

2015 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Ad Close	12-9-2014	1-12-2015	3-10-2015	5-7-2015	7-8-2015	9-8-2015	11-5-2015
Materials Due	12-12-2014	1-15-2015	3-13-2015	5-12-2015	7-13-2015	9-11-2015	11-10-2015
Special Coverage	Truck & Trailers Engines	Lawn Care Product Guide	Irrigation Product Guide Attachments	Outdoor Living Product Showcase Equipment Service & Parts	Technology Franchising	GIE+EXPO Preview	Annual Listing of Hidden Gems in the Green Industry
Construction & Installation Equipment	Track loaders	Mini excavators Tillers	Skid-steer loaders Trenchers	Mini loaders	Tractors	Compact wheel loaders	GIE+EXPO highlights
Maintenance Equipment	Riding mowers String trimmers Sprayers Backpack blowers	Walk mowers Hedge trimmers Spreaders Handheld blowers	Stand-on mowers Edgers Wheeled blowers	Lawn renovation	Debris-handling	Tree care & wood-handling Brush cutters	GIE+EXPO highlights
In Every Issue	What's On My Trailer: Contractors discuss which equipment and products are helping them get the job done Green Industry Insider: The latest industry news and trends Business Management Toolbox: Business tips for small-business owners Contractor Profile: A look at how a leading landscape company is thriving in today's market Dealer Profile: Market insights from a leading equipment dealer Supplier Spotlight: News and insights from a leading equipment or product manufacturer						
Supplements					SNOWPRO	SNOWPRO	
Bonus Distribution						GIE+EXPO	

PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.

Display Ad Rates

	1X	3X	7X
Full Page spread	\$13,600	\$13,000	\$12,500
Full Page	6,820	6,545	6,275
2/3 Page	5,500	5,125	4,750
1/2 Page	4,000	3,700	3,500
1/3 Page	3,000	2,700	2,200
1/4 Page	2,500	2,100	1,835

Color Rates: Four-color process \$1,500

Premium Positions: Contact publisher

Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.75" x 10.25"	16" x 11"	15.75" x 10.75"
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

Send materials to:

Green Industry Pros
Connie Wolf, MPR
 1233 Janesville Avenue
 Fort Atkinson, WI 53538
 800-547-7377 x1679
Connie.Wolf@Cygnus.com
 FTP: (If files are larger than 10MB)
<http://webftp.cygnuspub.com>

**PDF X/1a is the preferred format
for file submission.**

For complete ad submission guidelines,
 please visit our marketing resource center
 at GreenIndustryPros.com/Advertise.