



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.

RATE SCHEDULE (2009 Rates)

COLOR ADS

Premium Four Color	1 Issue	4 Issues	12 Issues
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	1 Issue	4 Issues	12 Issues
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	1 Issue	4 Issues	12 Issues
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

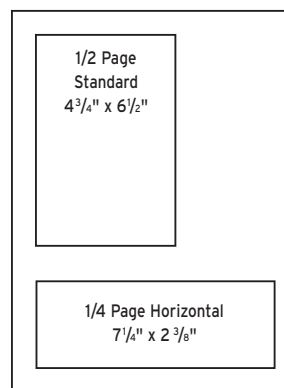
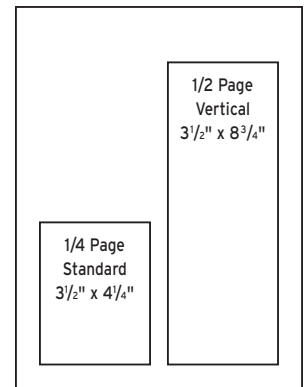
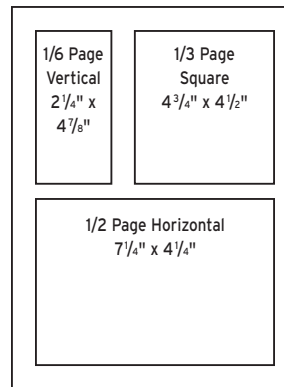
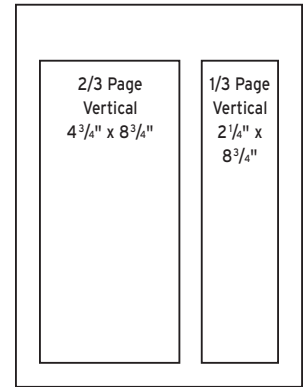
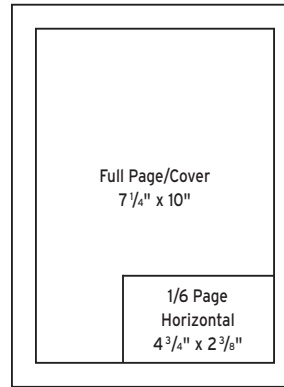
Ad Size	1 Issue	4 Issues	12 Issues
Full Page	\$1,134	\$1,012	\$898
2/3 Page	\$1,024	\$911	\$804
1/2 Page	\$657	\$573	\$495
1/3 Page	\$548	\$472	\$401
1/4 Page	\$438	\$370	\$309
1/6 Page	\$365	\$302	\$248

**PLANET SUPPLIER MEMBERS RECEIVE
A 20% DISCOUNT ON ALL ADS**

COMMISSIONS

The ad rates noted do not include agency commissions.

DIMENSIONS



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"

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 materials deadline is the 1st of the month that precedes the cover date (e.g., February 1 for the March issue). If the 1st falls over a weekend, the deadline is the Friday before. The closing date for insertion orders is one week prior to the materials deadline. 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 Christa Walker 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 _____
(as it should appear in advertising index)

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 Christa Walker at (800) 395-2522.

ARTWORK:

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

