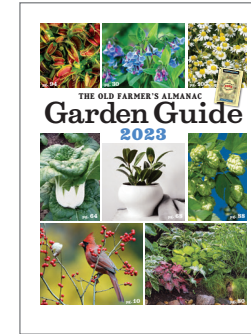


IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we come out with our annual *Garden Guide* magazine. Distributed through major retailers and garden centers, the *Garden Guide* is THE resource that hundreds of thousands of gardeners rely on each spring for inspiration, do-it-yourself ideas, and practical solutions for every experience level. If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* is essential to your marketing campaign.



ADVERTISING OPPORTUNITIES

- 4C ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- BRC cards

Custom in-book programs available upon request.

DISTRIBUTION

250,000 annually at major retailers:

- ACE
- Agway
- Albertson's
- Barnes & Noble
- Books-A-Million
- CVS
- Kroger
- Loblaws
- Lowe's
- Meijer
- Rite Aid
- Safeway
- Target
- Tractor Supply
- TruValue
- Walgreens
- Walmart



CONTRACTS DUE:

DEC. 15, 2023

MATERIALS DUE:

DEC. 21, 2023

ON NEWSSTANDS:

FEB. 13, 2024

ADVERTISING RATES & SIZES: *THE GARDEN GUIDE 2024*

With an ad in the 2024 print edition of *The Old Farmer's Almanac Garden Guide*, your brand is associated with one of North America's most trusted and beloved brands, with a print distribution of 250,000 copies!

COVERS

Cover 2.....	\$5,800
Cover 3	\$5,800
Cover 4	\$6,400

FOUR-COLOR (ROB)

Full page.....	\$3,500
2/3 page	\$2,800
1/2 page	\$2,100
1/3 page	\$1,500
1/6 page	\$850

SINGLE COLUMN (ROB)

3" column.....	\$800
2 1/2" column.....	\$700
2" column.....	\$550
1" column.....	\$300

BRC CARDS

BRC cards are available. Please call for pricing.

*1/2 island is the same size as a full page in *The Old Farmer's Almanac*.

PUBLICATION INFORMATION

Publication trim size: 8 1/8"W × 10 7/8"D
 Printing process: web offset
 Binding method: perfect-bound

PAGE SPECIFICATIONS

Ad page size: 7" × 9 3/4"
 Column depth: 9 3/4"
 Column width: 2 1/8"

UNIT SIZES

Full-page bleed, trim size: 8 1/8" × 10 7/8"
 with bleed (3/16" all sides): 8 1/2" × 11 1/4"
 live area: 7 3/8" × 10 1/8"
 safety distance from trims: 3/8"
 Double-page spread, trim size: 16 1/4" × 10 7/8"
 with bleed: 16 5/8" × 11 1/4"
 live area: 15 1/2" × 10 1/8"
 safety distance from trim and
 on both sides of gutter: 3/8"

NON-BLEED UNIT SIZES

Full page: 7" × 9 3/4"
 2/3 page V: 4 1/2" × 9 3/4"
 1/2 page H: 7" × 4 1/2"
 1/2 page island*: 4 1/2" × 7"
 1/3 page V: 2 1/8" × 9 3/4"
 1/3 page square: 4 1/2" × 4 1/2"
 1/6 page V: 2 1/8" × 4 1/2"
 1/6 page H: 4 1/2" × 2 1/8"
 3" single column: 2 1/8" × 3"
 2 1/2" single column: 2 1/8" × 2 1/2"
 2" single column: 2 1/8" × 2"
 1" single column: 2 1/8" × 1"

CONTRACTS DUE: DEC. 15, 2023

MATERIALS DUE: DEC. 21, 2023

ON SALE: FEB. 13, 2024

CONTACT:

Stephanie Bernbach-Crowe
 at 914-827-0015 or
 Stephanie@RBAdvertisingReps.com

AD MATERIAL SPECIFICATIONS & REQUIREMENTS: THE OLD FARMER'S ALMANAC & THE GARDEN GUIDE

QUESTIONS

- Phone: 800-895-9265, ext. 168
- Email: janets@yankeepub.com

MATERIAL REQUIREMENTS

Ad materials must be in digital form.

ACCEPTABLE FILE FORMATS

- Print-resolution PDF (Adobe Acrobat v10 or higher)*
- Adobe InDesign (CC or below)
- Adobe Illustrator (CC or below)
- Adobe Photoshop (CC or below)

Technical Specifications

- All color images should be supplied CMYK (no RGB or PMS)
- Line art should be supplied at 1,200 dpi at 100% placement
- 4-color images 300 dpi or higher at 100% placement (EPS, TIFF, or JPG)
- Minimum reproducible dot size is 3%

AD MATERIAL DELIVERY OPTIONS

SHIPPING ADDRESS

Yankee Publishing Inc.
Attention: Advertising Production
1121 Main Street
P.O. Box 520
Dublin, NH 03444
Phone: 800-895-9265, ext. 168

EMAIL

- File size 4 MB or under: janets@yankeepub.com

TO UPLOAD TO YANKEE FTP

All information must be entered in lowercase

- From the Web, sign on to:
<http://mx01.yankeepub.com>
(mx "zero one" yankeepub.com)
- User Name: advertising
- Password: yankee04 (yankee "zero four")
- Place ad materials in: Advertising_Folder
- Confirm to Janet Selle at: janets@yankeepub.com that the ad has been uploaded

COMMISSIONS AND CASH DISCOUNTS

1. Agency commission: 15% discount. *Material must be supplied camera-ready to earn the discount.*
2. Terms: 2% 10 days, net 30 days.
3. 1½% monthly interest charged on all accounts over 30 days.

GENERAL INFORMATION

Types of advertisements not accepted: alcohol, tobacco, money for photographs submitted, and weapons and guns with barrels under 18 inches that fire live ammunition.

Yankee Publishing is not responsible for repercussions or loss of revenue resulting from mistakes in advertising. In the case of an error, Yankee's responsibility is only to make good on its original commitment to the advertiser and nothing more.

THE OLD FARMER'S ALMANAC:

CONTRACTS DUE: MAY 3, 2024

MATERIALS DUE: MAY 10, 2024

ON SALE: AUG. 27, 2024

THE GARDEN GUIDE:

CONTRACTS DUE: DEC. 15, 2023

MATERIALS DUE: DEC. 21, 2023

ON SALE: FEB. 13, 2024