

# Landscape

Spring • Summer | 2011

MAGAZINE

# Ohio!

## The Great Outdoors

Get a look at award-winning  
landscaping projects.



The only consumer and industry publication that exclusively promotes the green industry



**Cleveland**  
MAGAZINE

**Ohio**  
Magazine

# Landscape Ohio! MAGAZINE



**Cleveland**  
MAGAZINE

**Ohio**  
Magazine

## A Publication Dedicated To Promoting The Green Industry

The Ohio Landscape Association recognizes the importance of marketing - not only to promote the association and teach homeowners why they need to hire a professional landscape contractor, but also to promote you, our member .

In conjunction with *Cleveland Magazine* and *Ohio Magazine*, we have created *Landscape Ohio! Magazine* - a unique editorial product, both in print and online, creating a powerful marketing tool for our members.

### Exclusively designed for OLA Members

With landscape specific content that will provide context for your advertising message, *Landscape Ohio! Magazine* will feature a combination of our current OLA membership directory, as well as consumer stories - making it an ideal way to reach the widest audience of potential customers.

The magazine will showcase member projects in feature story, trend pieces and products highlights, and will also include the 15th Annual *Landscape Ohio!* award winners in the May issue.

### Reach the customers you want with a distribution plan that includes:

With 55,000 monthly readers of *Cleveland Magazine* and *Ohio Magazine* and distribution in the May and September issues, readers will find your advertising message delivered directly into their mailbox, inserted with the issue. Additional copies of the magazine will also be used by the OLA for promotion at consumer garden shows.

As an added bonus, *Landscape Ohio! Magazine* will be available as an electronic magazine via the Internet at [ohiolandscapers.org](http://ohiolandscapers.org), [myohiolandscape.com](http://myohiolandscape.com) and [clevelandmagazine.com](http://clevelandmagazine.com). Your ad or listing will be featured with a link to your web site.

In all, your ad will reach tens of thousands of area readers, all with the purchasing power to buy your products and services.

### **SPRING/SUMMER 2012**

(MAY - featuring the *Landscape Ohio!* Award Winners)  
Ad Sales Close: 3/9/2012 • Materials Due: 3/15/2012

### **FALL/WINTER 2012**

(SEPTEMBER)  
Ad Sales Close: 7/11/2012 • Materials Due: 7/19/2012

CALL YOUR ACCOUNT REPRESENTATIVE OR CONTACT PAUL KLEIN TODAY  
AT 216-377-3693 OR [KLEIN@GLPUBLISHING.COM](mailto:KLEIN@GLPUBLISHING.COM).

#### **Cleveland Magazine and Ohio Magazine readers make home improvements:**

**\$215,000** average market value of home

**89%** own their own home or condo

**11%** own a vacation or weekend home

**88%** refer to the magazines for  
home improvement ideas

**63%** plan a major landscaping project

**46%** enjoy outdoor gardening

**37%** refer to the magazines when  
purchasing home furnishings

**30%** will hire professional help for landscaping



## Member Rates & Display Advertising Specifications

Rates*	Member 1X	Member 2X	Non-member	Dimensions**
<b>Full Page</b>	\$3,565	\$3,250	\$3,920	7" x 10"
<b>2/3 Page</b>	\$2,415	\$2,200	\$2,655	4 5/8" x 10
<b>1/2 Page</b> (horizontal)	\$1,840	\$1,675	\$2,025	7" x 4 3/4"
<b>1/2 Page</b> (vertical)				4 5/8" x 7 3/4"
<b>1/3 Page</b> (square)	\$1,265	\$1,150	\$1,390	4 5/8" x 4 7/8"
<b>1/3 Page</b> (vertical)				2 1/4" x 10"
<b>1/4 Page</b> (square)	\$1,020	\$900	\$1,125	3 3/8" x 4 7/8"
<b>1/6 Page</b> (horizontal)	\$650	\$595	\$715	4 5/8" x 2 3/8"
<b>1/6 Page</b> (vertical)				2 1/4" x 4 7/8"
<b>Full Page</b> (trim)				8" x 10 7/8"
<b>Full Page</b> (bleed)				8 1/4" x 11 1/8"

\*Pricing is discounted for OLA Members. Non-members, add 10% to earned rates.

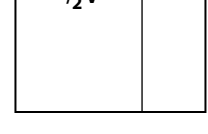
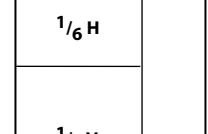
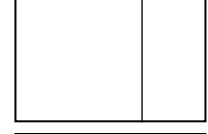
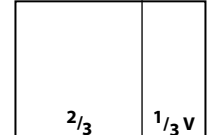
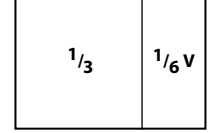
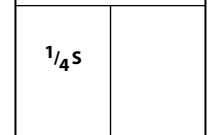
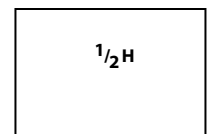
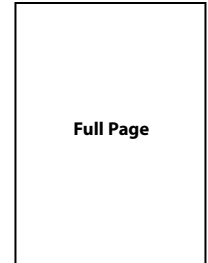
\*\*Bleed specs include 1/8" bleed on all sides. Keep live matter 1/4" from the trim..

**Cover Positions (per issue):**

- 4th Cover – earned rate + 25%**
- 3rd Cover – earned rate + 15%**
- 2nd Cover – earned rate + 20%**

### Electronic Requirements

- PDF documents are preferred.** Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.
- Ad Proofs:** Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.
- Spot Color Ads:** (Use of PMS inks) We do not support spot color printing for the publication. Therefore, 2- and 3-color ads must be produced in a CMYK equivalent.
- Specifications:** All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 fonts. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press quality PDF file is available at [www.glpublishing.com](http://www.glpublishing.com).
- Ad Templates:** All ad dimensions listed above are available at [www.glpublishing.com](http://www.glpublishing.com) in a PDF for you to download and then import into your layout program.
- Accepted Media:** Files may be submitted on CD-ROM or sent to our FTP site, visit [www.glpublishing.com](http://www.glpublishing.com) for step-by-step instructions. We cannot receive ad materials through e-mail.
- Film:** Great Lakes Publishing is Computer to Plate and cannot accept film.



**Start getting calls today!**  
 Call your account representative or Paul Klein, Publisher of Custom Media,  
 at (216) 377-3693 or [klein@glpublishing.com](mailto:klein@glpublishing.com)





# Landscape Ohio! Magazine Specialty Listing Order Form

Please complete and return by fax to 216-781-6318.

## Company Information: (Please provide the following as it should appear in print)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

My Company is a:  Contractor  Supplier  Trade-related Service

## Specialty Listings: (Check as many listings as you wish)

1-5 Listings \$45 ea.  6-10 Listings \$35 ea.  11-15 Listings \$30 ea.  16 or More Listings \$20 ea.

### Contractors

- Arbors/Gazebos/Pergolas
- Brush Hog
- Carpentry
- Christmas Lighting
- Concrete –  
Decorative Patios, Walks, Walls
- Concrete Driveways
- Decks
- Design –  
Commercial Landscapes
- Design –  
Residential Landscapes
- Excavation
- Fall Clean-up
- Fencing
- Fertilization – Trees/Shrubs
- Fertilization – Lawn Programs
- Fire Pits
- Fireplaces
- Flower Installation –  
Perennial/Annual
- Grading and Drainage
- Grills
- Hot Tubs
- Hydroseeding
- Land Clearing
- Landscape Lighting

- Lawn Aeration
- Lawn Applications & Diagnosis
- Lawn Mowing, Edging,  
Trimming
- Lawns Installation – Seed/Sod
- Mulch Installation
- Organic Lawn Care
- Organic Tree Care
- Outdoor Kitchens
- Patios – Natural Stone
- Patios – Pavers
- Perennial Gardens
- Perennial Care
- Pesticide Application
- Pizza Ovens
- Pond Maintenance
- Putting Greens
- Retaining Walls
- Rototilling
- Salting
- Snow Plowing
- Snow Removal
- Spas
- Sport Courts & Surfaces
- Spring Clean-up
- Sprinkler Systems/Irrigation
- Stump Grinding
- Sustainable Gardens

- Swimming Pools
- Tree & Shrub  
Fertilization & Diagnosis
- Tree and Shrub Installation
- Tree Moving/Transplanting
- Tree Removal
- Tree Trimming
- Tree and Limb Chipping
- Walkways – Natural Stone
- Walkways – Pavers
- Water Features  
(Ponds, Fountains, Waterfalls)
- Waterproofing
- Weeding
- Wood Structures
- Other (list)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Gravel
- Hand Tools/Supplies
- Lawn Mowers – Commercial
- Lawn Mowers – Retail
- Lawn Sprinklers
- Machinery
- Mulch – Bagged
- Mulch – Bulk
- Natural Stone
- Outdoor Lighting
- Pavers/Manufactured Stone
- Pond Supplies
- Power Equipment
- Sand
- Skidsteers/Excavators
- Snowplows
- Topsoil – Bagged
- Topsoil – Bulk
- Trucks
- Wholesale Nursery Sales
- Other (list)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Product Sales

- Chemicals/Fertilizers
- Compost
- Fuel
- Garden Center

## Authorization: (Please complete the quantity and pricing information. Your order is confirmed with signature below. If you complete and submit the form electronically, your submission message will be the order confirmation.)

Specialty Listings Purchased: \_\_\_\_\_ x Price/Specialty @ \$ \_\_\_\_\_ ea. = \$ \_\_\_\_\_ Specialty Total

Fall/Winter 20 \_\_\_\_\_  Spring/Summer 20 \_\_\_\_\_ X \_\_\_\_\_ Number of Issues  
= \$ \_\_\_\_\_ Invoice-Total

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Visa  MC  Am/Ex  Other \_\_\_\_\_ Card #: \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_