



# GR<sup>o</sup>WING TRENDS

2010 MEDIA KIT

# GROWING TRENDS

THE OFFICIAL PUBLICATION OF THE  
ILLINOIS GREEN INDUSTRY ASSOCIATION®

**GROWING TRENDS is a monthly, online publication dedicated to providing members and other Green Industry professionals with important information, including:**

- Upcoming Events
- Feature Special Interest Articles
- My Favorite Plant Articles
- Business Reports
- Time-Sensitive Industry Updates
- IGIA President's Message
- Legislative And Public Policy Updates
- Industry Educational Articles

**The Illinois Green Industry Association (IGIA) is a not-for-profit organization representing the diverse organizations and individuals who make up the Illinois Green Industry.**

We are growers, designers, contractors and vendors. We are individuals and organizations of all shapes and sizes whose services, products, passion and expertise drive the \$5.2 billion Illinois nursery and landscape industry that makes Illinois a greener place to live.

Our membership is deeply involved with and dedicated to representing our industry with regard to legislation and regulation, at both state and national levels. From third-generation nurserymen to irrigation manufacturers and beyond, our association is a diverse cooperation of active, engaged members and we welcome everyone who plays a part in our shared mission to join us.

**Use the online publication *GROWING TRENDS* to grow your brand, make connections and target your message. Companies advertise in *GROWING TRENDS* for many reasons...**

- Reach the \$5.2 billion Illinois nursery and landscape industry
- Have your ad seen each month by 5000 growers, designers, landscapers, manufacturers, retailers and more
- Be seen in one of the most recognized trade publications in the country
- Receive a 10% discount on ad space for IGIA members



Serving the Nursery and  
Landscape Industry Since 1925.  
2900 Greenbriar Dr., Springfield, IL 62704  
Phone: 217-546-4733

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# 2010 Advertising Rates

	1X	3X	6X	12X
1/8 Page	\$265	\$225	\$200	\$150
1/4 Page	\$525	\$450	\$350	\$250
1/2 Page*	\$680	\$600	\$450	\$350
Full Page*	\$850	\$775	\$650	\$500

\*For either dimension of a half or full page ad

## Hot Links

Drive traffic to your Web site by enhancing your ad with a clickable hot link - available to everyone and **free with the purchase of a full page ad.**

**Contact us for additional information.**

- IGIA members receive a 10% discount on ad space
- No agency discounts are given

Advertising copy must be received at least one month prior to the issue in which it is to run. To qualify for frequency rates, advertisements must fall within the same calendar year, be purchased at the same time and are non-negotiable.

### Ad Specifications: W x H

- |                 |                |                       |
|-----------------|----------------|-----------------------|
| • Full Page:    | 8.5" x 11"     | With Magazine Borders |
| • Full Page:    | 8.25" x 10.25" | Full Page-No Border   |
| • Half Page:    | 3.75" x 10"    | With Magazine Borders |
| • Half Page:    | 8" x 4.75"     | Full Page-No Border   |
| • Quarter Page: | 3.75" x 4.75"  |                       |
| • Eighth Page:  | 3.75" x 2.125" |                       |

### Ad Requirements:

- All artwork must be submitted electronically, or on CD with a hard copy.
- Accepted formats:
  - pdf - High resolution (300 dpi) with all fonts embedded
  - jpg - High resolution (300 dpi)
  - tif - High resolution (300 dpi)



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## SPONSORSHIP OPPORTUNITIES

The Illinois Green Industry Association organizes several events throughout the year to provide education, information and more along with a forum for our members to organize, network and exchange ideas. Event sponsorship is a highly-visible way for you to show your support for the Illinois Green Industry and have your name seen by thousands of green-minded professionals at these widely-attended events.

## CONTACT

If you are interested in advertising, sponsorship opportunities or have any questions, comments or suggestions regarding *GROWING TRENDS* or the Illinois Green Industry Association's many promotional opportunities, please contact IGIA Communications Director, Joe Khayyat, at [joe@illinoisgreen.net](mailto:joe@illinoisgreen.net).

Advertisers can also print and complete our insertion order and send it to:

Illinois Green Industry Association  
2900 Greenbriar Dr., Springfield, IL 62704  
Fax: 217-546-4703



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Green Industry  
Association**

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## Insertion Order

Company (Advertiser): \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Insertion Date (check)	Year	Ad Size	Ad Type (Circle One)	Ad Title	Deadline	Cost
<input type="checkbox"/> Jan.	_____	_____	Color/B&W	_____	Dec. 1	\$ _____
<input type="checkbox"/> Feb.	_____	_____	Color/B&W	_____	Jan. 1	\$ _____
<input type="checkbox"/> March	_____	_____	Color/B&W	_____	Feb. 1	\$ _____
<input type="checkbox"/> April	_____	_____	Color/B&W	_____	March 1	\$ _____
<input type="checkbox"/> May	_____	_____	Color/B&W	_____	April 1	\$ _____
<input type="checkbox"/> June	_____	_____	Color/B&W	_____	May 1	\$ _____
<input type="checkbox"/> July	_____	_____	Color/B&W	_____	June 1	\$ _____
<input type="checkbox"/> Aug.	_____	_____	Color/B&W	_____	July 1	\$ _____
<input type="checkbox"/> Sept.	_____	_____	Color/B&W	_____	Aug. 1	\$ _____
<input type="checkbox"/> Oct.	_____	_____	Color/B&W	_____	Sept. 1	\$ _____
<input type="checkbox"/> Nov.	_____	_____	Color/B&W	_____	Oct. 1	\$ _____
<input type="checkbox"/> Dec.	_____	_____	Color/B&W	_____	Nov. 1	\$ _____

## TERMS AND CONDITIONS

To ensure publication of advertisement in the issue selected, payment must accompany the insertion order unless credit has been established. No advertisement will be executed until payment is received in full. Advertisers and advertising agencies assume liability for all content of advertisements and responsibility for any claims made against the Association. The editor reserves the right to reject any advertising not in keeping with the publication's standards.

This form is a binding contract between the above-signed company to place an advertisement and the Illinois Green Industry Association to publish an advertisement in the above requested issues of *Growing Trends*. If the signed company wishes to cancel any of the above requested ad placements, a written notice must be received in the IGIA office by the 15th of the month prior to the publication's issue date. Any cancellation notices received after the 15th of the month prior to the issue date may or may not result in the ad being cancelled from publication. If the ad is not cancelled from the requested publication issue, then the above signed company will be responsible for payment of the placed ad.

I hereby agree to the terms and conditions stated above.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

To place an advertisement in *Growing Trends*,  
 please complete the insertion order and send it to:  
 • IGIA, 2900 Greenbriar Dr., Springfield, IL 62704  
 Fax: 217-546-4703 or E MAIL to  
 joe@illinoisgreen.net



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