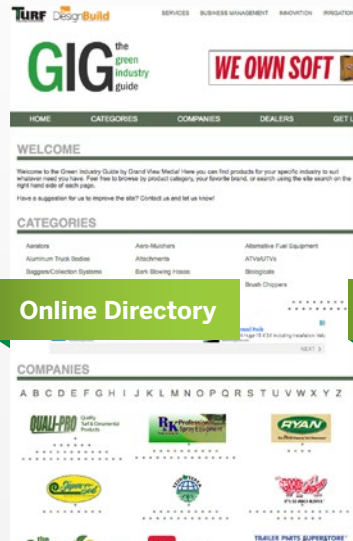


GIG the green industry guides

The **Green Industry Guide** offers an unparalleled opportunity to engage landscape contractors year-round through an integrated, multi-platform approach.



Online Directory



Print + Digital Digest



E-Newsletter

GET 24-7-365 COVERAGE WITH OUR POWERFUL MULTI-PLATFORM DIRECTORY

Print – A digest-sized component featuring comprehensive, in-depth research on how the industry has performed the past year and what readers can expect in the coming year. It will be mailed (via polybag) to 20,000 *Turf*, *Turf Design Build*, *Tree Services* and *American Nurseryman* subscribers with the April issue. A digital version of the print guide will be sent to 95,000 green industry professionals.

Online Directory – The online directory will be promoted year-round in *Turf*, *Turf Design Build*, *Tree Services* and *American Nurseryman*, on our network of brand sites.

E-news – Targeted monthly e-newsletters to *Turf*, *Turf Design Build*, *Tree Services* and *American Nurseryman*. The digital GIG will also be promoted in publication e-newsletters throughout the year.

Social – Social media channels for each brand will be used to promote the GIG throughout the year. Increase your visibility among our social audience by sponsoring a GIG social post for \$1,000 or customize a social opportunity about your brand and product featured in the GIG for \$2,500.

Low-Cost / High-Impact Opportunities for You

Print advertisers in the **Green Industry Guide** will receive exposure across digital platforms* for one price!

Full Page Ad + Full Page Advertorial – \$2,500

1/2 Page Horizontal Ad + 1/2 Page Advertorial – \$1,250

1/4 Page Vertical Ad – \$700

* Social promotion not included and can be purchased for additional exposure.

Online Only Listing – \$500

Print Issue: April 2017	
CLOSING DATE:	MATERIALS DUE:
February 18, 2017	February 25, 2017
Size	Width x Height
Spread	10-1/2" x 8-3/8" **
Full Page	5-1/4" x 8-3/8" **
1/2 Page	4-3/8" x 3-3/8"
1/4 Page	2" x 3-3/8"

** Trim dimension, for ads that bleed please add 1/8" to all sides. Please make sure all text is inset 1/4" from trim edge.