

# THE *Plant* LIST

[www.PlantList.com](http://www.PlantList.com)

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772-283-4834 □ 800-226-4834 □ Fax: 772-286-4057

## DISPLAY AD INFORMATION

We will be happy to assist you in creating a display ad for your company.  
Call for details.

### DEADLINE:

15th of the preceding month for the next month's book.

### MECHANICALS:

	<u>Width</u>	<u>Depth</u>
Full Page	7 1/8"	9 1/8"
Half Page Vertical	3 3/8"	9 1/8"
Half Page Horizontal	7 1/8"	4 1/2"
Quarter Page	3 3/8"	4 1/2"
Bleed Size:	8 1/2"	10 3/4"

### AD MATERIAL SUPPLIED BY CLIENT:

Electronic Files: *The Plant List* is IBM-based. Files are acceptable if saved as EPS, TIFF or as a high-resolution PDF. We will not edit PDF files. All files must be supplied at 300 dpi or higher. Do not email if file exceeds 9 MB, please call the production department for more information (772-283-4834).

### RATES: (Run of Press, 3 Consecutive Month Minimum)

	<u>Color</u>	<u>Black &amp; White</u>
Full Page	\$220. per edition	\$170. per edition
Half Page	\$140. per edition	\$115. per edition
Quarter Page	\$ 80. per edition	\$ 65. per edition
Eighth Page		\$ 50. per edition
Inside Covers	\$275. per edition	
Outside Back Cover	\$375. per edition	
Position Requests	\$ 45. additional, per edition	

### BLOCK LISTINGS:

\$25. each per month. Buy 4 or more for only \$18.75 each

### TYPESETTING:

\$15. Minimum charge – based on \$55./hour

