GREEN INDUSTRY Pros™ 2022 RATES & SPECS

PRINT

	LIVE AREA	BLEED	TRIM	1X	3X	7X
Full Page Spread	15.25" x 10.25"	16" x 11"	15.75" x 10.75"	$13,600	$13,000	$12,500
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"	$7,820	$7,545	$7,265
2/3 Page	4.5625" x 10"			$5,500	$5,125	$4,750
1/2 Page Std.	4.5625" x 7.375"			$4,000	$3,700	$3,500
1/2 Page Horiz.	7" x 4.875"			$4,000	$3,700	$3,500
1/2 Page Vert.	3.375" x 10"			$4,000	$3,700	$3,500
1/3 Page Std.	4.5625" x 4.875"			$3,000	$2,700	$2,200
1/3 Page Vert.	2.1875" x 10"			$3,000	$2,700	$2,200
1/4 PAGE	3.375" x 4.875"			$2,500	$2,100	$1,835

Premium Positions: Contact publisher
Demographic rates available, inquire within

DIGITAL

WEBSITE DISPLAY ADS - RUN OF SITE	RATES
Bilboard (970 x 250)	SEE YOUR SALES REP FOR PRICING
Leaderboard Package (Includes a 970x90, 728x90 and 300x50, which allows ads to be delivered responsively with content)	
Rectangle Ad Package (300x250 and 300x600)	
Resonsive Reskin	
Sponsored Native Ad	
Retargeting (Includes a Leaderboard package and Rectangle Package)	

DIGITAL AD GUIDELINES

We accept ads in .GIF, .JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis. Expandable options are available on Leaderboard Package and 300x250.

NEWSLETTER	RATES
The Pro Report – twice-weekly	
2 - 600 x 100	SEE YOUR SALES REP FOR PRICING
Product Sponsorship w/description	
Video Lead Gen Text Ad	
The Pro Report, Special Edition – custom date	
Exclusive Sponsorship	SEE YOUR SALES REP FOR PRICING

EMAIL BLASTS	RATES
SEE YOUR SALES REP FOR PRICING	

PRINT MAGAZINE SPECS

FULL-PAGE SPREAD
LIVE: 15.25" X 10.25"
TRIM: 15.75" X 10.75"
BLEED: 16" X 11"

FULL-PAGE
LIVE: 7.375" X 10.25"
TRIM: 7.875" X 10.75"
BLEED: 8.125" X 11"

1/2-PAGE SPREAD
14.75" X 4.875"

1/2 PAGE HORIZONTAL
7" X 4.875"

2/3 PAGE
4.5625" X 10"

1/2 PAGE VERTICAL
3.375" X 10"

1/2 PAGE STANDARD
4.5625" X 7.375"

1/3 PAGE STANDARD
4.5625" X 4.875"

1/3 PAGE VERTICAL
2.1875" X 10"

1/4 PAGE
3.375" X 4.875"

PRINT AD GUIDELINES

Preferred file format: PDF X/1a

The PDF X/1a format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating a high-resolution PDF. The original files that you are making the PDF from should also be high resolution. Make sure images are 300 dpi and proper fonts are loaded and embedded.

ACCEPTED NATIVE PAGE FILE FORMATS

Page Layout Application – InDesignCS2, QuarkXPress7
- AC Business Media accepts current versions of InDesign and QuarkXPress files.
- Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact Cindy Rusch.

Vector Art Programs – Adobe IllustratorCS2, Macromedia Freehand
- AC Business Media accepts current versions of Adobe Illustrator files, and Macromedia Freehand 9. Files should be saved as an "Illustrator EPS" or as an "editable EPS" in Freehand.
- Supply all final vector EPS files that are used within the page layout application.

Pixel Based Programs – Adobe PhotoshopCS2
- AC Business Media accepts current versions of Adobe Photoshop files.

- We prefer 4/color images be saved as composite TIF files or, if a clipping path is being used, as an EPS file.
- Supply all images as either CMYK or grayscale high res. (300 dpi) images.
- Black and white line art should be in bitmap TIF (1200 dpi) format.

FONTS
- Use Postscript Type 1 fonts and include both the appropriate screen & printer fonts that are used in the page file. Avoid using TrueType fonts.
- Do not apply style attributes to fonts from within page layout application.
- LaserWriter "City" fonts (i.e. New York, Geneva, Chicago etc), cannot be used in production. There are no matching printer fonts.
- If any customized fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

HOW TO GET YOUR FILES TO US

Electronic Delivery
- E -mail – crusch@acbusinessmedia.com. File(s) must not exceed 10Mb in size.
- FTP – If file(s) are larger than 10Mb they can be sent via Hightail. See instructions below.

How to Upload a file for ACBM:
- Go to: https://www.hightail.com/u/acbm
- Drag and drop file(s) to upload.
- In the subject field, please include magazine or brand, issue date, other identifying information.
- Click "Send."

CONTACT US TODAY TO FIND OUT MORE ABOUT OUR PRINT AND DIGITAL MARKETING OPPORTUNITIES

Jason DeSarle, Publisher
jdesarle@ACBusinessMedia.com
440.476.9526, ext. 1268

Megan Perleberg, Sales Associate
mperleberg@ACBusinessMedia.com
800.538.5544, ext. 1249

Nikki Lawson, Sales Associate
nlawson@ACBusinessMedia.com
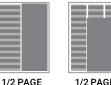800.538.5544, ext. 1228

Complete technical specs are available at LandscapeNetworkMediaKit.com.
ALL RATES ARE NET.

AC BUSINESS MEDIA
Landscape Network

GREEN INDUSTRY Pros

Snow PRO

GreenIndustryPros.com / 800.538.5544