

NURSERY VIEWS



Kentucky's Green Audience Reads Nursery Views

The official publication of the *Kentucky Nursery & Landscape Association*

There is no better way to reach an audience of horticultural professionals in the State of Kentucky than through Nursery Views magazine. This niche audience consists only of *qualified prospects in your industry.*

The magazine is sent quarterly to each member of the KNLA, a professional network of:

- Nursery Growers
- Garden Centers
- Landscape Contractors
- Landscape Architects

Total Circulation: 510 +

Call us today at
615-790-3718



FULL PAGE AD

	4X	1X
Black & White:	\$835	\$880
Color:	\$1,185	\$1,230

2/3 PAGE

	4X	1X
Black & White:	\$712	\$748
Color:	\$1,062	\$1,098

1/2 PAGE — Island or Horizontal

	4X	1X
Black & White:	\$604	\$636
Color:	\$954	\$986

1/3 PAGE — Vertical or Square

	4X	1X
Black & White:	\$438	\$461
Color:	\$788	\$811

BUSINESS CARD — Vertical or Horizontal

	4X	1X
Black & White:	\$170	\$177
Color:	\$520	\$527

AD DESIGN

Leading Edge can design your ad at an affordable rate. Give us a call for details.

SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$131
Inside Front Cover:	Additional \$105
Inside Back Cover:	Additional \$105
Double Page Spread:	Additional \$184
Power Page Spread:	CUSTOM

Members of the Kentucky Nursery & Landscape Association are eligible for discounts — call us for details!



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Business Card Horiz.

1/3 Page Vertical



1/2 Page Island

Full Page



1/2 Page Horiz.



1/3 Page Square

Business Card Vert.

IMPORTANT DEADLINES & ADVERTISING TECHNICAL SPECS

DEADLINES

2010 ISSUE	INSERTION DUE	MATERIALS DUE
Spring	12/2/2009	12/9/2009
Summer	4/13/2010	4/20/2010
Fall	7/16/2010	7/23/2010
Winter	9/14/2010	9/21/2010

Ads submitted for placement **MUST** follow these guidelines:

TECHNICAL SPECIFICATIONS

PDF (Portable Document Format) is the required file format for *Nursery Views*. PDF files must be created with Acrobat Distiller 4.05 or higher.

AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page*	8 3/8" (8.375")	10 7/8" (10.875")
Power Page, Left*	7 5/8" (7.625")	10 7/8" (10.875")
Power Page, Right*	8 1/4" (8.25")	10 7/8" (10.875")
2/3 Page	4 7/8" (4.875")	9 7/8" (9.875")
1/2 Page Island	4 7/8" (4.875")	7 11/16" (7.66")
1/2 Page Horiz.	7 3/8" (7.375")	4 15/16" (4.937")
1/3 Page Vert.	2 1/4" (2.25")	9 7/8" (9.875")
1/3 Page Sq.	4 7/8" (4.875")	4 15/16" (4.937")
Bus. Card Vert.	2 1/4" (2.25")	4 15/16" (4.937")
Bus. Card Horiz.	4 7/8" (4.875")	2 1/4" (2.25")

*ONLY FULL PAGE ADS BLEED.

- Scanned images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- All PDFs must be high resolution/press optimized.
- Files must be 100% size, no rotations.
- Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.
- We **CANNOT** accept graphics in InDesign, Pagemaker, Power-point, PC-only programs (i.e., Corel Draw, Microsoft Word), Freehand, Photoshop CS3 / CS4 or Illustrator CS3 / CS4.

FTP SITE INSTRUCTIONS

<http://leadingedgecommunications.com/files>

- **Username:** leupload
- **Password:** upload2le
- Go to bottom of page to *upload files* link. Please, email your Account Executive what your ad is named on the site and name of publication.

IMPORTANT:

Any ads that do not meet the specifications will be charged \$125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed \$95 per hour.

SEND MATERIALS TO

Leading Edge Communications, LLC
 ATTN: Publisher
 206 Bridge Street
 Franklin, Tennessee 37064
 Phone: (615) 790-3718 • Fax: (615) 794-4524

VIA EMAIL

NurseryViews@LeadingEdgeCommunications.com

IMPORTANT For Full Page Ads:

- **Bleed size:** 8.875" x 11.375" (for full page ads; 1/4" on all sides)
- **Trim size:** 8.375" x 10.875"
- **Live area:** 7.625" x 10.125" (vital copy must remain 3/8" from trim size)

