

- PACIFIC - HORTICULTURE - SOCIETY -

2017 Advertising Rates and File Specifications

Pacific Horticulture reaches a community of passionate gardeners and broadly curious readers interested in exploring where gardening and horticulture on the West Coast intersect with real life, design, and the environment. It circulates to thousands of independent subscribers and members of six West Coast horticultural societies.

DIMENSIONS Rates 1x 4x = 10% discount*

Eighth Page Full Color	\$150.00	\$135.00 x 4 = \$540.00
Quarter Page Full Color	\$300.00	\$270.00 x 4 = \$1080.00
Half Page B&W Horizontal or Vertical	\$500.00	\$450.00 x 4 = \$1,800.00
Half Page Color Horizontal or Vertical	\$650.00	\$585.00 x 4 = \$2,340.00
Full Page B&W	\$1,000.00	\$900.00 x 4 = \$3,200.00
Full Page Color	\$1,500.00	\$1,350.00 x 4 = \$5,400.00

* The 10% discount is for an unchanged ad in four consecutive issues prepaid with order.

File Formats

- Submit ads at 100% size, hi-resolution 300 dpi files
- Convert color ads to CMYK
- Include a .5 point black rule surrounding art as a border
- Acceptable file formats:
 - hi-resolution pdf with all fonts embedded
 - vector .eps file
 - hi-resolution jpeg or tiff file

Files submitted in other formats or at lower resolutions than indicated may not print as intended.

Deadlines for Submission:

Spring Issue February 1
 Summer Issue May 1
 Fall Issue August 1
 Winter Issue November 1

Contact Information:

Sarah Chase
 Pacific Horticulture
 PO Box 5995
 Berkeley, CA 94705
 510-849-1627
advertising@pacifichorticulture.org

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**2017 Advertising Rates and File
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**Eighth Page Horizontal
3.0834" x 2.0406"**

**Quarter Page Vertical
3.0834" x 4.248"**

**Half Page Horizontal
6.3334" x 4.248"**

**Half Page Vertical
3.0834" x 8.6625"**

**Full Page
6.3334" x 8.6625"**

Please note the following general information:

- Reserve your ad space as early as possible by contacting Sarah Chase at advertising@pacifichorticulture.org
- Agency discounts not offered. Coupon clip-outs not accepted.