



BuyersGuide

2011 directory

RATE CARD

Planting Profits:

Advertise and See Your Business Bloom!

A complete membership directory of the BC Landscape & Nursery Association featuring plant material, supplies, equipment, and services listings.

target **your**
market



Total Circulation: 4,000
Distributed to:

- growers, retailers, landscape architects, landscape professionals, plant brokers and government agencies in BC
- qualified attendees at major Canadian and US trade shows including Congress, FarWest, and CanWest
- leads generated from US trade magazine advertising

who should advertise?

Wholesale Nurseries ● Wholesale Nursery Suppliers
Landscape Suppliers ● Product Manufacturers ● Product Distributors

For More Information contact Cheryl Lee @ the BCLNA: **Tel: 604.574.7772 Ext. 110**
Fax: 604.574.7773; Cell: 778.228.1988; Email: clee@bclna.com
Toll Free (BC Only): 800.421.7963

features:

Mini-Business Description:

Differentiate your company from your competitors with a brief description of your business.

Plant Material, Supplies, Equipment, and Services Listings:

This section is used by buyers throughout BC and across Canada and the US.

Display Advertising:

Get noticed quickly by placing an ad. Various sizes, full and spot color available.

Tabs:

Take advantage of special tabs that will allow readers to identify the key sections of the BuyersGuide quickly. Full page, full color, 6 spots available.

New Plant & Product Showcase:

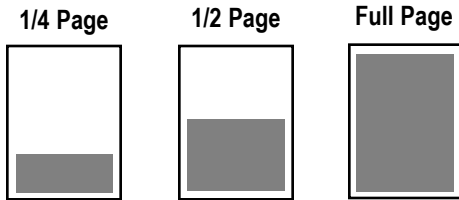
Garden Centres, Landscapers and Brokers are eager to see what's new for 2011. Showcase your new plant or product introductions in a 1/4 page full color ad in a prime location for just **\$250**.

Select your advertising options on the BuyersGuide Order Form

Mechanical Requirements & Specifications

Space Size	Width by Height	
1/4 Page	4 5/8"	1 3/4"
1/2 Page	4 5/8"	3 5/8"
Full Page (live area)	4 3/4"	7 3/4"
Full Page (trim)	5 1/2"	8 1/2"
Full Page (bleed)	5 3/4"	8 3/4"
New Plant/Product Showcase	4 7/8"	4 7/8"

*All critical type or illustrative matter should be a minimum of 3/8" from trim edges.



Creative Services

CanadaWide Media Limited can supply complete creative services including design, writing, production and photography. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.

Digital Ad Material Requirements

- All ads must be supplied in a digital format that meets Canada Wide's specifications for electronic output. Files created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop and QuarkXPress are accepted. Macintosh format preferred.
- For accurate colour output, colour files must be accompanied by a high resolution colour match proof. CanadaWide will accept no responsibility for colour accuracy where no colour match proof has been supplied.
- Files can be submitted via email, Online File Transfer System, CD or DVD. For more information regarding ad material contact Sonia Prasad. Tel: 604.299.7311 Fax: 604.299.9188 Email: sprasad@canadawide.com

Film: Please note that film-supplied ads cannot be accepted.

RATES

BuyersGuide provides excellent value in reaching your target market.

Mini Business Description \$35
17-20 words

Plant Material, Supplies, Equipment, and Services Listing
Listings 1-25 \$3.20 per item
Additional Listings \$2.45 per item
Minimum Charge \$25

New Plant/Product Showcase \$250
Quarter page, full colour format. The advertiser is responsible for providing the photo and point form description of plant/product. No camera-ready art please.

Ad Space Close is October 8, 2010
Ads requiring production due October 19, 2010.
Digital ads due November 5, 2010.

All ad material should be sent to:
CanadaWide Media Limited
4th Floor, 4180 Lougheed Highway, Burnaby BC V5C 6A7
Tel: 604.299.7311 Fax: 604.299.9188
Email: sprasad@canadawide.com

Size	Price	Ad Production
Black & White		
1/4 page (horizontal)	\$255	\$45
1/2 page (horizontal)	\$430	\$55
Full page (run of book only)	\$590	\$75
Spot Color (surcharge)		Add to BW rate
Green Spot	\$35	
Custom Spot	\$115	<i>BW production rates apply.</i>
Full Colour		
1/4 page (horizontal)	\$575	<i>All 4 colour production rates to be quoted.</i>
1/2 page (horizontal)	\$750	
Full page (run of book only)	\$910	
Inside Front/Back Cover	\$1,160	
Beside Inside Front/Back Cover	\$1,160	
Outside Back Cover	\$1,425	
Map Full Page Ad	\$1,160	
Tabs (6 spots only)	\$1,160	



FOR AD SALES CONTACT: Cheryl Lee @ the BCLNA
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FAX: 604.574.7773; Cell: 778.228.1988; Email: cleee@bclna.com