



BuyersGuide

2008 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 Barb Nelson @ the BCLNA: Tel: 604.574.7772
Fax: 604.574.7773; Cell: 604.328.0029; Email: bnelson@bcna.com

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, 4 spots available.

New Plant & Product Showcase:

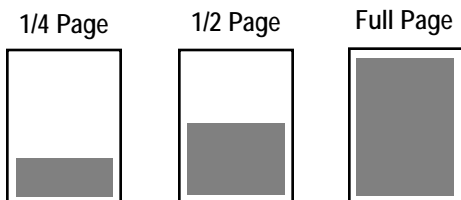
Garden Centres, Landscapers and Brokers are eager to see what's new for 2008. Showcase your new plant or product introductions in a 1/4 page full color ad in a prime location for just **\$250.**

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

Canada Wide Magazines & Communications Ltd. 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. Only files created in Macintosh format and in QuarkXPress, Adobe Illustrator, and Adobe Photoshop will be accepted.

• Digital files in colour must be accompanied by a colour match proof, while B&W files must include a laser proof. Canada Wide will accept no responsibility for content or colour accuracy where no proof has been supplied.

• Files are accepted on CD, Zip disk (100 MB only), and floppy disk. Files are also accepted by email or by posting to Canada Wide's FTP site. Call the Production Department for more information and for a detailed Digital Material Specifications sheet (604.299.7311). **E-mail ads to: ads@canadawide.com**

Film: Please note that film-supplied ads cannot be accepted. Any ad supplied as film will be subject to a charge for converting the film to a digital format.

RATES

BuyersGuide provides excellent value in reaching your target market.

Mini Business Description \$30
17-20 words

Plant Material, Supplies, Equipment, and Services Listing
Listings 1-25 \$3.10 per item
Additional Listings \$2.35 per item
Minimum Charge \$25.00

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 September 28, 2007
Ads due October 15, 2007.

All ad material should be sent to:
Canada Wide Magazines & Communications Ltd.
4th Floor, 4180 Lougheed Highway, Burnaby BC V5C 6A7
Tel: 604.299.7311 Fax: 604.299.9188
E-mail: ads@canadawide.com

Size	Price	Ad Production
Black & White		
1/4 page (horizontal)	\$235	\$45
1/2 page (horizontal)	\$390	\$55
Full page (run of book only)	\$535	\$75
Spot Color (surcharge)		Add to BW rate
Green Spot	\$35	<i>BW production rates apply.</i>
Custom Spot	\$115	
Full Colour		
1/4 page (horizontal)	\$555	<i>All 4 colour production rates to be quoted.</i>
1/2 page (horizontal)	\$710	
Full page (run of book only)	\$855	
Inside Front/Back Cover	\$1,050	
Beside Inside Front/Back Cover	\$1,050	
Outside Back Cover	\$1,280	
Map Full Page Ad	\$1,050	
Tabs (4 spots only)	\$1,050	



FOR AD SALES CONTACT: Barb Nelson @ BC Landscape & Nursery Association
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FAX: 604.574.7773; Cell: 604.328.0029; Email: bnelson@bclna.com