

2018 Annual Conference Program Book Advertising



AD SIZE

- Full page
 1/2 page
 1/3 page

RATES

Ad Size	Rate
Full Page	\$1000
1/2 Page	\$600
1/3 page	\$350

SPECIFICATIONS

Ad Size	W	D
Full Page	7.75"	10.25"
1/2 Page	7.75"	5"
1/3 Page	7.75"	3.25"

2018 DEADLINES

<u>Reservations</u>	<u>Materials</u>
March 18	March 30

ADVERTISING CONTRACT

ADVERTISER CONTACT INFORMATION

Company: _____
 Contact: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Product or service to be advertised: _____

AGENCY INFORMATION

Agency: _____
 Contact: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 Email: _____

PAYMENT INFORMATION

Gross Rate (per insertion): \$ _____
 Less 15% for Corporate Gold members*: (\$ _____)
 Net Due (per insertion): \$ _____

By signing below, I agree to abide by the conditions listed on the reverse of this contract.



2018 Annual Conference Program Book

Artwork Requirements and Submission Guidelines

DIGITAL AD SPECIFICATIONS

All ads must be sent as press-ready PDFs.

The American Public Gardens Association reserves the right to resize any ad that does not conform to our guidelines.

REMITTANCE

Please send your signed contract and ad to:

Jen Moszczynski
Member Development Manager
jmosz@publicgardens.org | 610.708.3014

Please send payment to:

Kate Tyrawski
Office Manager
ktyrawski@publicgardens.org | 610.708.3012

BILLING & CONTRACT INFORMATION

Billing

Advertisers are billed immediately after receipt of contract. All payments are due within 30 days. The Association reserves the right to require full payment in advance for companies with a poor payment history. Accounts that are outstanding 90 days or more by the publication deadline may be prohibited from future advertising until full payment is received. Accounts over 120 days past due may be referred to a collection agency.

Materials

Unless other arrangements are made, American Public Gardens Association keeps advertising materials on file for one year.

Discounts

Corporate Gold Members

15% of gross billing allowed to Association Corporate Gold members on space and position **when paid within 30 days of date of invoice.**

Cancellations

No cancellations accepted after the deadline.

Contract Information

Advertisers and advertising agencies assume liability for all content and also assume responsibility for all claims arising therefore against the publisher. The publisher reserves the right to add the word "advertisement" at the top of any advertisement that in the publisher's opinion represents editorial content and to refuse advertising copy not consistent with the goals of the American Public Gardens Association.