

RATES ad dimensions SPECS

DISPLAY AD rates per issue*

AD SIZE	1x	3x	6x	12x
full PAGE	\$3,115	\$2,915	\$2,755	\$2,430
2/3 PAGE	2,585	2,450	2,340	2,085
1/2 PAGE	1,925	1,805	1,750	1,550
1/3 PAGE	1,205	1,145	1,090	1,040
1/6 PAGE	810	770	735	695

CLASSIFIED AD rates per issue*

AD SIZE	3x	6x	12x	AD SPECS
3"	\$205	\$195	\$190	24 lines of copy
2 1/2"	170	165	160	20 lines of copy
2"	145	140	135	16 lines of copy
1 1/2"	110	105	100	12 lines of copy
1"	85	80	75	8 lines of copy
1/2"	60	60	60	4 lines of copy

*Rates are for color or black and white ads.

(2 1/2" Column Width)

ad sizes width x height

Two-page Spread	15 3/4" x 10 7/8"
w/bleed	16" x 11 1/8"
Full Page	7 7/8" x 10 7/8"
w/bleed	8 1/8" x 11 1/8"
2/3 Vertical	4 1/2" x 10"
1/2 Horizontal	7" x 4 7/8"
1/2 Island	4 1/2" x 7 3/8"
1/2 Vertical	3 5/16" x 10"
1/3 Square	4 1/2" x 4 7/8"
1/3 Vertical	2 3/16" x 10"
1/6 Horizontal	4 1/2" x 2 1/2"
1/6 Vertical	2 3/16" x 4 7/8"

New Accounts: The first ad placed by a new advertiser is to be prepaid. After the first ad, credit terms are available upon approval of credit application.

Cancellations: A charge of 50% of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

Additional Services: Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs and Post-it® Notes.

Full-Page Ad Files: Content must fit in trimmed area 7 7/8" x 10 7/8". Include full 1/8" bleeds. To ensure important content does not get cut off, fit all text and images 1/4" inside trimmed area. Additional mechanical specifications on separate enclosure.

Preferred programs include:

- QuarkXPress for Macintosh
- Adobe Photoshop CMYK TIFF, EPS or JPEG files at a resolution of 300 dpi
- Adobe Illustrator CMYK EPS files
- High resolution PDF

Contracts, space orders and ad materials should be addressed to:

Florists' Review Advertising Department
3300 SW Van Buren
Topeka, KS 66611-2588
(785) 266-0888 • (800) 367-4708
Fax: (785) 266-0333
advertising@floristsreview.com

2/3
Vertical

1/3
Vertical

1/2
Island

1/6
Horizontal

1/2
Horizontal

1/3
Square

1/6
Vertical

1/2
Vertical