

2009-2010 Who's Who

supplier directory and buyer's guide

Advertising Rate Card

Rate Schedule

REAR COVER (7½" x 10")*

Members.....	\$2575
Non-Members.....	\$3325

INSIDE FRONT COVER (7½" x 10")*

Members.....	\$2375
Non-Members.....	\$3100

INSIDE REAR COVER (7½" x 10")*

Members.....	\$2150
Non-Members.....	\$2875

FULL PAGE (7½" x 10") (four-color)

Members.....	\$1925
Non-Members.....	\$2575

FULL PAGE (7½" x 10") (black & white)

Members.....	\$1075
Non-Members.....	\$1725

HALF PAGE (black & white only)

Vertical (3¾" x 10")

Horizontal (7½" x 5")

Members.....	\$750
Non-Members.....	\$1375

*All covers are scheduled to run in four-color.

Ad Dimensions

Live Area.....	7½" x 10"
Trim Size.....	8½" x 11"
Bleed Size.....	8¾" x 11¼"

Printing Specifications

Offset. 150-line screen. Digital files with a hard-copy proof preferred.

Color Placement

Four-color ads are only accepted on a full page basis. Please supply your digital files on Zip or CD-ROM with all fonts and a color proof. Contact PLANET for more specifics on submitting ads in digital format.

Commissions

The ad rates noted do not include agency commissions.

Closings

Closing date for space orders is March 2, 2009. Space must be reserved in writing. Closing date for advertising materials is March 13, 2009.

Mailing Instructions

Forward orders and art to:

2009-2010 Who's Who
PROFESSIONAL LANDCARE NETWORK
950 Herndon Parkway, Suite 450
Herndon, Virginia 20170



Reach the Leaders in the Green Industry

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Advertising Contract

Please print clearly.

Name _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone (_____) _____ Fax (_____)

E-mail _____

Authorizing Signature _____

- I am a PLANET Member, please invoice me.
- Please contact me regarding PLANET membership opportunities.
- I've enclosed payment of \$ _____
(Please make checks payable to PLANET — U.S Funds.)
- Please bill by credit card:
 Visa MasterCard AMEX Discover

Credit Card Number _____

CVV Security Code* _____ Expiration Date _____
*3 digits on back of credit card or 4 digits on front of AMEX.

Credit Card Billing Address (if different) _____

Authorized Signature _____ Date _____

SPACE RESERVATION

SIZE:

- | | |
|--|---|
| <input type="checkbox"/> Rear Cover | <input type="checkbox"/> Full Page, B&W |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Half Page, Vertical, B&W |
| <input type="checkbox"/> Inside Rear Cover | <input type="checkbox"/> Half Page, Horizontal, B&W |
| <input type="checkbox"/> Full Page, Four-Color | |

ARTWORK:

- Artwork enclosed Artwork to follow
- Pick up artwork from 2008 Who's Who Directory

MAIL OR FAX TO:

2009-2010 Who's Who
PROFESSIONAL LANDCARE NETWORK
950 Herndon Parkway, Suite 450, Herndon, VA 20170
Phone: (703) 736-9666 • (800) 395-2522
Fax: (703) 736-9668

LandcareNetwork.org

General Information and Cancellations

Who's Who is distributed to more than 5,000 green industry service provider firms nationwide that specialize in exterior landscape management, lawn care, interior plantscaping, and design/build/installation as well as other related industry professionals. The *Who's Who* directory assures you of an industry-wide audience for your products and services.

Advertisers and advertising agencies assume liability for all contents (including text, representation, and illustrations) of advertisements printed. Publisher reserves the right to reject any advertising which it feels is not in keeping with the publication's standards.

Cancellations of scheduled advertisements must be submitted in writing and received by March 13, 2009.

For more information about this and other advertising opportunities, call (800) 395-2522 or e-mail advertising@landcarenetwork.org.



Annual Advertising Opportunity