



# Rate Card 2010

Frequency Discounts*	1x	6x	12x	18x	24x
Spread	\$9,476	\$8,153	\$7,253	\$7,076	\$6,592
Full Page	4,971	4,281	3,815	3,692	3,460
2/3 Page	3,278	2,818	2,580	2,427	2,279
1/2 Island	2,845	2,555	2,301	2,161	2,037
1/2 Horizontal	2,540	2,187	2,005	1,879	1,764
1/3 Page	1,714	1,469	1,348	1,271	1,196
1/4 Page	1,272	1,100	1,003	943	894
1/6 Page	849	729	669	625	577

Frequency Discounts*	36x	48x	60x	72x
Spread	\$6,365	\$6,017	\$5,844	\$5,667
Full Page	3,342	3,159	3,068	2,976
2/3 Page	2,154	2,133	2,088	1,961
1/2 Island	1,918	1,866	1,803	1,731
1/2 Standard	1,664	1,614	1,561	1,517
1/3 Page	1,117	1,086	1,053	1,022
1/4 Page	835	806	779	760
1/6 Page	556	539	520	504

Covers	6x	12x	18x	24x	36x	48x
2nd Cover	\$4,690	\$4,215	\$3,970	\$3,737	\$3,520	\$3,409
3rd Cover	4,359	4,024	3,778	3,551	3,475	3,239
4th Cover	5,142	4,715	4,415	4,151	3,899	3,783

\*Frequency discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Pest Control Technology*, *Quality Assurance & Food Safety*, *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *GIE Media's Snow Magazine*, *Recycling Today*, *Greenhouse Management & Production*, *Nursery Management & Production*, *Garden Center* and *Garden Center Product Source* magazines.

Color Charges	Single Page
Standard two-color extra	\$450
Matched color, extra	540
Matched, metallic color	650
Four-color process, extra	1,200

Color Charges	Spread
Standard two-color extra	\$625
Matched color, extra	760
Matched, metallic color	925
Four-color process, extra	1,700

Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, see below left for matched color pricing. Progressive proofs or color keys required on all 4C advertising.

### Digital Edition

All print edition advertisers have the option to include their ad in the digital edition for a 6% premium to their gross earned frequency space and color rate.

### Other Special Positions

For guaranteed positions add a 10% premium charge to the black and white display rate, and indicate the special position on your insertion order.

### Classified Advertising

- \$115 per column inch, non-commissionable.
- Standard two-color: \$25 additional.
- Standard four-color: \$50 additional.
- All other classified "word" advertising is payable at a rate of \$1.10 per word (minimum of \$30.00) payable in advance.
- Add \$1.50 to include a box number plus six words.

### Inserts

Contact the publisher for pricing and the production director for mechanical specifications. (A sample is required.) 100 lb. coated book stock or 80 lb. offset stock maximum.

### All inserts should be shipped, prepaid to:

PCT, Publishers Press, Inc., 100 Frank E. Simon Ave.  
Shepherdsville, KY 40165, Attn: Cassy Luckett

### Special Advertising Rates

Contact the Publisher or your advertising representative regarding regional rates and mechanical requirements.

### Commissions and General Information

15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

### Mechanical Requirements

Saddle stitch, 3 columns to a page. Paper stock: Machine coated 38 lb body with 70 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2".

### Digital Files and Specifications For Print

High-res, press ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 330-523-5370 or 800/456-0707. Progressive proofs or color keys required on all four-color advertising.

### Mailing Instructions

Ship all advertising artwork, insertion orders, contracts, and copy instructions for printed ads to:  
PCT, 4020 Kinross Lakes Parkway, #201, Richfield, OH 44286.  
For additional information, call Lori Skala at 330-523-5370 or 800/456-0707.

### Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/4 Page Horizontal	7"	2-3/8"
1/6 Page Vertical	2-3/16"	4-7/8"
1/6 Page Horizontal	4-1/2"	2-3/8"

### Bleed Ad Sizes (Available at No Extra Charge)

Specifications	Width	Depth
Single Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread Bleeds	16-1/4"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.)

### Editorial and Business Offices

4020 Kinross Lakes Parkway,  
#201, Richfield, Ohio 44286  
PH: 800-456-0707  
FAX: 330-659-0823  
[www.gie.net](http://www.gie.net)