



Advertising Rates and Specifications

About *The Aquatic Gardener*

Dimensions: 5.5in. W x 8.5in. H
 No of Pages: 44
 Full-color: yes
 Frequency: quarterly
 Circulation: 1000

Advertising Rates

The rates per issue are as follows, based on a one-year/4 issues per year commitment:

<u>Ad Location</u>	<u>Dimensions*</u>	<u>Rate per Issue</u>
Center Spread	11in. W x 8.5in. H	\$750 (two pages)
Back Cover	5.5in. W x 8.5in. H	\$500 (currently reserved)
Inside Covers	5.5in. W x 8.5in. H	\$400 (currently reserved)
Other full page	5.5in. W x 8.5in. H	\$300
Half page	5.5in. W x 4.25in. H	\$150 for year commitment, \$175 one time ad only

*Please also add a 1/8 in. bleed!

We prefer a PDF file on disk, but can also accept Illustrator, Quark Xpress, PageMaker, InDesign, EPS & TIFF. CMYK is preferred. Please include all fonts used if not embedded. Resolution should be at least 300dpi. Ads must be supplied according to the following publication schedule:

<u>Issue</u>	<u>Quarter</u>	<u>Materials Due</u>	<u>Printed</u>	<u>Mailed</u>
TAG 20-3	Jul-Sep 2007	Jun 15	Jul 23	Jul 30
TAG 20-4	Oct-Dec 2007	Sep 15	Oct 22	Oct 29
TAG 21-1	Jan-Mar 2008	Dec 1, 2007	Jan 14	Jan 21
TAG 21-2	Apr-Jun 2008	Mar 1	Apr 14	Apr 21
TAG 21-3	Jul-Sep 2008	Jun 1	Jul 16	Jul 23
TAG 21-4	Oct-Dec 2008	Sep 1	Oct 13	Oct 20

Please e-mail adverts@aquatic-gardeners.org or for more information. *Please do not send ads to this e-mail address!*