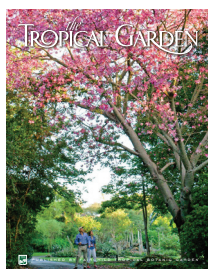


the TROPICAL GARDEN

The official publication of Fairchild Tropical Botanic Garden

Advertising Agreement and Insertion Order



The Tropical Garden is the official publication of Fairchild Tropical Botanic Garden, highlighting tropical news, feature stories, the latest in tropical horticulture, botanical research and education, as well as information about Fairchild's special events. Published quarterly, *The Tropical Garden* reaches more than 45,000 readers, plus a significant online audience, who love plants, botany, conservation and garden design. They are affluent, involved readers who are concerned about local and global environmental issues and enjoy garden-related and community activities. Each issue includes news about what's blooming, gardens and gardening, tropical fruit, science and conservation efforts and the garden's educational outreach programs. South Florida societies affiliated with Fairchild are highlighted, as are historical stories from the garden's archives.

Company Name _____ Contact _____

Billing Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Payment Method: Check Cash MasterCard VISA Discover AMEX

Credit Card Number _____ Exp. Date _____ Signature _____

Checks should be made payable to *Fairchild Tropical Botanic Garden*. The advertiser will receive one complimentary copy of the magazine, per paid insertion. Any cancellations should be made no later than 14 days after the deadline. Payment is due in accordance with deadline schedule. Rates and deadlines are subject to change.

Advertisement rates				
	1x	4x(1yr)	8x(2yrs)	12x(3yrs)
Spread	\$2,300	\$2,000	\$1,800	\$1,600
Full page	\$1,700	\$1,300	\$1,100	\$900
1/2 page	\$1,000	\$800	\$650	\$550
1/4 page	\$500	\$450	\$400	\$350
1/8 page	\$450	\$375	\$350	\$325

Professional design rates	
Fairchild offers graphic design services. The following rates apply.	
Spread	\$500
Full page	\$300
1/2 page	\$250
1/4 page	\$200
1/8 page	\$150

Premium advertisement positions		
Covers are sold on a non-cancelable contract for either 4 or 8 insertions.		
	4x (1 yr)	8x (2 yrs)
Back Cover	\$3,500	\$3,000
Inside Front Cover	3,000	2,800
Inside Back Cover	3,000	2,800

Insertion (please circle)				
2015		Spring	Summer	Fall
2016	Winter	Spring	Summer	Fall
2017	Winter	Spring	Summer	Fall
2018	Winter	Spring	Summer	Fall
2019	Winter	Spring	Summer	Fall

Ad size (see reverse for sizes and specifications)	
<input type="checkbox"/> Spread <input type="checkbox"/> Full page <input type="checkbox"/> 1/2 horizontal <input type="checkbox"/> 1/2 vertical <input type="checkbox"/> 1/4 vertical <input type="checkbox"/> 1/8 horizontal	
Net cost per insertion	\$
Number of insertions	\$
Total net cost	\$
Design rate (if applicable)	\$
Total	\$

Deadlines					
	FALL 2016	WINTER 2017	SPRING 2017	SUMMER 2017	FALL 2017
Deadline to submit art	July 15	October 15	January 15	April 15	July 15
Deadlines for advertisers to make changes	September 1	December 1	March 1	June 1	September 1
TTG delivered	October 15	January 15	April 15	July 15	October 15

FAIRCHILD TROPICAL BOTANIC GARDEN®

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156 • 305.667.1651 • www.fairchildgarden.org

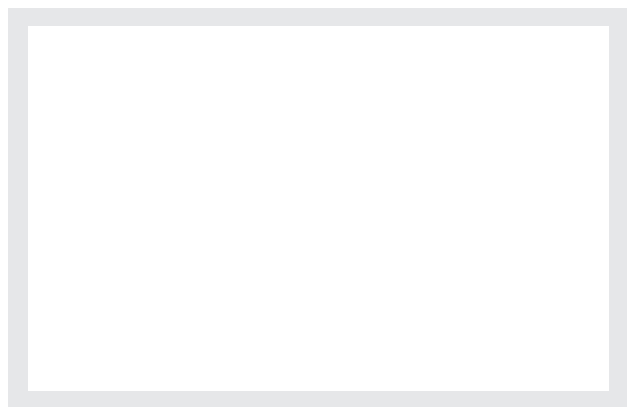


Mechanical Requirements

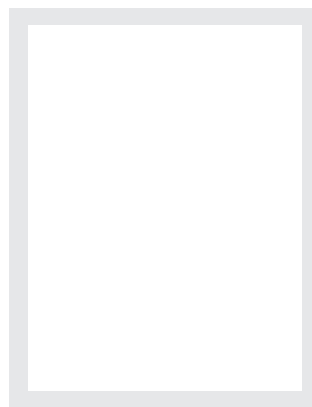
Publication Trim size

The Tropical Garden has a trim size of 8.375" x 10.875" with 0.5" margins.

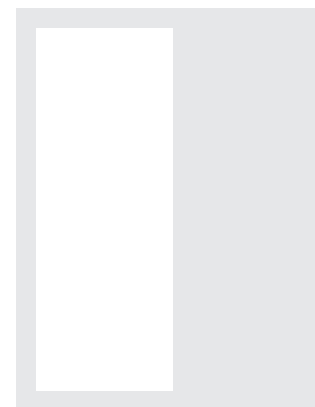
Ad Measurements



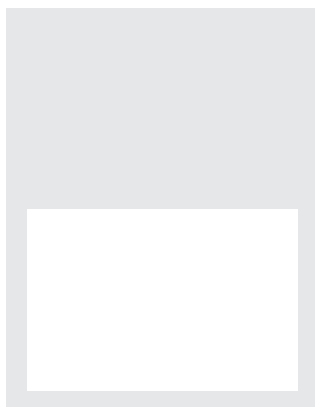
SPREAD
15.75" x 9.875"



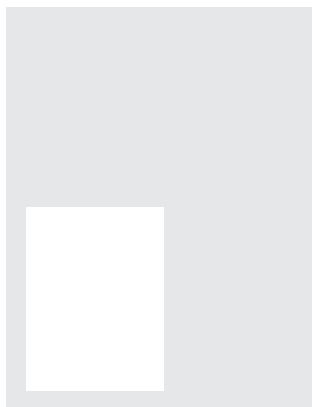
FULL PAGE
7.375" x 9.875"



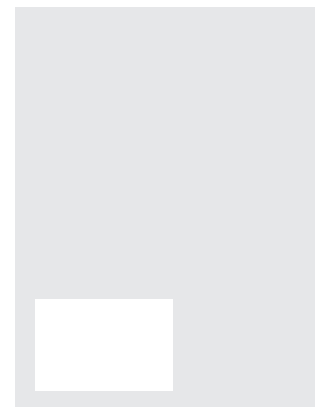
1/2 VERTICAL
3.625" x 9.875"



1/2 HORIZONTAL
7.375" x 4.875"



1/4 VERTICAL
3.625" x 4.875"



1/8 HORIZONTAL
3.625" x 2.375"

All ads must be submitted as high-resolution (press quality) PDF format only. Before creating the PDF, make sure your images are converted to CMYK and saved in TIFF or high-resolution JPEG. The resolution of all images should be 300 dpi at final reproduction size. All fonts must be embedded in the PDF.

Please submit your artwork to lbowe@fairchildgarden.org. If your artwork is over 10 MB, we recommend to use www.hightail.com, www.dropbox.com or www.sharefile.com.

For more information, please contact Leslie Bowe at 305.667.1651, ext. 3338 or lbowe@fairchildgarden.org.

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