed off.



1/2-PAGE (HORIZONTAL) AD

GREY 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 OPTION:

ORANGE BOX:

Live Area: 8.25 in. x 5.1325 in.

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

PINK BOX:

Trim Size: 9 in. x 5.375 in.

BLUE BOX:

Bleed Size: 9.25 in. x 5.5 in.

Blue area will be trimmed off.



GROWERTALKS | greenPROFIT

1/2-PAGE (VERTICAL) ISLAND AD—*Left-hand page*

GREY BOX:

Standard Non-Bleed Ad: 4.875 in. x 6.875 in.

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

BLEED OPTION:

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.

ORANGE BOX:

Live Area: 5.375 in. x 7.3825 in.

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

PINK BOX:

Trim Size: 5.625 in. x 7.625 in.

BLUE BOX:

Bleed Size: 5.75 in. x 7.75 in.

Blue area will be trimmed off.

GROWERTALKS | greenPROFIT

1/2-PAGE (VERTICAL) ISLAND AD—*Right-hand page*

GREY BOX:

Standard Non-Bleed Ad: 4.875 in. x 6.875 in.

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

BLEED OPTION:

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.

ORANGE BOX:

Live Area: 5.375 in. x 7.3825 in.

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

PINK BOX:

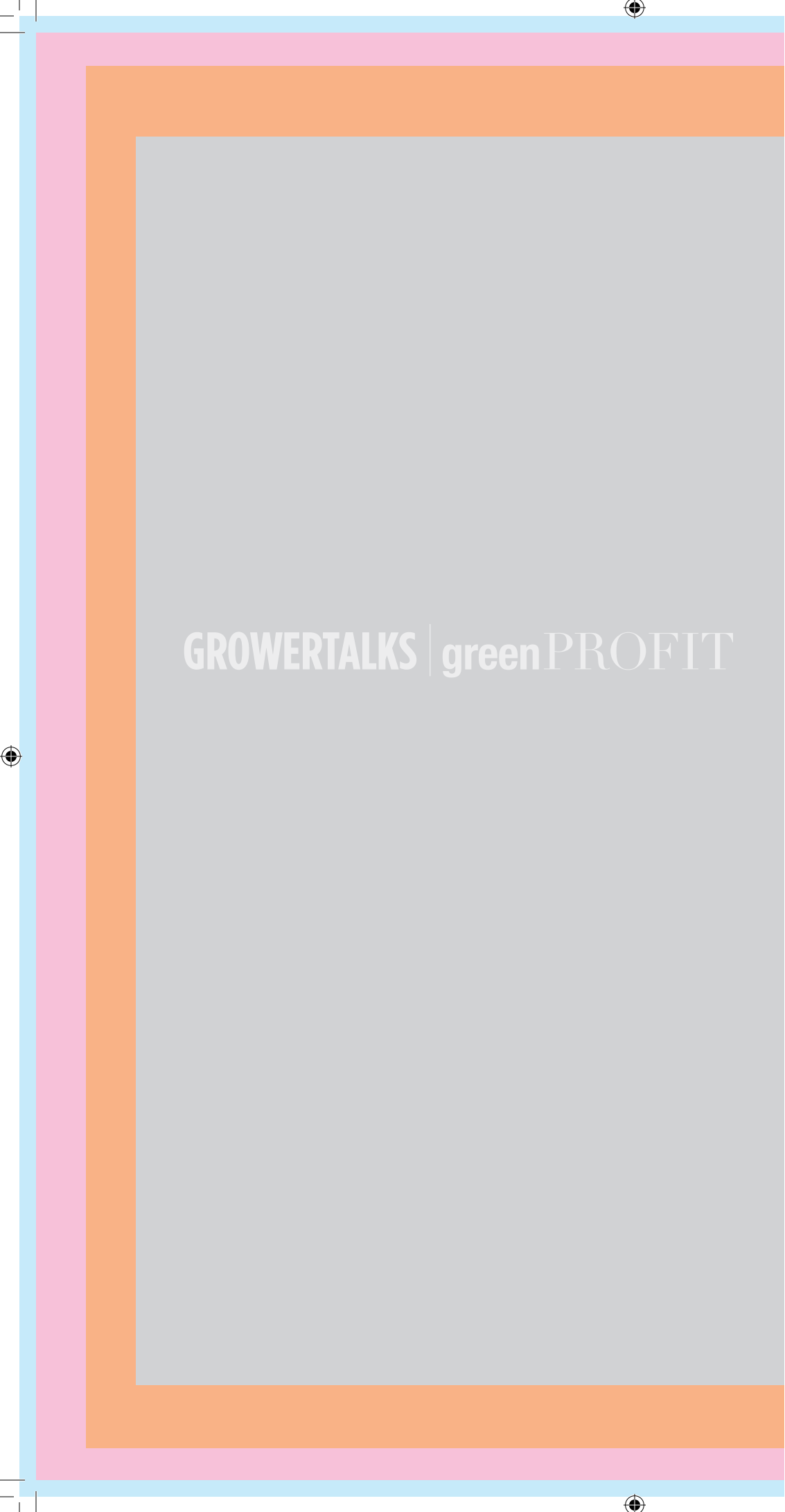
Trim Size: 5.625 in. x 7.625 in.

BLUE BOX:

Bleed Size: 5.75 in. x 7.75 in.

Blue area will be trimmed off.

GROWERTALKS | greenPROFIT



GROWERTALKS | greenPROFIT

2/3-PAGE (VERTICAL) AD—

Left-hand page

GREY BOX:

Standard

Non-Bleed Ad:

4.875 in. x 9.375 in.

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

BLEED OPTION:

*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.*

ORANGE BOX:

Live Area: 5.25 in. x 10.3825 in.

*Keep ALL type and critical graphics
within this orange live/safe area.*

PINK BOX:

Trim Size: 5.625 in. x 10.875 in.

BLUE BOX:

Bleed Size: 5.75 in. x 11.125 in.

Blue area will be trimmed off.

2/3-PAGE (VERTICAL) AD—

Right-hand page

GREY BOX: Standard

Non-Bleed Ad:

4.875 in. x 9.375 in.

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

BLEED OPTION:

*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
preceding page.*

ORANGE BOX:

Live Area: 5.25 in. x 10.3825 in.

*Keep ALL type and critical graphics
within this orange live/safe area.*

PINK BOX:

Trim Size: 5.625 in. x 10.875 in.

BLUE BOX:

Bleed Size: 5.75 in. x 11.125 in.

Blue area will be trimmed off.

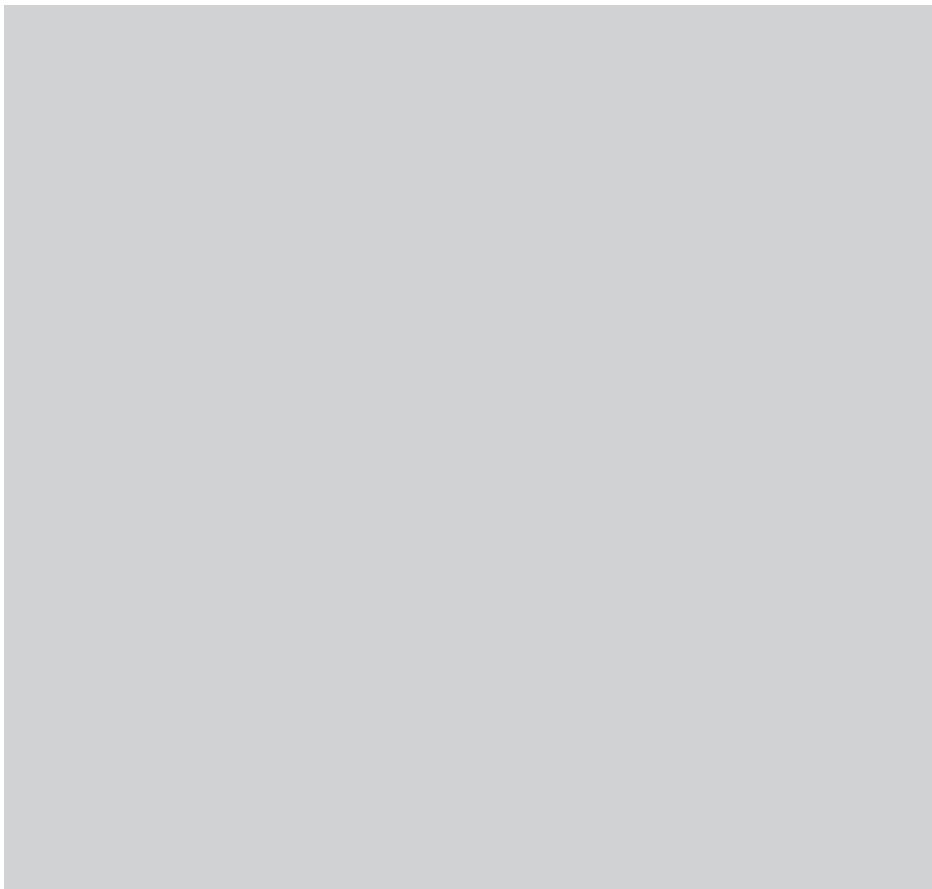
GROWERTALKS | greenPROFIT

GROWERTALKS | greenPROFIT

PARTIAL PAGE ADS—

Right or left-hand page. No Bleed options.

1/3 Square Ad:
4.875 in. x 4.625 in.



1/6 Vertical Ad:
2.375 in. x 4.625 in.



GROWERTALKS | greenPROFIT

2-PAGE SPREAD AD

ORANGE BOX:

Live Area: 17 in. x 9.875 in.

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 in. x 10.875 in.

BLUE BOX:

Bleed Size: 18.25 in. x 11.125 in.

Blue area will be trimmed off.

1/2-PAGE (HORIZONTAL) SPREAD AD

GREY BOX:

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

BLEED OPTION:

ORANGE BOX:

Live Area: 17.25 in. x 5.1325 in.

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 in. x 5.375 in.

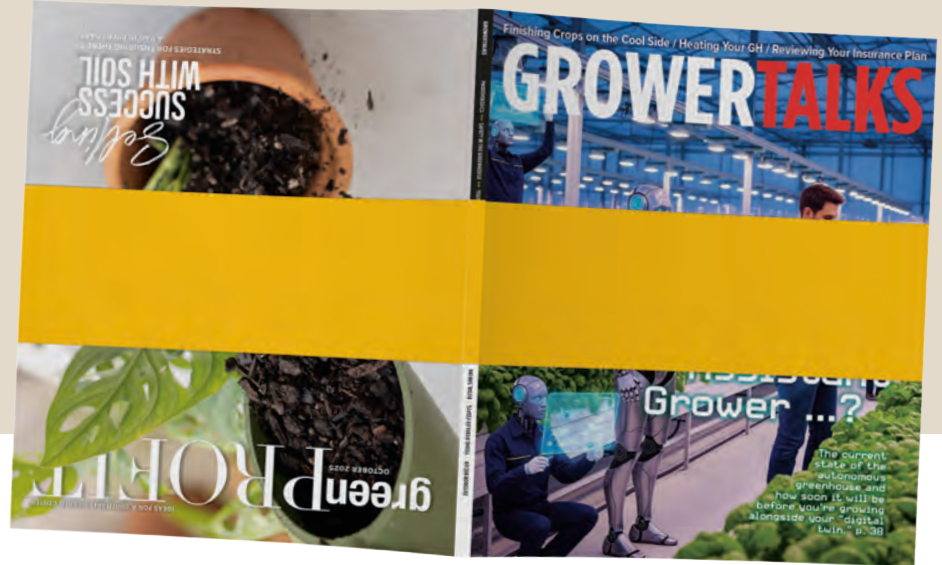
BLUE BOX:

Bleed Size: 18.25 in. x 5.5 in. *Blue area will be trimmed off.*

GROWERTALKS | greenPROFIT

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.



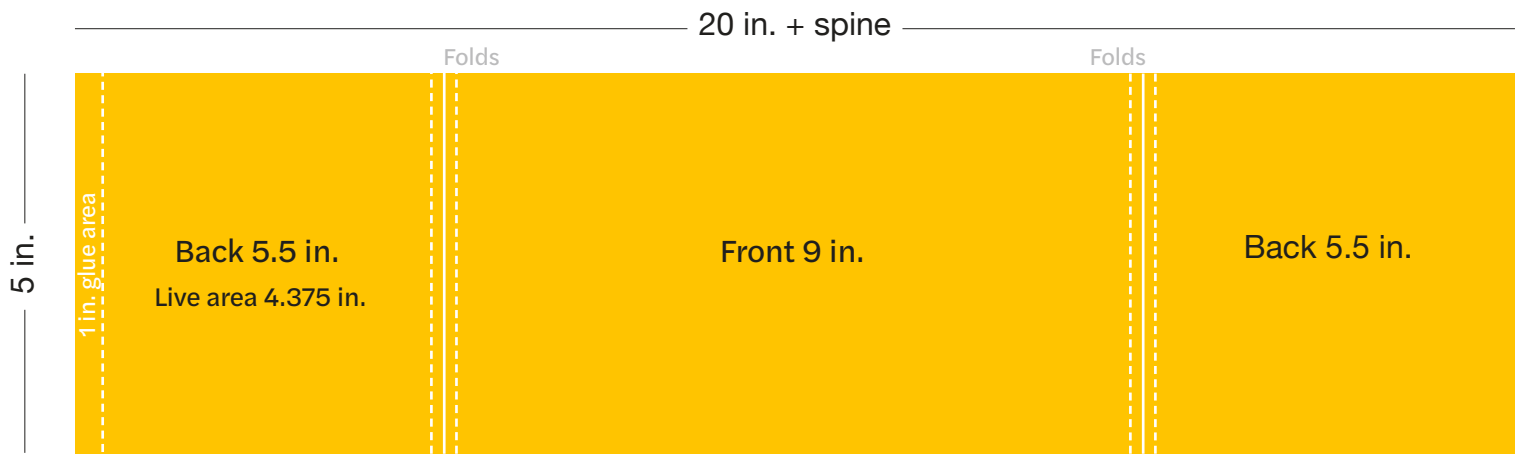
General Requirements:

The “belly band” prints as a continuous unbroken piece which is folded in two places to wrap around the publication.

- 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 folds.
- Bleed must extend 1/8” beyond the final dimensions.
- Print quality PDFs preferred.

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

Please reference current media kit.



The spine area is dependent on the number of pages in the issue. Dimensions will be provided after ad close.

COVER TIP-ON

A high-visibility faux cover tip-on showcases your company's messaging in an 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.

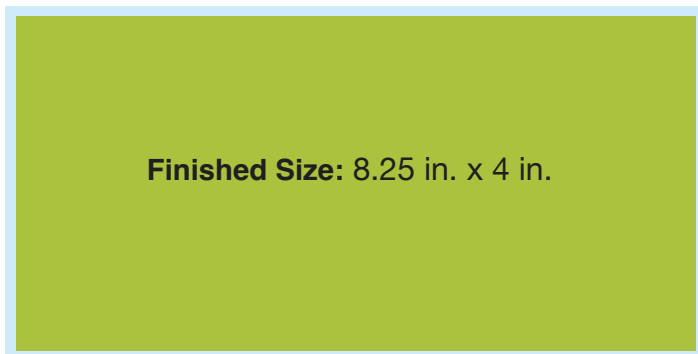


General Requirements:

- 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.
- Bleed must extend 1/8” beyond the final dimensions.
- Print quality PDFs preferred.

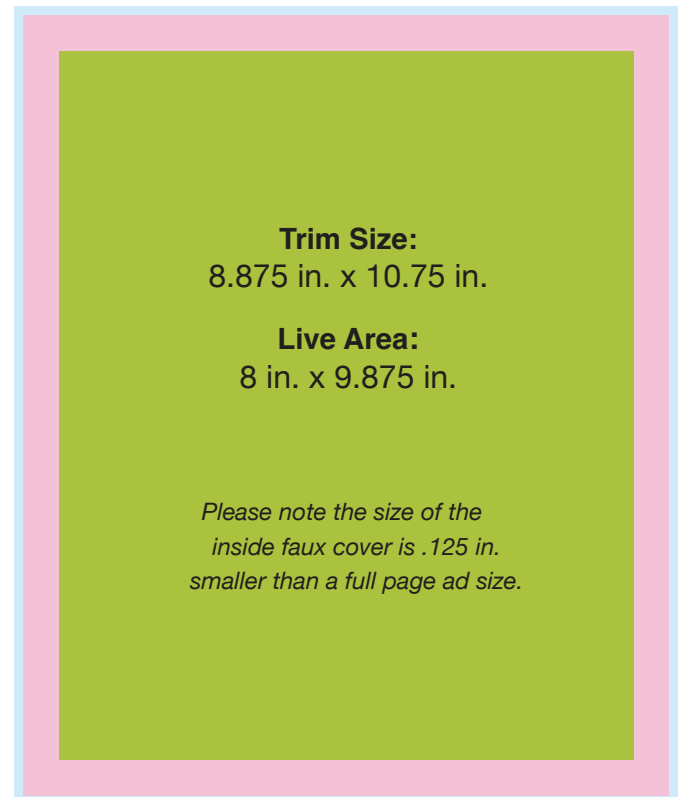
Cover tip-on artwork should be submitted by the material due date of each month to secure publishing.
Please reference current media kit.

1. Faux front cover artwork*



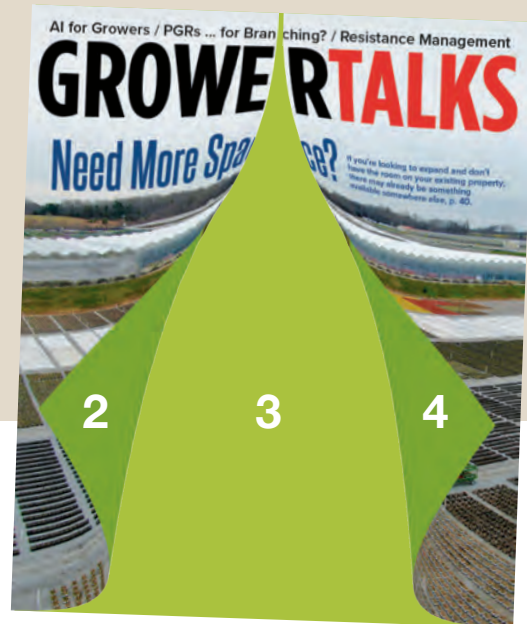
**Designer compiles the artwork to complete the Cover Tip-On.*

2. Inside faux front cover artwork



FRENCH DOOR

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.

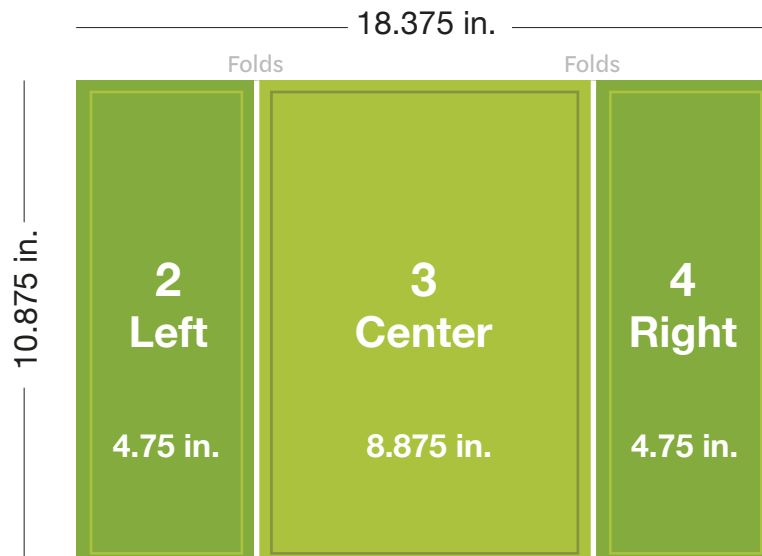


General Requirements

- 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 folds.
- Bleed must extend 1/8” beyond the final dimensions.
- Print quality PDFs preferred.

The artwork can be uploaded as single pages or a spread.

French door artwork should be submitted by the material due date of each month to secure publishing.
Please reference current media kit.



FOLIO ADVERTISEMENT

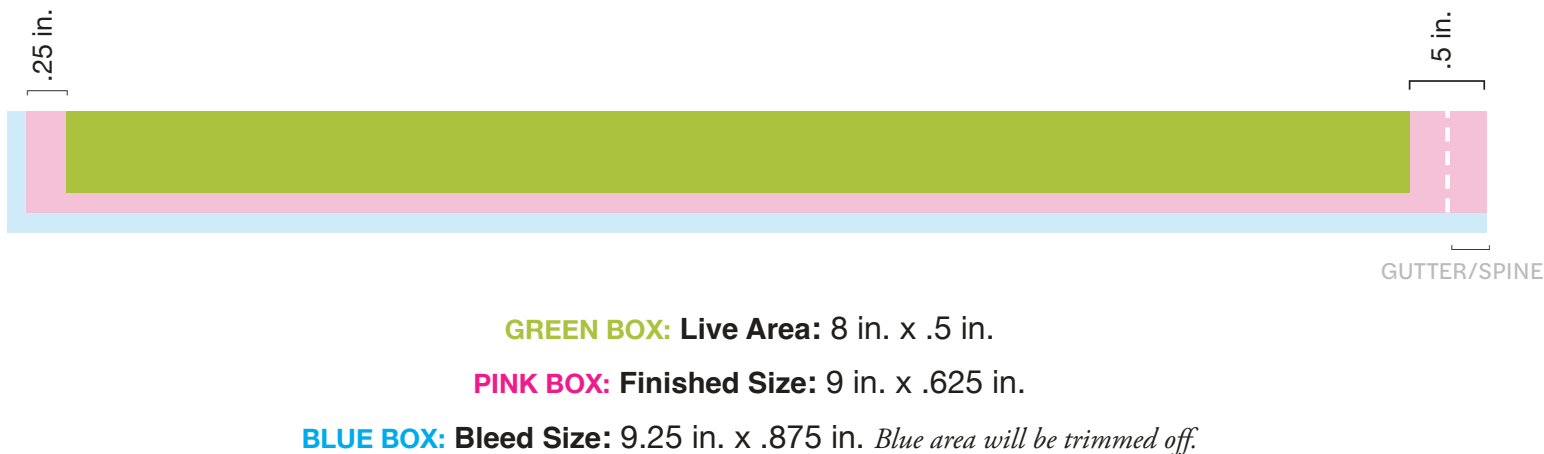
Make a big impression with your logo or message placed at the bottom of each numbered page in *GrowerTalks* or *Green Profit* magazine.



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.

Folio advertisement artwork should be submitted by the material due date of each month to secure publishing.
Please reference current media kit.



TOC PRINT AD OR TOC PRINT AD + ADJACENT FULL PAGE

Stand out with a distinctive 1/3-page ad featured at the bottom of the second Table of Contents page.
Add an adjacent full-page ad for even greater impact.



General Requirements

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

TOC artwork should be submitted by the material due date of each month to secure publishing.
Please reference current media kit.

Finished Size: 8.5 in. x 2.25 in.

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.