

EDITORIAL FOCUS						Close Date	Materials Due
January/February	Human Resources	Staff Training	Interior Design	Choosing the Right Products & Cultivators	Security	1/15/18	1/22/18
March/April	Marketing & Branding	Labeling	Employee Benefits	Banking/Merchant Processing/Electronic Payments	Display Cases	3/15/18	3/22/18
May/June	Legal		Buying Concentrates	Inventory Tracking & Management	Vapes & Other Accessories	5/15/18	5/22/18
July/August	Product & Exit Packaging		Loyalty Programs	Real Estate	Edibles	7/16/18	7/23/18
September/October	POS Displays	Compliance Challenges & Solutions	Product Testing	Product & Cash Storage & Security	Medicinal Delivery Methods/Product Options	9/17/18	9/24/18
November/December	Banking	Mergers & Acquisitions	Beverages	Taxes	Insurance	11/15/18	11/22/18



2018 PRINT

FREQUENCY DISCOUNTS*

Size	1x	3x	6x	12x
Full Page	\$3,002	\$2,272	\$1,905	\$1,747
2/3 Page	2,252	1,909	1,600	1,467
1/2 Island	2,102	1,591	1,333	1,223
1/2 Standard	1,861	1,409	1,181	921
1/3 Page	1,081	932	781	716
1/4 Page	841	704	591	542
1/6 Page	540	454	381	349

DIGITAL EDITION: Print + 8% premium

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Cannabis Business Times*, *Produce Grower*, *Garden Center* and *Cannabis Dispensary*.

MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch
Two-color \$35.00
Four-color \$60.00
Word only: \$8.15 per line, \$35.75 minimum, 1/6 Page Display \$275

MECHANICAL REQUIREMENTS: Saddle stitched, three columns to a page.
Paper stock: Machine coated, 50-lb. body with 100-lb. cover.
Colors available: matched, four-color process (AAAA-MPA).
Trim size: 9" x 10".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

Specifications	Width	Depth
Full Page (non-bleed)	8"	10"
2/3 Page	5"	10"
1/2 Page Island	5"	7½"
1/2 Page Horizontal	7¾"	5"
1/2 Page Vertical	3¾"	10"
1/3 Page Square	5"	4¾"
1/3 Page Vertical	2½"	10"
1/4 Page Square	3¾"	5"
1/6 Page Vertical	2½"	5"

2018 INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD AD

728x90
\$925
6 units available

PRIME-PLUS SQUARE ADS

300x250
\$575
16 units available

PRIME TOWER AD

300x600
\$1,250
5 units available



LIGHTBOX

500x500
\$3,500
Exclusive

CATEGORY IN-LINE AD

300x250
\$730
Exclusive

(INTERNAL PAGE)



E-NEWSLETTER ADS



PRIME-PLUS SQUARE ADS (TOP)

300x250
1x.....12x.....24x.....52x
\$1,058 \$943 \$748 \$523

PRIME-PLUS SQUARE ADS (MIDDLE)

300x250
1x.....12x.....24x.....52x
\$874..... \$771 \$598 \$437

SPONSORED FEATURE

Image
(360x180 pixels)

Bold Headline
Hendit, te veliquat voloratem
recumet usque et et qui il lum
rem quas et quibus il hilt qui
con poribus mod et velignissum aut
illam eum, qui in noquam diti recta con-
orupias ideri dolerent modicmos.

SPONSORED FEATURE

360x180
\$1,035

LEADERBOARD AD

728x90
1x.....12x.....24x.....52x
\$690..... \$604..... \$483..... \$357