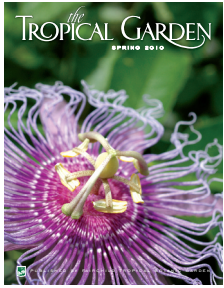


# the TROPICAL GARDEN

## Advertising Agreement and Insertion Order



*The Tropical Garden* is the award winning magazine published by 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 35,000 readers 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.

Advertisement rates				
	1x	4x(1yr)	8x(2yrs)	12x(3yrs)
Spread	\$2,000	\$1,800	\$1,700	\$1,500
Full page	\$1,400	\$1,000	\$900	\$750
1/2 page	\$900	\$750	\$600	\$500
1/4 page	\$450	\$400	\$350	\$325
1/8 page	\$425	\$350	\$325	\$315

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	\$2,600	\$3,000
Inside Front Cover	\$2,400	\$2,700
Inside Back Cover	\$2,500	\$2,800

Insertion (please circle)				
2010				Fall
2011	Winter	Spring	Summer	Fall
2012	Winter	Spring	Summer	Fall
2013	Winter	Spring	Summer	Fall
2014	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	\$

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. **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. Fairchild reserves the right to refuse or deny any advertisement.

FAIRCHILD TROPICAL BOTANIC GARDEN

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156-4296 USA • 305.667.1651 • www.fairchildgarden.org

# the TROPICAL GARDEN

## Mechanical Requirements

*The Tropical Garden* has a trim size of 8.5" x 11" with 0.5" margins. The following is a guideline for submitting your advertisements electronically.

### Accepted Materials:

Press-ready files like:

Adobe High Resolution PDF: PDF is our preferred format. Before creating the PDF, make sure your images are saved in TIFF format and converted to CMYK.

Adobe Photoshop Image (TIFF or EPS): TIFF and EPS files are accepted. Original artwork must be 300 dpi final size and converted into CMYK.

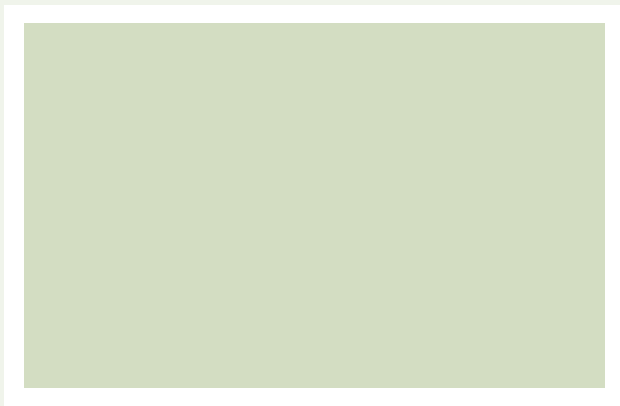
Adobe Illustrator: Make sure your Illustrator file is saved as EPS. All type must be converted into outlines.

### Unacceptable Files:

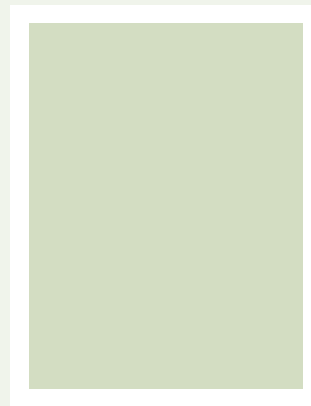
Microsoft Word, Microsoft Excel, Microsoft Publisher, Corel Draw, Corel Word Perfect, Corel Ventura, Adobe FileMaker, Adobe FrameMaker, JPEG files (.jpg), Windows Metafiles (.wmf), BMP files (.bmp), GIF files (.gif).

Please submit your artwork to [mnovo@fairchildgarden.org](mailto:mnovo@fairchildgarden.org). If your artwork is over 10 MB, we recommend to use [www.yousendit.com](http://www.yousendit.com) or mail us a CD/DVD.

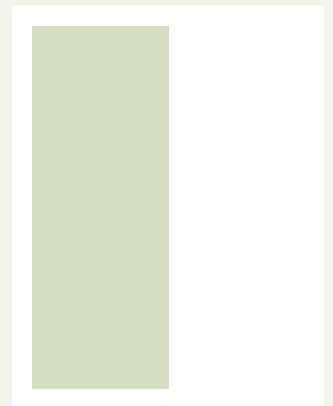
For more information, please contact Mari Novo at 305.667.1651, ext. 3357 or [mnovo@fairchildgarden.org](mailto:mnovo@fairchildgarden.org).



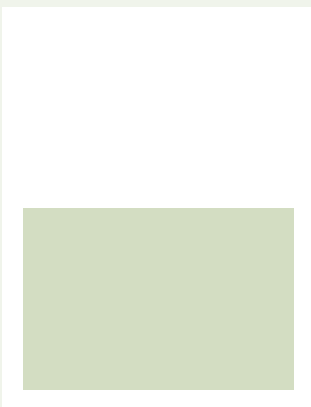
SPREAD  
(Non-Bleed) 16" x 10"



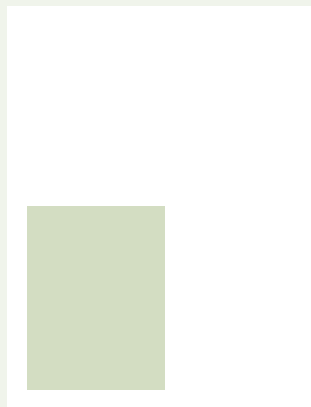
FULL PAGE  
(Non-Bleed) 7.5" x 10"



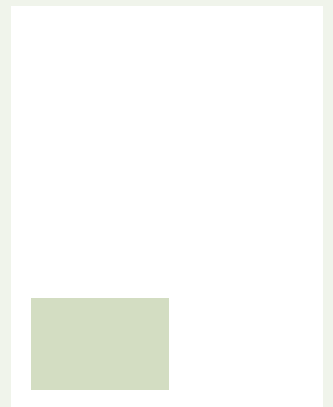
1/2 VERTICAL  
(Non-Bleed) 3.68" x 10"



1/2 HORIZONTAL  
(Non-Bleed) 7.5" x 4.94"



1/4 VERTICAL  
(Non-Bleed) 3.68" x 4.94"



1/8 HORIZONTAL  
(Non-Bleed) 3.68" x 2.4"

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