

SAN DIEGO COUNTY



Flower & Plant
Representing Professional
Growers, Shippers
and Suppliers
ASSOCIATION

2019 Membership Directory & Buyers' Guide Advertising Rate Card

CIRCULATION

The *Directory* is distributed to all members of the Association, regional landscape and interiorscape firms, and wholesale and retail buyers across the continent. Additional copies printed are distributed as the result of press releases placed in major U.S. floriculture and nursery publications.

ADVERTISING RATES	B&W	4 Color
Back Cover (Color only)	N/A	\$1800.00
Inside Covers (Color only)	N/A	\$1200.00
Full Page	\$425.00	\$ 650.00
Half Page	\$350.00	\$ 400.00
Quarter Page	\$250.00	\$ 300.00

AD DIMENSIONS

	Width	x	Height
Full Page, bleed	Trim: 8.5	x	11
	Live Area: 7	x	10
	Bleed: 8.75	x	11.25
Full Page, non bleed	7	x	10
Half Page	7	x	4.875
Quarter Page	3.312	x	4.875

Advertisement Submission

DIGITAL FILES

We only accept hi res pdfs. 300dpi, cmyk no rgb. Do not take an image from the web at 72dpi and convert to 300dpi. This will result in a poor quality image when printed. Scan photos at 300dpi. Files smaller than 20mb can be emailed.

AD DESIGN

We will design your ad for you at the prevailing rate. Please contact Mary Tomlinson at (858) 361-4255, email: paradisgrafix@gmail.com

ISSUANCE & CLOSING DATES

Publication will be available for distribution January 2019. **Closing date for camera-ready copy is October 1, 2018. Payment must be received by Oct. 1, 2018 for ad to appear in directory.**

CONDITIONS FOR PAYMENT

Check for payment made payable to SDCF&PA must be enclosed with the order. Checks must be received by Oct. 1, 2018 to ensure placement in the directory. Graphic artist work will be billed separately by the artist. Credit cards accepted.

ADVERTISING CONTRACT

We wish to place an ad in the 2019 SDCF&PA *Membership Directory & Buyers Guide* and would like to reserve the following space:

	B&W	4Color
Back Cover	N/A	_____
Inside Front Cover	N/A	_____
Inside Back Cover	N/A	_____
Full Page	_____	_____
Half Page	_____	_____
Quarter Page	_____	_____

The Ad Copy:

- () Ad copy enclosed
- () Ad copy to be sent before 10-1-18 deadline
- () Repeat last year's ad

Company Name: _____

Contact: _____

Authorizing Signature: _____

Address _____

City/State/Zip _____

Phone: _____

Email: _____

Charge my Credit Card: Visa Master Card

Exp. date: _____ 3 digit code: _____

Zip code: _____

Signature: _____

\$ _____ Enclosed

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