

	Production Techniques	Know & Grow	Pests & Diseases	Supplements	Bonus Distribution	Close Date	Materials Due
January	Shipping/Inventory Control	Shade Trees	Botrytis	Biocontrols	MANTS	12/5/17	12/12/17
					MGIX		
February	Disease Management	Hydrangeas	Caterpillars & Moths	New Plant Pavilion	NPP to Cultivate	1/10/18	1/17/18
March	Automation	Evergreen Shrubs & Conifers	Borers & Leafminers	Best Companies to Work For		2/9/18	2/16/18
April	Insect Control	Flowering Trees & Shrubs	Powdery & Downy Mildew	Insect Control		3/9/18	3/16/18
				Cannabis			
May	Fertilizer Management	Roses	Mites	Disease Control		4/10/18	4/17/18
June	Irrigation/Water Conservation	Perennials	Thrips	Cultivate '17	Cultivate	5/10/18	5/17/18
					PPA		
July	Harvesting	Drought-tolerant Plants	Mealybugs & Scales	Plant Marketing		6/8/18	6/15/18
August	Growing Media	Tropicals	Phytophthora & Pythium	Increasing Profits	Farwest	7/10/18	7/17/18
September	Herbicide Management	Edibles	Rust & Leaf spots	Intent to Build	IPPS Eastern	8/10/18	8/17/18
					IPPS Western		
					IPPS Southern		
October	Potting/Transplanting	Succulents	Nematodes	Ask the Experts	GIE+EXPO	9/10/18	9/17/18
November	Special Issue: State of the Industry	Special Issue: State of the Industry	Special Issue: State of the Industry	Special Issue: State of the Industry	Irrigation Show	10/10/18	10/17/18
December	Propagation	Ornamental Grasses	Aphids & Adelgids	Product Showcase	The Western	11/9/18	11/16/18
					Gulf States		
					Pro Green Expo		

2018 PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Full Page	\$2,760	\$2,596	\$2,431	\$2,292	\$2,153
2/3 Page	1,839	1,813	1,710	1,607	1,509
1/2 Island	1,648	1,550	1,463	1,370	1,298
1/2 Standard	1,442	1,354	1,272	1,195	1,128
1/3 Page	1,030	963	906	850	803
1/4 Page	752	700	664	623	577
1/6 Page	546	515	479	448	422

Covers*

2nd Cover	15% premium
3rd Cover	10% premium
4th Cover	20% premium

Color Charges*.....Single Page.....Spread

Four-Color Process, Extra	\$575	\$850
Standard Two-Color, Extra	315	470

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*, *Garden Center*, *Produce Grower*, *Cannabis Business Times* 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: 7 7/8" x 10 1/2".

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.

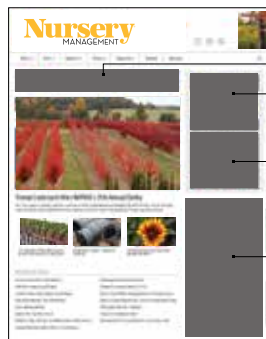
SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES: Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

Specifications	Width	Depth
Full Page (non-bleed)	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 7/16"	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"

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
\$725
Exclusive

(INTERNAL PAGE)



Scientists Identify Cockroach-Hunting Element-Wasp
The African desert cockroach is the only cockroach species that has evolved a unique defense mechanism: it can produce a chemical that kills its predators. A team of researchers from the University of California, Berkeley, and the University of Arizona, discovered this unique defense mechanism in a species of cockroach called *Nauphoeta cinerea*. The researchers found that the cockroach produces a chemical called *periphrin*, which is a potent neurotoxin. This chemical is found in the cockroach's body and is released when the cockroach is threatened. The researchers found that *periphrin* is effective against a wide range of predators, including ants, wasps, and beetles. This discovery could have important implications for pest control and the development of new drugs.

E-NEWSLETTER ADS



PRIME-PLUS SQUARE ADS (TOP)

300x250
1x.....12x.....24x.....52x
\$1,058 \$943 \$748 \$529

PRIME-PLUS SQUARE ADS (MIDDLE)

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

SPONSORED FEATURE

Image
(360x180 pixels)

Bold Headline

Principis, be veritatis, volucrum, necumet, usqueque, et et qui il lum rem, quasi et, quatuor et hilt, qui con poribus, mod et vilgicissim aut iam eum, qui in noiam de, recta con, onibus, idem dolorem modicos, sitis, dui, ma.

SPONSORED FEATURE

360x180
\$1,035

LEADERBOARD AD

728x90
1x.....12x.....24x.....52x
\$690..... \$604..... \$477..... \$357