

2010 Advertising

Exclusive Offer for Public Gardens!

\$250 Quarter Page Ads

Print Ad Specifications

Directory Ad (1/4 page vertical):

2 1/4" w x 3 11/16" h
(2.25" x 3.6875")

Price: \$250



Ads must be submitted as press-optimized grayscale Adobe PDF files with fonts embedded; minimum resolution 300 dpi. Please provide a laser proof.

Digital Ad Specifications

Web Ad Package:

Web button ad: 138 pix. x 138 pix.

Web bottom banner ad: 400 pix. w x 60 pix. h

E-mail Ad Specification:

E-mail button ad: 150 pix. x 150 pix.

E-mail banner ad: 350 pix. x 60 pix.

All web and e-mail ad files must be in JPEG format at 96 or 72 dpi. Provide the URL your ads will link to.

We send e-mails to our customers to remind them of upcoming Open Days garden tours in their area. Your ad can be placed in any of our Open Day e-mail reminders allowing you to target very specific audience. Call us at (888) 842-2442 for details.

Advertising on our web site and e-mails is highly customizable. We would be happy to discuss your advertising needs and to design a tailor-made digital advertising package that suits you.

Send us an e-mail at ads@gardenconservancy.org. We will send you links to our web pages for your area of interest and a sample of our e-mail reminders.

Advertising Contract - Public Gardens

Advertiser: _____

Account Contact: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Creative Contact: _____
(if different from above)

Phone: _____

Fax: _____

E-mail: _____

Artwork is attached

Ad File Name: _____

10% Off

2010 Directory advertisers receive 10% off web and e-mail ads through the 2010 season

Advertiser hereby authorizes and promises to pay The Garden Conservancy for the following ad(s).

1/4 page public garden ad (\$ 250.00) \$ _____

Choose the perfect placement for your ad:

- Place my ad with the private gardens in my area.
- Place my ad next to my listing in public garden section.

Total payment enclosed: \$ _____

* Any ad that requires artwork, photography, or typesetting will be billed at cost plus 20%.

Please bill me in 2010.

Signature: _____

Date: _____

Advertising Deadlines

Dec. 15, 2009
ad contracts

Friday, Jan. 1, 2009
Print Ads: artwork

Web site and e-mail advertising is scheduled on an ongoing basis. Please call us to schedule yours.

Send To

The Garden Conservancy's Open Days
11 Old Postal Road/P.O. Box 219
Cold Spring, NY 10516

ads@gardenconservancy.org | fax: (845) 265-5392

**Contact us for information on larger and/or color ads, web ads, and e-mail ads.
(888) 842-2442 | ads@gardenconservancy.org**