



TORONTO
BOTANICAL
GARDEN

MEDIA KIT 2013





ABOUT

The Toronto Botanical Garden is a non-for-profit, charitable organization offering a complete range of innovative indoor and outdoor learning experiences for all ages.

Designed to educate and inspire, the TBG offers:

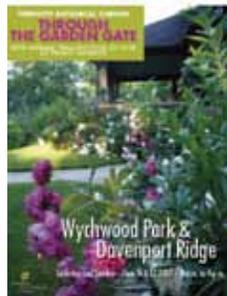
- local and international garden tours
- adult and children programs
- world renown guest lecturers
- an extensive horticultural library
- superb rental facilities
- a delightful garden shop
- a seasonal café
- the first not-for-profit LEED Silver Certified Building in the City of Toronto

ADVERTISING OPPORTUNITIES

The Toronto Botanical Garden produces two great magazines, *Trellis* and the *Through the Garden Gate Garden Guide*.



Trellis is the Toronto Botanical Garden member magazine and the primary communication vehicle for the TBG. Produced quarterly, *Trellis* conveys the range and quality of the TBG's programs and services, as well as the latest gardening and environmental information to our members and, through them, to the greater community.



Through the Garden Gate is the annual garden tour produced by the Toronto Botanical Garden. The *Garden Guide* is read by information thirsty visitors to this popular annual event.

ONLINE

New in 2013!

Be one of the first to advertise on the newly redesigned TBG Website. Space is limited so order now.

NEW

When you advertise in our publications, you receive additional discounts on ads on our website. That's real value for money! See page 5 for details.

Photo credit: Tom Arban,
Stephanie Chiang





2013 HIGHLIGHTS

TRELLIS

Travel Issue (Winter, January)

Winter is the perfect time for garden planning and finding inspiration in far away destinations. The 2013 Winter issue will include articles on some of the most intriguing garden destinations around the world, including Ireland, Malaysia and a special visit to Prince Charles' Highgrove gardens.

Super Spring Issue (Spring, February) Kids Can Grow!

To commemorate the 15th anniversary of the Toronto Botanical Garden's Teaching Garden, this special super-sized issue of Trellis is packed with gardening projects for children and feature stories on the importance of connecting kids with nature how to get kids in touch with the food they eat and how "nature play" enhances creativity.

Garden Design Issue (Summer, May)

Cutting edge design ideas, tips for creating your own garden oasis and guidelines for working with landscape designers – it's all in the Summer Garden Design issue of Trellis.

How To Issue (Fall, September)

Provides practical information on gardening techniques for gardeners at all levels of experience.

GARDEN GUIDE

"Through the Garden Gate: The crème de la crème of garden tours."

Sonia Day, Toronto Star gardening columnist.

Always a crowd pleaser, Through the Garden Gate showcases the best and most innovative gardens in Toronto. This annual event is open to the public and each ticket purchaser will receive a Garden Guide. The guide includes a map of the tour along with detailed descriptions of each garden and is highly coveted by tour participants. This event has sold-out in the past and this year's tour is sure to be one of the most popular events of the season.



BENEFITS

Trellis and the Garden Guide readers are well-informed garden enthusiasts. Each of our issues is circulated to **2,400 households** throughout **Toronto and Ontario**.

Receive special bulk rates by advertising in both of these outstanding magazines or select a 4 season package.

Advertisers to the *Garden Guide* have the opportunity to buy tickets to Through the Garden Gate for clients or friends prior to the general public. Tickets can be purchased in bulk for clients or friends and family before the event sells out.

When you advertise in our magazines, you receive additional discounts on ads on our website. That's real value for money!

Priority for previous advertisers. Space is limited. See page 5 for details.



FACTS

Circulation:

- *Garden Guide*: 2,000+ individuals
- *Trellis*: 2,400 households
- Spring super-sized issue sales at the following locations in 2013:
 - ✓ TBG's Music in the Garden (est 2,000+ attendees)
 - ✓ TBG Garden Tours (est 2,000+ attendees)
 - ✓ shopTBG (est 2,000+ visitors annually)

Demographics:

- Ages range from 40 to 60 years
- 100% of readers have a keen interest in gardening.

WHY ADVERTISE?

Let *Trellis* and the *Garden Guide* help you connect with a targeted group of readers who are highly interested in home and garden services and supplies, lifestyle and leisure activities, education and travel.

Past advertisers have included:

- Landscape and Garden Design Services
- Home and Garden Services
- Magazines and Nursery Catalogues
- Neighbourhood Restaurants and Businesses
- Gardening and Horticultural Associations
- Local and International Garden Tours and Classes
- Horticultural and Environmental Resources
- Gardening Supplies and Tools
- Lifestyle and Leisure Activities and Products

5 ways targeted ads boost sales in an uncertain economy

- It makes just as much sense to advertise in bad times as it does in good times
- Advertising is an important part of your sales strategy. Capture more market share while your competitors are waiting out the storm
- It takes time to make a sale. Advertising has a cumulative effect and continuity is the single most important factor in effective advertising
- Advertising is cost-effective way to keep in touch with customers and shows them how optimistic you are about your products and services
- Staying top of mind at all times is essential to maintain your company's strong image





MAGAZINE ADVERTISING RATES

	<i>Trellis</i> Winter, Summer and Fall Issues	Spring Super sized Issue	Garden Guide colour	Garden Guide b/w	4-Season Package (same ad size)	Annual Package 4-season & Guide (same ad size)	Online ad discount option: 3 month for price of 2 when book with <i>Trellis</i> 4 season pckg ads (see page 5 for details)
Premium Full Colour					15% discount	20% discount	33% discount
Full Page, Outside Back Page	\$1,400	\$1,650	1,725		\$4,972.50	\$6,060.00	3 month for 2
Full Page, Inside Back Page	\$1,200	\$1,425	\$1,500		\$4,271.25	\$5,220.00	3 month for 2
Full Page, Inside Cover Page	\$1,288	\$1,931	\$1,288	\$1,288	\$1,288	n/a	3 month for 2
Full Page	\$825	\$975	\$1,015	\$750	\$2,932.50	\$3,572.00	3 month for 2
2/3 Page Vertical	\$475	\$575	\$595		\$1,700.00	\$2,076.00	3 month for 2
1/2 Page Horizontal	\$385	\$455	\$480	\$380	\$1,368.50	\$1,672.00	3 month for 2
1/3 Page Vertical	\$310	\$365	\$385		\$1,100.75	\$1,344.00	3 month for 2
1/4 Page Horizontal			\$275	\$250			3 month for 2
Business Card	\$160	\$180	\$190	\$160	\$561.00	\$680	3 month for 2
Black and White							
Classified, Small, 50 words max	\$60	\$65					
Classified, Large, 100 words max	\$110	\$112					
Inserts							
Insert (included in a poly-bag), 8.5" x 11" max	\$950	\$1100	n/a	n/a			

*available only in the Garden Guide

BONUS

Early Bird Rate

Reserve any package above and pay by November 16 to 23, 2012 and receive an additional 2% off your total order.

RESERVE YOUR SPACE TODAY.

ADVERTISING DEADLINES

Issues	Closing Date	Camera Ready Art Due	Inserts Due	Circulation Dates*
Winter	Nov 09 (2012)	Nov 16 (2012)	Dec 3 (2012)	Dec 21 (2012)
Spring super- sized issue	Dec 14 (2012)	Jan 4 (2013)	Jan 28	Feb 22
Garden Guide	Mar 15	Mar 29	n/a	n/a
Summer	Apr 05	Apr 22	Apr 22	May 17
Fall	Jul 12	Jul 26	Aug 6	Aug 30
Winter '14	Oct 25	Nov 8	Dec 2	Dec 20

* Please note that circulation dates are subject to change and may vary a week prior or later than the stated dates.

PRINT ADVERTISING DEALS

Order and pay in advance to receive these discounts.

BONUS

Early Bird Rate

Reserve any package above and pay by November 16, 2012 and receive an additional 2.5% off your total order.

PREMIUM PACKAGES

Only one available.

Outside Page Package: \$5,910.00 SAVE \$1,043 *BEST DEAL

Purchase the Outside Back Page in all 4 Issues of *Trellis* and receive a 15% discount on your total order

Inside Cover Page Package: \$4,925.00 SAVE \$870

Purchase the Inside Cover Page in all 4 Issues of *Trellis* and receive a 15% discount on your total order

BULK RATE PACKAGES

Space is limited.

Annual Package: \$4,334.00 SAVE \$765 *BEST DEAL

Purchase a Full Colour Page in all 5 issues (4 issues of *Trellis* and 1 issue of the *Garden Guide*) and receive a 15% discount on your total order.

2/3 Page Package: \$2,628.00 SAVE \$292

Purchase 2/3 Page advertisements in all 4 Issues of *Trellis* and receive a 10% discount on your total order

1/2 Page Package: \$1,980.00 SAVE \$221

Purchase 1/2 Page advertisements in all 4 Issues of *Trellis* and receive a 10% discount on your total order

1/3 Page Package: \$1,356.00 SAVE \$151

Purchase 1/3 Page advertisements in all 4 Issues of *Trellis* and receive a 10% discount on your total order

F3 Package SAVE 8%

Purchase the same size advertisement in any 3 issues of *Trellis* or the *Garden Guide* and receive an 8% discount on your total order

RESERVE YOUR SPACE TODAY.

ONLINE ADVERTISING DEALS

Enhance your advertising campaign with torontobotanicalgarden.ca

The new TBG website launched in 2012. Be among the first to reach your target market on a daily basis. Gain regular access to a large and growing number of visitors for a **3 month period**.

SITE FEATURES

- Gardening events and courses
- Links to horticultural associations
- Blogging
- Green initiatives
- Gardening news and articles
- Ask a Master Gardener
- Tours and themed gardens
- Advertisers Presence *NEW

TARGET AUDIENCE

Torontobotanicalgarden.ca is targeted to an adult, educated readership interested in gardening, horticulture and environmental information.

Website Stats:

- 15,000+ unique people visit our website per month (70% New, 30% returning)
- These 15,000 visitors translate to **62,000+ page views per month** (usually the home page first)
- Your advertisement would appear on **every single page** on the website
- Ad banners receive 20,000+ impressions in a three month period which is the number of times your advertisement will be seen, a **viewership of 20,000+**.

How often would your advertisement appear?

All advertisements appear on an **ongoing, rotating basis**. How often your advertisement appears will depend on the number of other advertisements featured. Each advertisement would appear for the same amount of time before rotating off.

When a viewer clicks on your ad button they are taken to your website (or to wherever you provide the link).

Advertising Policy: TBG reserves the right to decide who is allowed to advertise on the TBG website. We do not envisage implementing restrictions on same business advertisers for our website at this time but will monitor the bookings to ensure an appropriate balance is maintained.

Ad Button Rate: to be advised

\$100 per month for minimum of 3 months (\$300). Get 3 months for price of 2 (\$200) when you book a Trellis 4-season or 4-season & Guide package.

Be one of the first to take advantage of this new and exciting opportunity. Please allow 2 weeks from receipt of artwork to appearing on our website.

How to Book:

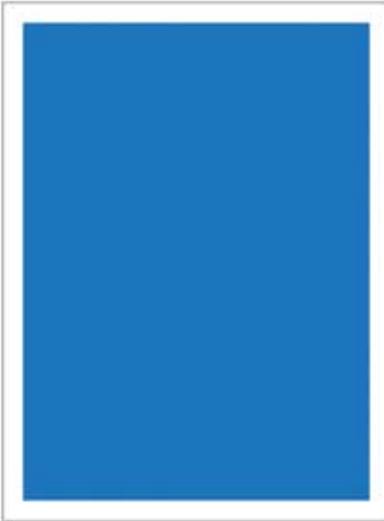
Provide Artwork Specs:

- Size: 125 x 125 pixels, 72 dpi
- The link you would like attached to your ad button

AD SIZES AND SPECIFICATIONS

Publication size after trim is 8.125 x 10.875
Trim is .125 on sides, top and bottom of form.

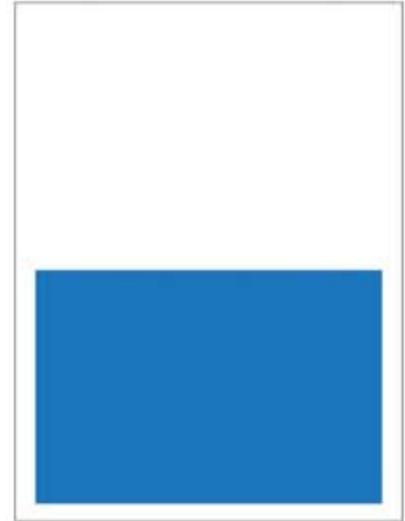
NON BLEED ADS



Full page non bleed
Ad size: 7.25 x 10



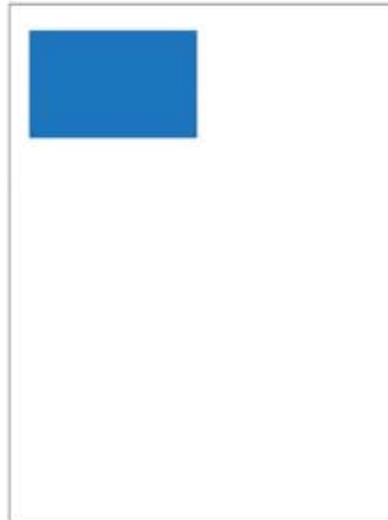
2/3 page non bleed - vertical
Ad size: 4.655 x 10



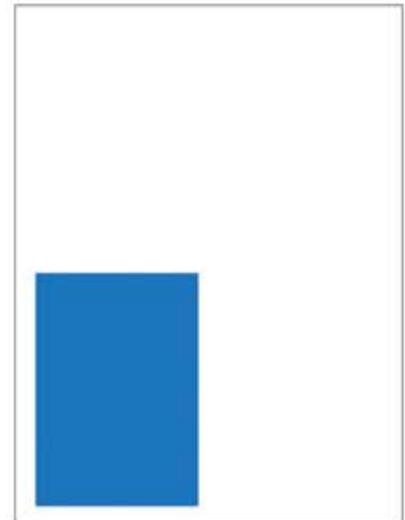
1/2 page non bleed - horizontal
Ad size: 7.25 x 4.875



1/3 page non bleed - vertical
Ad size: 2.25 x 10



Business card
Ad size: 3.5w x 2.25d



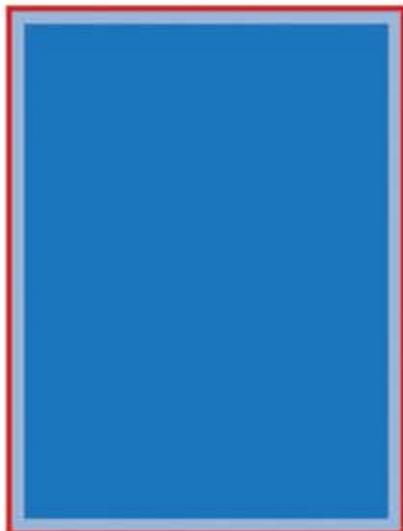
1/4 page non bleed
Ad size: 3.45 x 4.875

MATERIALS ACCEPTED: Electronic files preferred, PDF (prepress high resolution). No low-resolution online images will be accepted. Minimum resolution required is 300dpi for full-colour artwork or greyscale, at least 1200dpi for Bitmap (BW/Line Art). Please make sure all digital ad files match the ad dimensions listed. *Trellis* reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions.

AD SIZES AND SPECIFICATIONS

Publication size after trim is 8.125 x 10.875
Trim is .125 on sides, top and bottom of form.

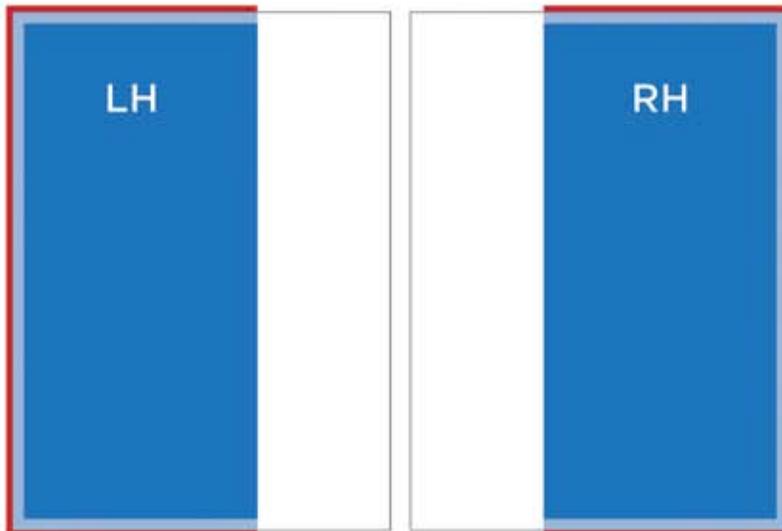
BLEED ADS



Full page bleed

Bleed untrimmed (bleed .125)
8.375w x 11.125d

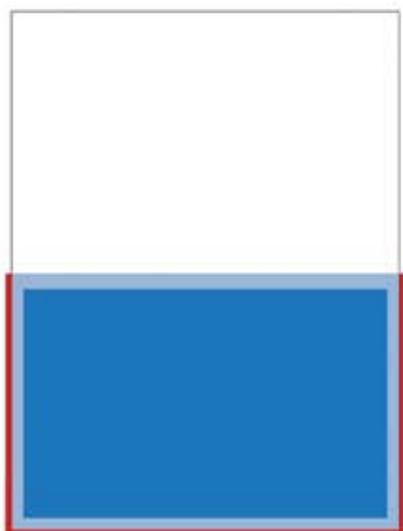
Page trim size: 8.125w x 10.875d
Live area: 7.625 x 10.375, .25 in from trim



2/3 page bleed - vertical

Bleed untrimmed: (bleed .125)
5.25 x 11.125

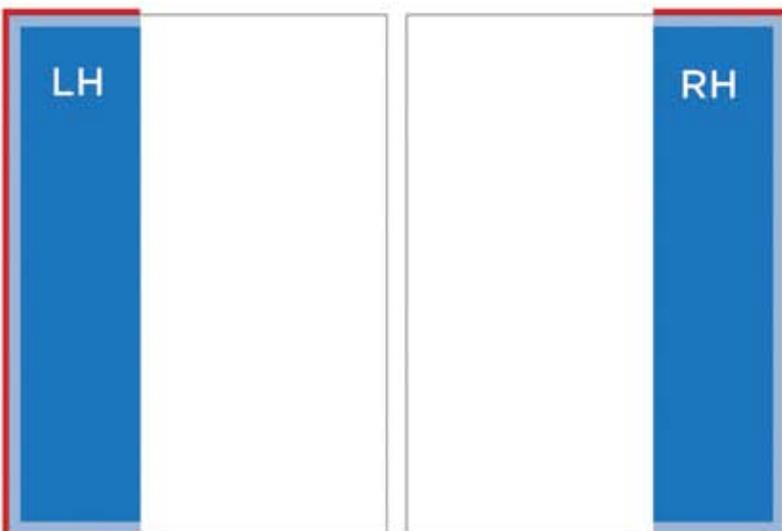
Ad trim size: 5.125 x 10.875
Live area: 4.875 x 10.375, .25 in from trim
NOTE: Ad bleeds on 3 sides from trim



1/2 page bleed - horizontal

Bleed untrimmed (bleed .125)
8.375 x 5.5

Ad trim size: 8.125 x 5.375
Live area: 7.625 x 4.8, .25 in from trim
NOTE: Ad bleeds on 3 sides from trim



1/3 page bleed - vertical

Bleed untrimmed: (bleed .125)
2.875 x 11.125

Ad trim size: 2.75 x 10.875
Live area: 2.5 x 10.375, .25 in from trim
NOTE: Ad bleeds on 3 sides from trim

MATERIALS ACCEPTED: Electronic files preferred, PDF (prepress high resolution). No low-resolution online images will be accepted. Minimum resolution required is 300dpi for full-colour artwork or greyscale, at least 1200dpi for Bitmap (BW/Line Art). Please make sure all digital ad files match the ad dimensions listed. *Trellis* reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions.



SPECIFICATIONS

Technical specifications:

- Artwork must be submitted in digital camera-ready format as well as in hard copy.
- Acceptable electronic file formats include .eps, .pdf, .tiff, .jpg.
- Resolution must be 300 dpi or greater.
- Illustrator files must have the fonts outlined.

Electronic Submissions:

Electronic files can be sent to tourguides@torontobotanicalgarden.ca or through our FTP site (inquire for instructions).

Billing Instructions:

HST will be added to the price of your ad.

Payment required with order to secure space.

Contact: *Trellis* Advertising Sales: 416-397-4145 or tourguides@torontobotanicalgarden.ca

Toronto Botanical Garden
777 Lawrence Avenue East
Toronto, ON
M3C 1P2
Tel. 416-397-1340
Fax. 416-397-1354
www.torontobotanicalgarden.ca

TERMS AND CONDITIONS

- Rates quoted are for space only.
- Rates do not include applicable taxes.
- If artwork requires modifications, there will be an extra charge.
- Proofs for correction provided upon request.
- Ads must run within 12 months of first insertion to earn bulk discounts.
- Rates do not include applicable taxes.
- Payment required with order to secure space.
- Terms of Payment: Interest of 2% per month is charged on unpaid accounts after 30 days.
- Refunds are not issued after closing date.



TBG Magazine Advertising Contract 2012

Company _____ Primary Contact _____

Address _____

City _____ Province _____ Postal Code _____

Email _____ Phone _____ Fax _____

Website _____

√	Print Advertising (circle advertising option you wish to book)	Winter	Spring super sized issue	Summer	Fall	Garden Guide colour	Garden Guide b/w	4- season pack- age 15% discount	Annual package 4- season \$ Guide (same ad size) 20% discounte
	Early Bird Rate (Book and pay by November 16, 2012)							2%	2%
	Full Page, Outside Back Page	\$1400	\$1650	\$1400	\$1400	\$1725		\$4,972.50	\$6,060.00
	Full Page, Inside Front Page	\$1200	\$1425	\$1200	\$1200	\$1500		\$4,271.25	\$5,220.00
	Full Page	\$825	\$975	\$825	\$825	\$1015	\$750	\$2,932.50	\$3,572.00
	2/3 Page Vertical	\$475	\$575	\$475	\$475			\$1,700.00	\$2,076.00
	1/2 Page Horizontal	\$385	\$455	\$385	\$385			\$1,368.50	\$1,672.00
	1/3 Page Vertical	\$310	\$365	\$310	\$310			\$1,100.75	\$1,344.00
	¼ Page Horizontal					\$275	\$250		
	Business Card	\$160	\$180	\$160	\$160	\$190	\$160	\$561.00	\$680.00
	Black and White								
	Classified, Small 50 words max	\$60	\$65	\$60	\$60				
	Classified, Large 100 words max	\$110	\$112	\$110	\$110			\$52	
	Insert (included in a polybag)	\$950	\$1100	\$950	\$950	n/a	n/a	\$103	
	Total #:								

√	Online Advertising (check 3 month period you wish to have a web presence)	Jan - Mar	Apr - Jun	Jul - Sept	Oct - Dec

Amount due _____

Name _____ Title _____

Signature _____ Date _____

Payment Options:

Visa Mastercard Cheque made payable to: **Toronto Botanical Garden**

 Credit Card Number / Expiry Date

 Name on Card / Signature

RETURN COMPLETED CONTRACT TO FAX: 416-397-1354 or CALL 416-397 4145
 THANK YOU FOR YOUR SUPPORT!