TORONTO
BOTANICAL
GARDEN

MEDIA KIT
2012

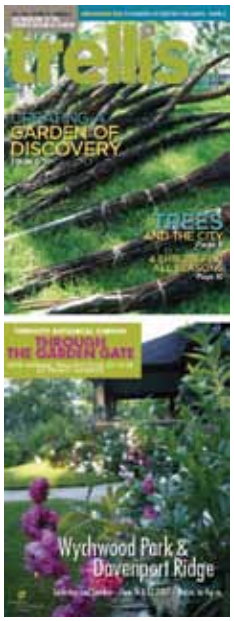
TORONTO BOTANICAL GARDEN

ABOUT

The Toronto Botanical Garden is a non-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 renowned guest lecturers
- an extensive horticultural library
- superb rental facilities
- a delightful garden shop
- a seasonal café
- the first non-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 Toronto's premier garden tour which is organized by the Toronto Botanical Garden. The *Garden Guide* is read by information-thirsty visitors to this annual event. This year marks the 25th Anniversary of the tour and will showcase the beautiful neighbourhood of Rosedale.

> "unquestionably the crème de la crème of garden tours — classy, elegant, well organized, full of useful information about plants worth growing." – Sonia Day, Toronto Star columnist

NEW

Advertise your product or service in both magazines at special bulk rates.

Photo credit: Tom Arban, Stephanie Chiang

TORONTO BOTANICAL GARDEN

2012 HIGHLIGHTS

TRELLIS

Travel Issue (Winter, January)
Winter is the perfect time for garden planning and finding inspiration in far away destinations. The 2012 Winter issue will include editorial on Floriade in the Netherlands, Huntington Botanical Garden in San Marino California, Naples Botanical Garden in Sarasota Florida and Nong Nooch Botanical Garden in Thailand.

Design Issue: Special 25 Years of Gardening Edition (Spring, February)
Celebrating the 25th Anniversary of the TBG's Through the Garden Gate. This souvenir commemorative issue of Trellis will include a look back at the last 25 years in garden design, tips and advice from the city's Top 25 Garden Innovators and practical how-to advice on pruning, planting and caring for our contemporary gardens and much more!

Plant Issue (Summer, May)
Explores the usual and not-so-usual plants that are perfect for a variety of zones. Trends, tools and garden design are explored.

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

The Spectacular Gardens of Rosedale
Celebrating the 25th Anniversary, Through the Garden Gate will visit over 15 private gardens in the exclusive neighbourhood of Rosedale. Always a crowd pleaser, Rosedale showcases the best and most innovative gardening trends. 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 the 25th Anniversary 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 of *Trellis* is circulated to **2,400 households** throughout **Toronto and Ontario**. For the Special 25 Years of Gardening Edition, we are boosting **circulation to 5,000 copies with magazine sales throughout the GTA and at Garden related events.**

Receive special bulk rates by advertising in both of these outstanding magazines.

Advertisers to the *Garden Guide* have the opportunity to buy tickets to this event 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.

TORONTO BOTANICAL GARDEN

FACTS

Circulation:

- *Garden Guide*: 2,000+ individuals
- *Trellis:* 2,400 households
- Special 25th Anniversary Edition sales at the following locations in 2012:
  - √ Canada Blooms and the National Home Show (est 145,000 attendees)
  - √ Through the Garden Gate (est. 2,000+ attendees)
  - √ 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.

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

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 a 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

	Winter	Special Edition	Summer	Fall	Garden Guide	
Premium Full Colour					**Colour***	**B/W**
Full Page, Outside Back Page	$1,545	$2,318	1,545	1,545	$1,545	n/a
Full Page, Inside Back Page	n/a	n/a	n/a	n/a	SOLD	n/a
Full Page, Inside Cover Page	$1,288	$1,931	$1,288	$1,288	$1,288	n/a
Full Page	$927	$1,391	$927	$927	$927	$650
2/3 Page Vertical	$649	$973	$649	$649	n/a	n/a
1/2 Page Horizontal	$489	$734	$489	$489	$489	$340
1/3 Page Vertical	$335	$502	$335	$335	n/a	n/a
1/4 Page Horizontal	n/a	n/a	n/a	n/a	$275**	$190**
Business Card (horizontal) / Coupon Offer	$155	$232	$155	$155	$155	$110
Black and White						
Classified, Small, 50 words max	$52	n/a	$52	$52	n/a	$52
Classified, Large, 100 words max	$103	n/a	$103	$103	n/a	$103
Inserts						
Insert (included in a polybag), 8.5” x 11” max	$927	n/a	$927	$927	n/a	n/a

**limited space available in the Garden Guide **1/4 page non-bleed only*

ADVERTISING DEADLINES

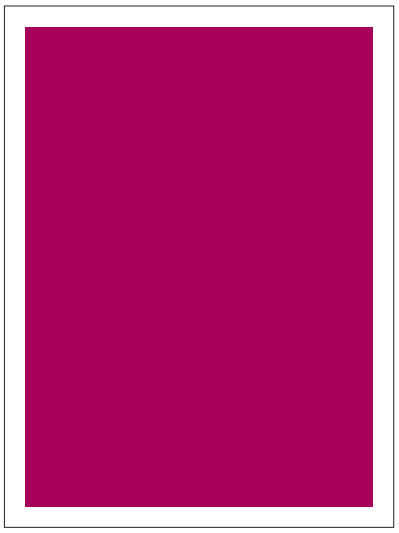
Issues	Closing Date	Camera Ready Art Due	Inserts Due	Circulation Dates*
Winter	Nov 11 (2011)	Nov 11 (2011)	Nov 28 (2011)	Dec 20 (2011)
Special Edition	Dec 16 (2011)	Dec 16 (2011)	Jan 6	Feb 20
Garden Guide	Mar 28	Apr 1	n/a	May 31
Summer	Apr 6	Apr 13	Apr 20	May 15
Fall	Jul 13	Jul 20	Jul 27	Aug 24

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

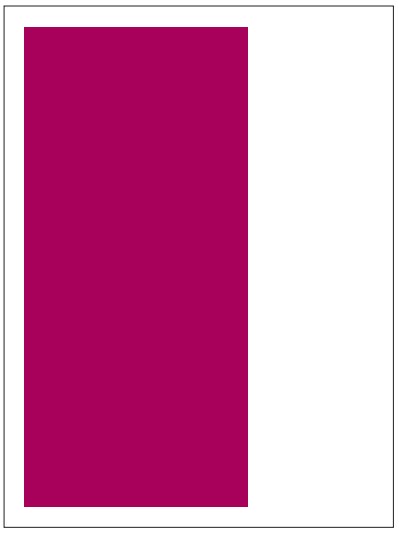
trellis THROUGH THE GARDEN GATE

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

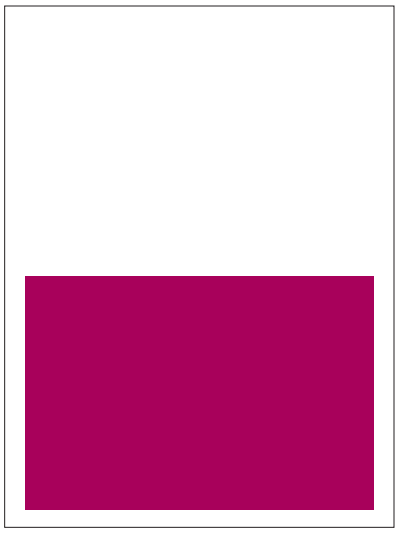
NON BLEED ADS



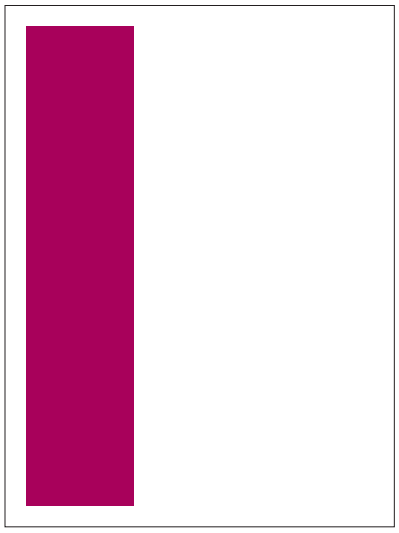
Full page non bleed
Ad size: 7.25 x 10



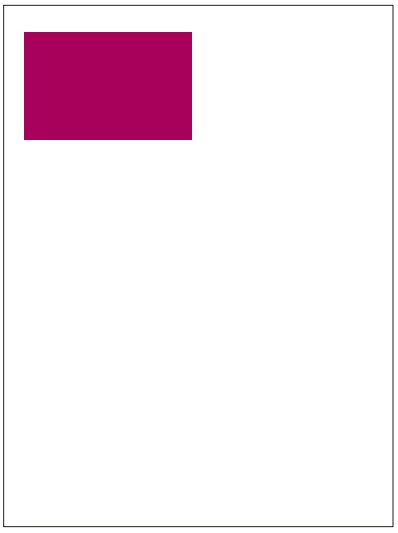
2/3 page non bleed - vertical
Ad size: 4.655 x 10



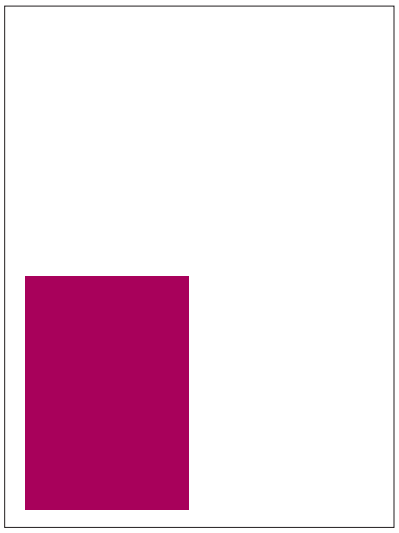
1/2 page non bleed - horizontal
Ad size: 7.25 x 4.875



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

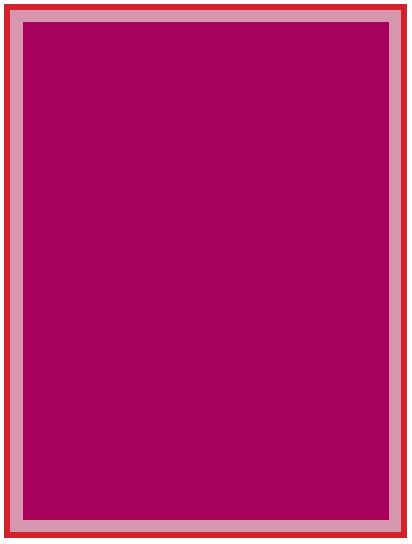
MATERIALS ACCEPTED: Electronic files preferred, PDF (prepress high resolution). No low-resolution online images will be accepted. Minimum resolution required is 300dpi for full-colour artwork or greyscale, at least 1200dpi for Bitmap (BW/Line Art). Please make sure all digital ad files match the ad dimensions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

TORONTO BOTANICAL GARDEN

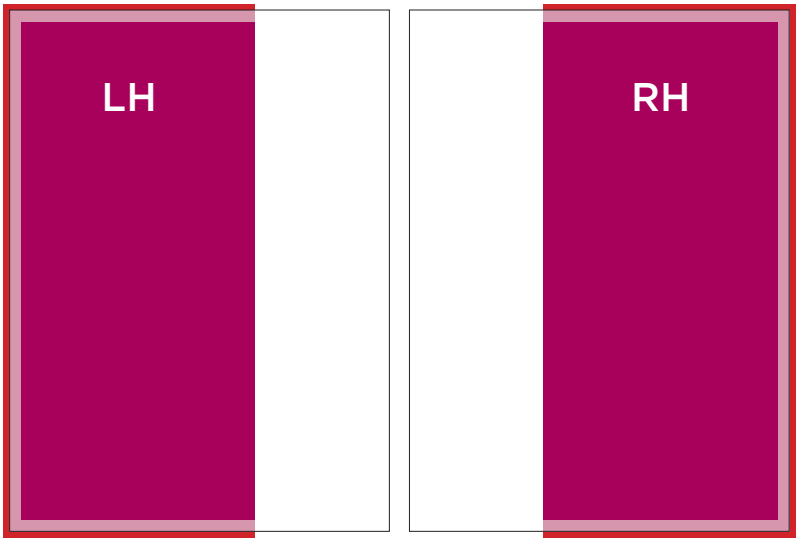
trellis THROUGH THE GARDEN GATE

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

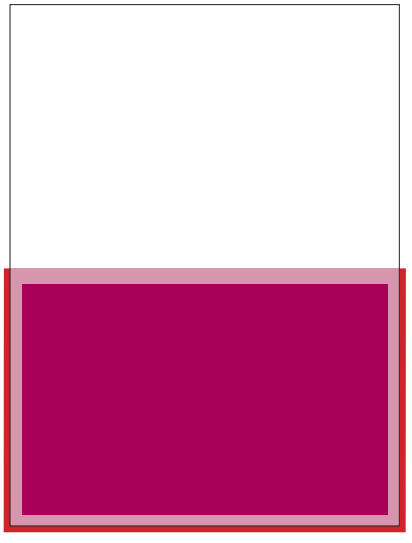
BLEED ADS



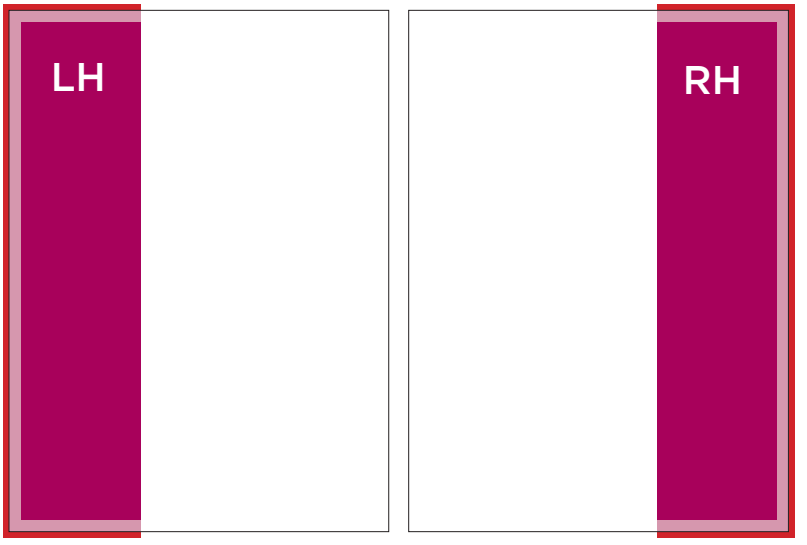
Full page bleed
Bleed untrimmed (bleed .125)
8.375w x 11.125d
Page trim size: 8.125w x 10.875d
Live area: 7.625 x 10.375, .25 in from trim



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.

TORONTO BOTANICAL GARDEN

TORONTO BOTANICAL GARDEN

PRINT ADVERTISING DEALS
Order and pay in advance to receive these discounts.

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

TORONTO BOTANICAL GARDEN

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 advertise@torontobotanicalgarden.ca or by FTP (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: 416-397-1366 or advertise@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.

TORONTO BOTANICAL GARDEN

TBG Magazine Advertising Contract 2012

Company _____ Primary Contact _____

Address _____

City _____ Province _____ Postal Code _____

Email _____ Phone _____ Fax _____

Website _____

√	**Print Advertising**	**Winter**	**Special Edition**	Summer	Fall	Garden Guide	
	Outside Page Package	√	√	√	√	x	x
	Inside Cover Page Package	√	√	√	√	x	x
	Annual Package	√	√	√	√	√	
	2/3 Page Package	√	√	√	√	x	x
	1/2 Page Package	√	√	√	√	x	x
	1/3 Page Package	√	√	√	√	x	x
	F3 Package						
						Colour	B/W
	Full Page, Outside Back Page						n/a
	Full Page, Inside Back Page	n/a	n/a	n/a	n/a		n/a
	Full Page, Inside Cover Page						n/a
	Full Page						
	2/3 Page Vertical					n/a	n/a
	1/2 Page Horizontal						
	1/3 Page Vertical					n/a	n/a
	1/4 Page Vertical	n/a	n/a	n/a	n/a		
	Business Card						
	Classified, Small					n/a	
	Classified, Large					n/a	
	Insert (included in a polybag)		n/a			n/a	n/a
	Total #:						

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 416-397-1366

THANK YOU FOR YOUR SUPPORT!