



➔ OPEN RATE COST*

PER COLUMN INCH:

B&W: \$12.50 **COLOR:** \$16.00

➔ COST FOR COMMON AD SIZES

FULL PAGE B&W: \$900.00/COLOR: \$1200.00
5-Columns (10") x 15"

HALF PAGE B&W: \$450.00/COLOR: \$600.00
5-Columns (10") x 7.5"

1/3 PAGE B&W: \$312.50/COLOR: \$400.00
5-Columns (10") x 5"

1/4 PAGE B&W: \$262.50/COLOR: \$336.00
Horizontal = 3-Columns (5.93") x 7" or Vertical = 2-Columns (3.87") x 10.5"

1/8 PAGE B&W: \$125.00/COLOR: \$160.00
2-Columns (3.875") x 5"

BUSINESS CARD B&W: \$50.00/COLOR: \$64.00
2-Columns (3.875") x 2"

**PUBLISHED THE SECOND WEEK OF
EACH MONTH IN PRINT & ONLINE**

➔ FREQUENCY DISCOUNTS

PER COLUMN INCH:

	B&W	COLOR
2x RATE:	\$11.35	\$14.35
3x RATE:	\$10.60	\$13.60
4x RATE:	\$9.75	\$12.75

Ads must be scheduled in advance.

GROWERS' GUIDE AD SPACE & MATERIAL DEADLINE: Second Wednesday of the month @2pm (PT).

➔ COMMON AD SIZES:

1/8th PAGE

2-Columns (3.875") x 5"
10 column inches

BUSINESS CARD

2-Columns (3.875") x 2"
4 column inches

HALF PAGE

5-Columns (10") x 7.5"
37.5 column inches

QUARTER PAGE (Vertical)

2-Columns (3.875") x 10.5"
21 column inches

QUARTER PAGE (Horizontal)

3-Columns (5.93") x 7"
21 column inches

1/3rd PAGE (Horizontal)

5-Columns (10") x 5"
25 column inches