

Every month, Michigan's green industry professionals read the **LANDSCULPTOR**. Each issue features articles on topics relevant to the green industry professional and business owner. These articles range from latest trends in landscaping, irrigation, horticulture or other industry issues, seasonally relevant topics, business management, legislative concerns, and other items to keep Michigan's green industry professionals informed.

The **LANDSCULPTOR** is distributed **monthly** state-wide to over 4,200 green industry professionals, including:

- Landscape Contractors
- Lawn Maintenance Contractors
- Arborists
- Irrigation Contractors
- Design Firms/Architects
- Golf Course Superintendents
- Construction Managers
- General Contractors
- Owners and Users of Construction Services
- Subcontractors
- Material Suppliers
- Snow Removal Contractors
- Construction Consultants
- Lawn Spraying/Pesticide Applicators
- Bonding Companies
- Realtors
- Financial/Banking Officers
- Professors and Educators
- Business Owners

**Featuring special sections devoted to various segments of the green industry.** Including arboriculture, irrigation and lawn spraying. Ask about including your ad in these special sections.

## WHY ADVERTISE IN THE LANDSCULPTOR?

**TARGETED MARKET:** Each month your products and services are seen by over 4,200 landscape and green industry professionals in the state of Michigan and surrounding states.

**QUALITY:** A full color award-winning publication produced by professional designers, including professional writers and guest articles by industry experts.

**BONUS DISTRIBUTION:** Representatives from the MGIA attend and participate in numerous professional programs. Copies of the Landsculptor are distributed at each event.

**MGIA TRADE SHOW & CONVENTION:** The Landsculptor is on display and distributed throughout the three day run. More than 1,000 extra copies are distributed to your potential customers.

**TIMELINESS, RELEVANCE, AND RESPONSIVENESS:** The Landsculptor offers mailing dates you can rely on, interesting and informative articles, and a staff who listens to what our readers and advertisers have to say.

**A PUBLICATION OF THE MICHIGAN GREEN INDUSTRY ASSOCIATION:** Your advertising support is appreciated and acknowledged by MGIA members and Board of Directors. Your support helps the MGIA to provide educational and other learning opportunities to its members.

### RESERVE YOUR ADVERTISING SPACE TODAY!

Call (248) 646-4992, email to [michelle@landscape.org](mailto:michelle@landscape.org), or mail your camera ready ad to:

the LANDSCULPTOR  
30600 Telegraph Road, Suite 3360  
Bingham Farms, MI 48025  
Ph: (248) 646-4992  
Fax: (248) 646-4994  
[www.landscape.org](http://www.landscape.org)



*The award-winning LANDSCULPTOR is a publication of the Michigan Green Industry Association, a not-for-profit professional organization serving green industry professionals.*

# the LANDSCULPTOR®

A PUBLICATION OF THE MICHIGAN GREEN INDUSTRY ASSOCIATION

## Rate Card

*The award-winning LANDSCULPTOR is a publication of the Michigan Green Industry Association, a not-for-profit professional organization serving green industry professionals.*



*Every month, Michigan's Green Industry Professionals read the LANDSCULPTOR®*

## AD SIZES

Space	Width	Depth
Full (with bleed)*	8 3/4"	11 1/4"
Full	7 3/8"	9 3/4"
1/2 (Horizontal)	7 3/8"	4 1/2"
1/2 (Vertical)	3 5/8"	9 3/4"
1/2 (island)	4 5/8"	7 1/4"
1/3 (Vertical)	2 3/8"	9 3/4"
1/4 (Vertical)	3 5/8"	4 5/8"
1/6 (Vertical)	2 1/4"	4 3/4"
Business Card (1/12)	3 1/2"	2"

\* Full Page (with bleeds) - Bleed is 1/8" (.125") on all four sides. Keep live matter at least .5" from trim and gutter. Center working area within 8.5" x 11" area. *No fractional page ads may bleed.*

## INSERTS

Furnished inserts must meet publisher's exact mechanical specifications, and cannot require trimming or folding. Contact advertising department for specifications and rates.

## DESIGN SERVICES

**Design Services:** MGIA offers in-house design services – call 248-646-4992 for rates.

**Production Charges Extra:** Any ads submitted that do not meet the proper ad size will be reset and production charges will be incurred at advertiser's expense.

**Storing of Materials:** Materials will be stored by the publisher for six months and then destroyed unless advertiser or agency instructs us otherwise.

## PUBLISHER'S INDEMNITIES

Publisher reserves the right to mark "advertisement" on copy which readers might confuse with editorial content and to refuse copy which offends good taste or takes unfair competitive advantage. No rebates made for errors in key numbers or for omissions or errors in Advertisers Index.

## PAYMENT TERMS

Invoices payable within 30 days of billing date in U.S. funds. Advertising will not be published for accounts more than 60 days past due, until paid in full.

No agency discounts available.

## AD RATES

Black & White Ads	1x	3x	6x	12x
<b>Full Page</b>	\$712	\$672	\$626	\$578
<b>1/2</b>	\$378	\$354	\$331	\$310
<b>1/3</b>	\$263	\$244	\$227	\$209
<b>1/4</b>	\$208	\$194	\$181	\$170
<b>1/6</b>	\$134	\$129	\$118	\$110
<b>Business Card</b>	\$91	\$91	\$91	\$91

<b>Two Color Ads</b>	Add \$70 to base of any black and white display ad.
----------------------	---

Full Color Ads	1x	3x	6x	12x
<b>Full Page</b>	\$938	\$898	\$851	\$803
<b>1/2</b>	\$603	\$578	\$555	\$534
<b>1/3</b>	\$487	\$467	\$452	\$434
<b>1/4</b>	\$434	\$418	\$404	\$394
<b>1/6</b>	\$358	\$348	\$341	\$335
<b>Business Card</b>	\$198	\$198	\$198	\$198
<b>Covers (Full Color Only)</b>	\$1,364	\$1,239	\$1,118	\$987

## PROOFS

Proofs for publication-set advertisements will be sent to the advertiser or agency upon request for approval, provided deadlines are met. Changes to proof, other than typesetting errors, will be at advertiser's expense.

## RATE PROTECTION CLAUSE

Publisher reserves the right to change rates and terms herein at any time without notice, provided only that contracted rates for advertisement shall continue to apply for issues published within 90 days of the effective date of such change.

Publisher reserves the right to reject or accept advertising for any reason that is not violative of the Equal Opportunity clause.

## CLASSIFIED ADVERTISING

Payment must accompany copy.  
 • 75¢ per word (*minimum charge \$9*)  
 • 95¢ for each word in bold  
 • \$2 for each word in color, \$20 for color background  
 • \$10 ea. for special ad set-up (logo, border, etc.)

Classifieds may emailed to [tiffany@landscape.org](mailto:tiffany@landscape.org) or faxed to (248) 646-4994.

## CLOSING DATES

The LANDSCULPTOR® is published monthly, issued on the first day of the month. Mailed presort standard. **Space reservations and classified advertising closes 4:30 pm, 45 days before publication** except during holiday weeks. When normal closing dates fall on holidays, issues close the preceding workday. **Ad materials are due by 3 pm the 1st of the month preceding date of issue.** Cancellation must be made 45 days prior to the preceding date of the issue. Publisher may act on written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after the closing date.

## DIGITAL REQUIREMENTS

**The Landsculptor** is an all-digital publication, printed computer to plate. Digital files are required.

### ACCEPTABLE DIGITAL FILE FORMATS

- **PDF files:** High resolution - press ready, screen and printer fonts embedded, images of 300 dpi, in CMYK format.
- **.Tif file format:** Resolution at least 300 dpi, CMYK color.
- **Illustrator and .EPS file format:** All fonts must be converted to outlines or paths. All colors CMYK.
- **Adobe InDesign:** All links and fonts must be included. May incur an additional production charge.

## TRANSFER MEDIA

- **Email** digital files to [michelle@landscape.org](mailto:michelle@landscape.org).
- **Advertiser FTP Site** Please include instructions for download.
- **USB Thumb Drive.** Include hard copy with disc.

## COLOR

All color must be CMYK, greyscale or bitmap. Spot colors will be produced in CMYK. Publisher accepts no liability for printing errors for images submitted in low resolution or RGB color.

## TO RESERVE ADVERTISING SPACE

Call (248) 646-4992, or send your ad materials to:

the LANDSCULPTOR®  
 30600 Telegraph Road, Suite 3360  
 Bingham Farms, MI 48025  
 Ph: (248) 646-4992 • Fax: (248) 646-4994  
 Email: [michelle@landscape.org](mailto:michelle@landscape.org)