

HortWest

BC Landscape & Nursery Association Publication • RATE CARD 2010

Planting Profits: Advertise and See Your Business Bloom!

With HortWest, your advertising dollar reaches Western Canada's ornamental horticulture industry decision makers. It is the most efficient method available for reaching those companies who purchase horticultural and landscape products and services.



target **your** market

**HortWest is distributed throughout BC
and the Prairie provinces to:**

- **Allied Suppliers**
- **Garden Centres**
- **Government Agencies**
- **Industry Educators**
- **Landscape Architects**
- **Landscape Professionals**
- **Nursery Growers**
- **Parks Board Managers**
- **Sod Growers**

who should advertise?

Landscape Suppliers • Product Distributors • Product Manufacturers

Wholesale Nurseries • Wholesale Nursery Suppliers • Educational Institutes

contact

Contact Barb Nelson Tel: 604.574.7772

Fax: 604.574.7773 • Email: bnelson@bclna.com

features:

Total Circulation: 1,325

Published 10 times per year

CanWest Show Guide
Special Edition

Full Color Magazine

15% BCLNA Member Discount

Various Ad Space Sizes Available

Classifieds

Marketplace





HortWest 2010

Rates

Size	1 Time	6 Times	*CanWest Show Guide
Colour			
Market Place	\$465	\$455	\$600
1/6 page	\$560	\$525	\$700
1/4 page	\$625	\$600	\$760
1/3 page	\$685	\$660	\$820
1/2 page	\$800	\$750	\$920
2/3 page	\$895	\$850	\$995
Full page	\$995	\$925	\$1100

Black & White

Market Place	\$100	\$90	\$195
1/6 page	\$195	\$160	\$295
1/4 page	\$260	\$235	\$355
1/3 page	\$320	\$295	\$415
1/2 page	\$435	\$385	\$515
2/3 page	\$530	\$485	\$590
Full page	\$630	\$560	\$695

Spot Colour

Add to B&W Rate

HortWest	\$200
*CanWest Show Guide	\$250

Position Ads

Outside Back Cover	15% extra
Inside Front / Back Cover	10% extra

Classifieds

\$35 per column inch (Columns are 2 3/8" wide)
 Check out our online classifieds.
 Rates and listings available at
www.bclna.com.

Run ons

\$150 / 1000 sheets

Inserts

\$300 min. charge.
 Cost varies depending on weight
 of insert.

Set-up charges

Ads that are not print ready will be charged for set up. Rates vary according to work required.

* Must be an exhibitor to advertise in this issue.

BCLNA members receive 15% DISCOUNT

Mechanical Requirements

Space Size	Width	Depth	Space Size	Width	Depth
1/6 Page Horizontal	4 7/8"	2 3/8"	1/2 Page Horizontal	7 1/2"	4 7/8"
1/6 Page Vertical	2 3/8"	4 7/8"	2/3 Page Vertical	4 7/8"	10"
1/4 Page Horizontal	7 1/2"	2 3/8"	Full Page (live size)	7 1/2"	10"
1/3 Page Horizontal	7 1/2"	3 1/4"	Full Page (trim size)	8 1/2"	11"
1/3 Page Vertical	2 3/8"	10"	Full Page (bleed size)	8 3/4"	11 1/4"
1/3 Page Square	4 7/8"	4 7/8"	Bleed Page	8 1/2"	11"+ trim
1/2 Page Digest	4 7/8"	7 1/2"	Market Place	2 1/2"	3"

Issue Dates • Deadlines

Issue	Booking Deadline	Ad Due
February	January 11	January 21
March	February 8	February 18
April	March 5	March 17
May	April 12	April 22
June	May 7	May 19
July/August	June 11	June 23
CanWest Show Guide	July 9	July 22
September	August 6	August 18
October	September 1	September 14
November	October 8	October 21
December/January	November 12	November 24

Copy & Contract Regulations

- Advertisers and advertising agencies agree that HortWest shall be under no liability for their failure for any cause to insert any advertisement.
- Rates are subject to change without notice.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with policies covered by this media package.
- Advertisers and advertising agencies assume liability for all content including text, representation, illustrations or advertisements printed and reproduction of colour ads, and also assume responsibility for all claims arising therefrom against the publisher.
- All advertising copy is subject to the publisher's approval.
- Advertisers are only guaranteed six-time rate protection when shown in written contractual form, approved in writing by the publisher. Advertisers will be billed the one-time current rate if they fail to comply with the above. Ad cancellations received after the space close date will be charged full payment.
- Payments of cash, approved cheque, money order, Visa or Mastercard must accompany the order unless a credit rating has been established. All accounts must be paid within thirty (30) days of receiving billing. There are no cash discounts. Overdue accounts will be subject to a 2% per month interest charge.

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 Adobe InDesign, QuarkXPress, Adobe Illustrator and Adobe Photoshop will be accepted. Macintosh format is preferred.
- 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 or DVD. Files can also be emailed to kborys@canadawide.com or by posting to Canada Wide's online file transfer system. Call Kristina Borys for more information and for a detailed Print Media Specifications sheet. (604.473.0334).

For Ad Sales Contact Barb Nelson

Tel: 604.574.7772 • Toll Free: 1.800.421.7963 (BC only)

Fax: 604.574.7773 • Cell: 604.328.0029 • Email: bnelson@bclna.com

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