The Growing Concern is the official monthly publication of the Ohio Landscape Association and features green industry articles that help OLA members run their businesses professionally and successfully.

Beautiful and full color throughout, The Growing Concern provides Ohio’s green industry advertisers an extremely cost-effective option to deliver their message!

Put your products in front of your customers and prospects before they make their purchasing decisions.

What’s inside?
- Art Work Specifications
- Rates for Both Members & Non Members
- Preprinted Inserts
- Submission Guidelines
- Circulation Information
- Insertion Order

Effective and Affordable Advertising for Green Industry Suppliers

Encouraging Professional Standards and Promoting the Green Industry
2019/2020 DISPLAY ADVERTISING RATES AND SPECIFICATIONS

**FULL PAGE**
- 7.5” wide
- 9.75” tall

**HALF PAGE**
- 3.63” wide
- 9.75” tall (VERT.)

**HALF PAGE**
- 7.5” wide
- 4.75” tall (HORT.)

**QUARTER PAGE**
- 3.63” wide
- 4.75” tall

### SIZE

<table>
<thead>
<tr>
<th></th>
<th>1 TIME ONLY</th>
<th>3 PRE-PAID INSERTIONS</th>
<th>6 PRE-PAID INSERTIONS</th>
<th>12 PRE-PAID INSERTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE *</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OLA MEMBER</td>
<td>$340</td>
<td>$330</td>
<td>$320</td>
<td>$310</td>
</tr>
<tr>
<td>NON MEMBER</td>
<td>$425</td>
<td>$415</td>
<td>$405</td>
<td>$390</td>
</tr>
</tbody>
</table>

|          |             |                       |                       |                        |
| HALF PAGE |             |                       |                       |                        |
| OLA MEMBER | $235        | $225                  | $220                  | $210                   |
| NON MEMBER | $305        | $300                  | $295                  | $290                   |

|          |             |                       |                       |                        |
| QUARTER PAGE |          |                       |                       |                        |
| OLA MEMBER | $180        | $175                  | $170                  | $160                   |
| NON MEMBER | $220        | $215                  | $210                  | $205                   |

*Full page insertions may bleed at no additional charge. See bleed specifications below.

**ALL AD INSERTION PRICES INCLUDE THE COST OF FULL COLOR.**

**ARTWORK REQUIREMENTS**

All ads are priced assuming they are submitted as camera ready. If artwork is not camera ready or not acceptable quality, there will be a charge (min. $30) to make the ad camera ready.

All artwork must be submitted in color and conform to the size requirements shown above. All files should be at least 300 dpi and converted to CMYK (cyan, magenta, yellow, black) with all fonts embedded. Spot colors are not supported. PDF files are preferred, but we can accept files in a variety of software packages. Call for details.

Please Note: Advertiser may change the ad copy with each insertion, as long as the ad artwork is received prior to the submission deadline. Insertions do not have to appear in consecutive issues.

**BLEED SPECIFICATIONS**

Full page insertions may bleed at no additional charge. Bleed specifications include 1/4” bleed on all sides. Live matter to be kept 1/4” from trim (8.5” x 11”).

**CLASSIFIED RATES**

Classified Advertising is available on-line only.

**COVER PLACEMENTS**

Cover placements - such as the inside front, inside back, or outside back - are on a first-come, first-served basis, and are $100 in addition to the ad insertion rate. Call the OLA for more information and availability.

**PRE-PRINTED INSERTS**

Pre-printed inserts can be inserted into the magazine and poly bagged. Call the OLA for more information and additional details.

**CONTRACT TERMS**

To receive the pre-paid discount, the full amount of the ad contract must be PRE-PAID before the beginning of the advertiser’s first scheduled ad insertion. We cannot provide an agency discount. Contracts not pre-paid will be billed upon publication with a term of net 15 days. The Ohio Landscape Association reserves the right to cancel ads of advertisers with past due balances.

**SUBMISSION GUIDELINES**

The insertion deadline is the tenth of the month prior to publication. All submissions are to include a contract. The editor cannot assume responsibility for errors if proper instructions are not submitted with your artwork. It is the sole responsibility of the advertiser to notify the Ohio Landscape Association of ad running dates. The OLA is not responsible to inquire about or confirm running dates.

**MONTHLY CIRCULATION**

Over 4,000 combined for both print and digital issues. Each issue appears electronically on our industry website - all advertiser insertions receive a link to their company website at no additional cost. Magazine overruns are used for promotional purposes and are given to members and non-members at OLA events and other industry tradeshows. Advertisers are featured in the Ad Index inside each issue.
The Growing Concern

ADVERTISING INSERTION ORDER

ADVERTISER’S NAME ________________________________________________________________

BILLING NAME (IF DIFFERENT) _________________________________________________________

ADDRESS ____________________________________________________________

CITY ____________________________ STATE ______ ZIP ____________________________

CONTACT NAME ____________________________ EMAIL ____________________________

PHONE (_____) ____________________________ FAX (_____) ____________________________

ADVERTISER’S SIGNATURE ____________________________ DATE ____________________________

THE ABOVE COMPANY WILL ADVERTISE IN THE GROWING CONCERN DURING THE FOLLOWING MONTHS:

☐ JANUARY 20___ ☐ JULY 20___ ☐ JANUARY 20___ ☐ JULY 20___

☐ FEBRUARY 20___ ☐ AUGUST 20___ ☐ FEBRUARY 20___ ☐ AUGUST 20___

☐ MARCH 20___ ☐ SEPTEMBER 20___ ☐ MARCH 20___ ☐ SEPTEMBER 20___

☐ APRIL 20___ ☐ OCTOBER 20___ ☐ APRIL 20___ ☐ OCTOBER 20___

☐ MAY 20___ ☐ NOVEMBER 20___ ☐ MAY 20___ ☐ NOVEMBER 20___

☐ JUNE 20___ ☐ DECEMBER 20___ ☐ JUNE 20___ ☐ DECEMBER 20___

AD SIZE

☐ FULL PAGE ☐ HALF PAGE ☐ QUARTER PAGE

COVER PLACEMENT*

☐ INSIDE FRONT ☐ INSIDE BACK ☐ OUTSIDE BACK

PAYMENT DESIRED

☐ 1 TIME ONLY (NET 15 DAYS)

☐ 3 PRE-PAID INSERTIONS 3x $________ + $________ (COVER PLACEMENT*) = AMOUNT ENCLOSED $________

☐ 6 PRE-PAID INSERTIONS 6x $________ + $________ (COVER PLACEMENT*) = AMOUNT ENCLOSED $________

☐ 12 PRE-PAID INSERTIONS 12x $________ + $________ (COVER PLACEMENT*) = AMOUNT ENCLOSED $________

FULL CONTRACT MUST BE PRE-PAID TO RECEIVE THE PRE-PAID DISCOUNTED PRICES LISTED ON PAGE 2 OF THE ADVERTISING GUIDELINES/RATE SHEET. 

*COVER PLACEMENTS - $100 ADDITIONAL PER INSERTION. FULL-PAGE ADS ONLY. CONTACT OLA FOR COVER AVAILABILITY.

☐ CHECK NO. ____________________________ ENCLOSED

CHARGE TO MY ☐ MASTERCARD ☐ VISA

ACCOUNT NO. ____________________________ EXP. DATE ____________________________

NAME ON CARD ____________________________ SIGNATURE ____________________________

CARD BILLING ADDRESS ____________________________ LAST 3 DIGITS ON SIGNATURE LINE ____________

Make checks payable to and please send advertising contract, payment and artwork to:
Ohio Landscape Association • 9240 Broadview Road • Broadview Heights, OH 44147
440-717-0002 • In Ohio 1-800-335-6521 • Fax 440-717-0004 • info@ohiolandscapers.org • www.ohiolandscapers.org
Why your company needs to advertise with the OLA...

Plain and simple, The Growing Concern is the most cost-effective and affordable way to get your products and services in front of Ohio’s green industry contractors.

Directly market to your end-user. The majority of our readers are landscape contractors, designers, architects, and nurseries; which includes company owners, foremen and supervisors, and technicians.

One of the lowest – if not the lowest – insertion rates for a statewide trade association in the Midwest region. For example: OLA members can advertise for as low as $310 per insertion for a full-page, full-color ad.

Color is complimentary! There is no upcharge for printing your ad in full-color.

Cover placements are only $100 in addition to the insertion rate. And, again, full-color is complimentary!

Digital version is available on our website in a flipbook format - OhioLandscapers.org - on the first day of the month, delivering your message to readers in a timely manner.

Advertisers receive a free link to their website in the digital version.

Email notification that the digital flipbook is available for viewing is sent to over 2,300 email address - on the first day of the month.

We still have a print version! Some publications are now only being offered digitally to cut printing costs. We totally disagree with that line of thinking! While costs are cut, your exposure as an advertiser is also cut. Our print version is mailed out to 1,000 green industry companies/individuals, allowing for your products to be promoted, not only for a longer period of time, but also to more people in a company (i.e. owners, foremen, supervisors, technicians, etc.).

Advertiser Index appears in each issue with the name and page number of our advertisers - allowing for readers to quickly find your products and promotions.

Rate discounts for multiple insertions.

Your products and services are showcased in full-color among informative articles and pictures of beautiful plants and flowers.

It’s an environmentally friendly magazine. The Growing Concern is printed on FSC certified paper, using only soy-based inks.

It’s easy to start your campaign! Complete the insertion order and return it to the OLA office. Send your artwork. And you’re ready to go!