



PLANET News

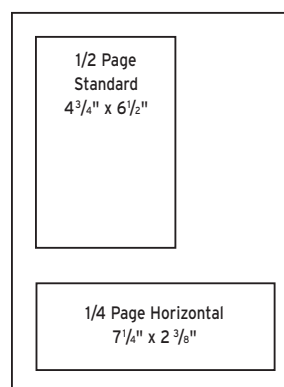
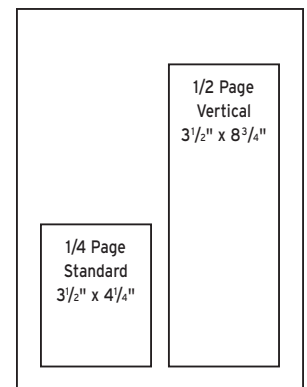
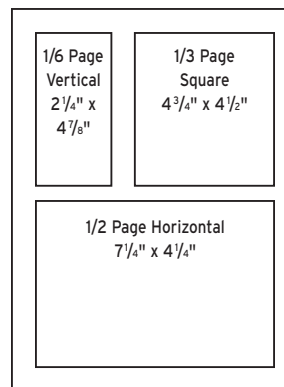
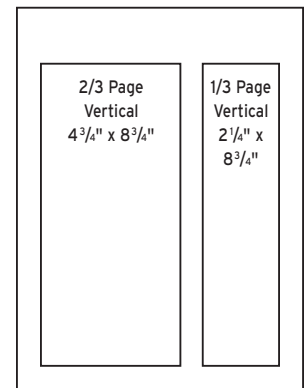
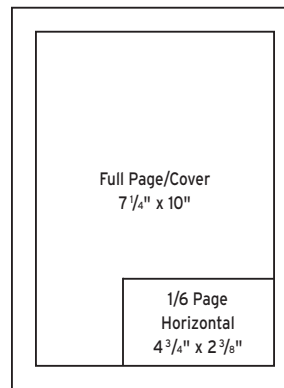
Professional Landcare Network

Advertising Rate Card

GENERAL INFORMATION

PLANET News is published monthly by the Professional Landcare Network (PLANET). It is distributed to approximately 4,200 PLANET member companies that provide lawn care, design/build/installation, landscape management, and interior plantscaping services. The readership is comprised of the green industry's innovators and those involved in setting the industry's standards. As the official publication of the Professional Landcare Network, **PLANET News** covers the events, people, and issues of the association and the green industry.

DIMENSIONS



RATE SCHEDULE (2009 Rates)

COLOR ADS

	1 Issue	4 Issues	12 Issues
Premium Four Color			
Back Cover	\$2,985	\$2,746	\$2,278
Inside Front/Back Cover	\$2,870	\$2,621	\$2,194
Page 5 or Page 7	\$2,484	\$2,276	\$2,034
Four Color			
Two-Page Spread	\$3,432	\$3,240	\$3,054
Full Page	\$2,146	\$2,025	\$1,909
2/3 Page	\$2,036	\$1,923	\$1,816
1/2 Page	\$1,670	\$1,585	\$1,507
1/3 Page	\$1,561	\$1,485	\$1,414
1/4 Page	\$1,451	\$1,383	\$1,321
1/6 Page	\$1,378	\$1,316	\$1,259
Two Color			
Full Page	\$1,583	\$1,462	\$1,348
2/3 Page	\$1,474	\$1,360	\$1,253
1/2 Page	\$1,108	\$1,023	\$944
1/3 Page	\$998	\$922	\$852
1/4 Page	\$888	\$821	\$758
1/6 Page	\$815	\$753	\$698

BLACK AND WHITE ADS

Ad Size	1 Issue	4 Issues	12 Issues
Full Page	\$1,134	\$1,012	\$898
2/3 Page	\$1,024	\$911	\$804
1/2 Page	\$657	\$573	\$495
1/3 Page	\$548	\$472	\$401
1/4 Page	\$438	\$370	\$309
1/6 Page	\$365	\$302	\$248

Two-Page Spread	17 1/4" x 11 1/4"
Full Page/Cover	7 1/4" x 10"
2/3 Page Vertical	4 3/4" x 8 3/4"
1/2 Page Vertical	3 1/2" x 8 3/4"
1/2 Page Standard	4 3/4" x 6 1/2"
1/2 Page Horizontal	7 1/4" x 4 1/4"
1/3 Page Vertical	2 1/4" x 8 3/4"
1/3 Page Square	4 3/4" x 4 1/2"
1/4 Page Standard	3 1/2" x 4 1/4"
1/4 Page Horizontal	7 1/4" x 2 3/8"
1/6 Page Vertical	2 1/4" x 4 7/8"
1/6 Page Horizontal	4 3/4" x 2 3/8"

PLANET SUPPLIER MEMBERS RECEIVE A 20% DISCOUNT ON ALL ADS

COMMISSIONS

The ad rates noted do not include agency commissions.

PRINTING AND AD SPECIFICATIONS

Live Area: 7¼" x 10" (full page)

Trim Size: 8½" x 11"

Bleed Size: 8¾" x 11¼"

Two-Page Spread Size: 17¼" x 11¼"

Black-and-white, two-color, or four-color process ads accepted. Ad materials must be supplied as digital files (press-optimized, high-resolution PDF or 300 dpi TIFF preferred). For detailed digital ad specifications and instructions, please contact PLANET at (800) 395-2522 or advertising@landcarenetwork.org. Pantone color matching cannot be guaranteed, since all Pantone spot colors will be converted to CMYK process builds.

Color proofs must be supplied for color ads.

If you are unable to provide art in an approved digital format, you will be billed for ad production services.

CLOSINGS

The closing date for insertion orders is the 1st of the month that precedes the cover date (e.g., February 1 for March issue). If the 1st falls over a weekend, then the closing date is the Friday before.

The materials deadline is the 6th of the month that precedes the cover date (e.g., February 6 for the March issue). If the 6th falls over a weekend, the deadline is the Friday before. It is PLANET's policy to automatically pick up your most recent ad unless new instructions and materials are provided by the deadline.

INSERTION ORDERS

Send insertion orders to PLANET by:

Fax: (703) 736-9668

E-mail: advertising@landcarenetwork.org

Mail: **PLANET News**

Professional Landcare Network

950 Herndon Parkway, Suite 450, Herndon, VA 20170

MATERIALS

For information on how and where to submit ad materials, please refer to the *PLANET News* Ad Submission Guidelines or contact Cheryl Claborn at (800) 395-2522.

Advertising may be declined or cancelled if PLANET determines such advertising is inconsistent with PLANET's standards.

CANCELLATIONS

Cancellations of scheduled advertisements must be submitted in writing and received one month prior to the publication month.

Insertion Order

Name _____ Company Name _____

Address _____ City _____ State _____ ZIP _____

Phone (_____) _____ Fax (_____) _____

Authorizing Signature _____ E-mail _____

- I am a PLANET supplier member, so I am eligible for the special discount!
- I am not a PLANET supplier member. Please rush me an application so I can receive the member discount on ad rates!
- I have enclosed payment of \$ _____ (make checks payable to PLANET).
- Please invoice.

Space Reservation

SIZE:

Premium Positions:*

- Back Cover
 Inside Front Cover
 Inside Back Cover
 Page 5
 Page 7

- Two-Page Spread
 Full Page
 2/3 Page Vertical
 1/2 Page Horizontal
 1/2 Page Vertical
 1/2 Page Standard
 1/3 Page Square
 1/3 Page Vertical
 1/4 Page Horizontal
 1/4 Page Standard
 1/6 Page Horizontal
 1/6 Page Vertical

*For availability, please call Cheryl Claborn at (800) 395-2522.

ARTWORK:

- Four-Color
 Artwork to follow
 Two-Color
 Pick up artwork
 Black & White
 Issue: _____

ISSUE (Jan-Dec 2009): Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov Dec

ISSUE (Jan-Dec 2010): Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov Dec

STARTING DATE: _____ AD COST PER ISSUE: _____

Mail or Fax to: **PLANET News**
 Professional Landcare Network
 950 Herndon Parkway, Suite 450, Herndon, VA 20170
 Phone: (800) 395-2522 • Fax: (703) 736-9668
 Web site: landcarenetwork.org
 E-mail: advertising@landcarenetwork.org

