



# Media Kit 2018



TORONTO  
BOTANICAL  
GARDEN





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## ABOUT

Toronto Botanical Garden offers an array of 17 award-winning themed gardens spanning nearly four acres, designed to educate and inspire. You'll also find a complete range of innovative indoor and outdoor learning experiences for all ages including programs, garden tours, nature day camps, field trips and an extensive horticultural library; LEED Silver Certified Building with an energy-efficient sloping green roof and award-winning ecologically conscious design; rental facilities; garden shop and seasonal café.



## TRELLIS

### ***Trellis*, TBG's members' magazine**

*Trellis* is the Toronto Botanical Garden members' magazine and the primary print communication vehicle for the TBG.

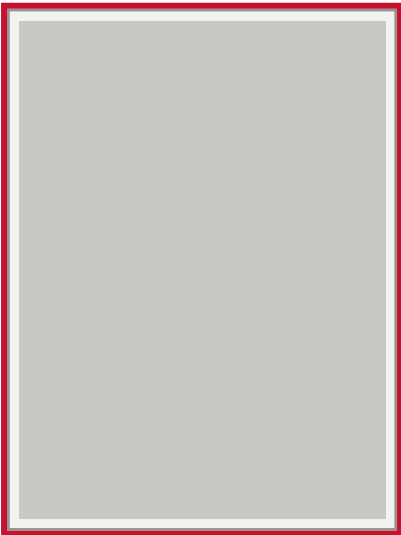
*Trellis* is distributed in print to 2,500+ TBG members and is also published on the TBG website and available through [issuu.com](http://issuu.com), a magazine-like reader that makes publications accessible on digital devices, including tablets and smartphones, allowing readers to discover engaging and interesting content.

Voted one of the top 5 benefits of membership, this magazine is avidly read by information-hungry garden and outdoor lifestyle enthusiasts of all ages, including a strong cohort of active, retired and pre-retirement boomers — a great demographic!

*Trellis* is ideal for promoting:

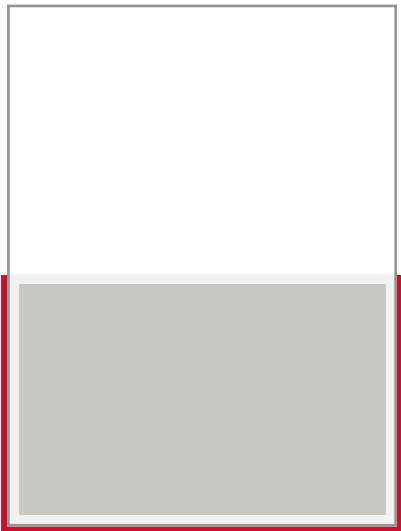
- Garden Tours and Travel
- Home and Garden Services
- Active Lifestyle Products and Services
- Health and Wellness Programs, Products and Services
- Gardening Supplies and Tools
- Landscape and Garden Design Services
- Plant Sales and Nursery Catalogues
- Gardening and Horticultural Associations
- Environmental and Gardening Workshops and Lectures.

### BLEED ADS



#### Full page bleed

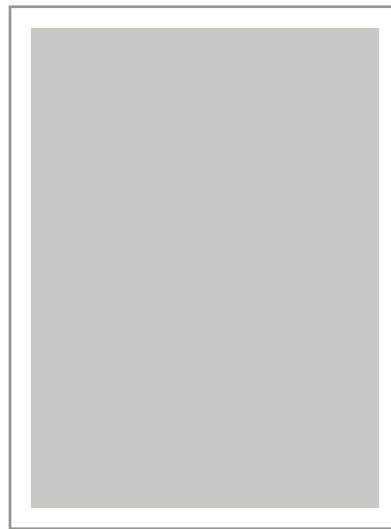
Bleed untrimmed: 8.375" x 11.125" (bleed 0.125").  
Page trim size: 8.125" x 10.875". Live area: 7.625"  
x 10.375" - 0.25" in from trim



#### 1/2 page bleed - horizontal

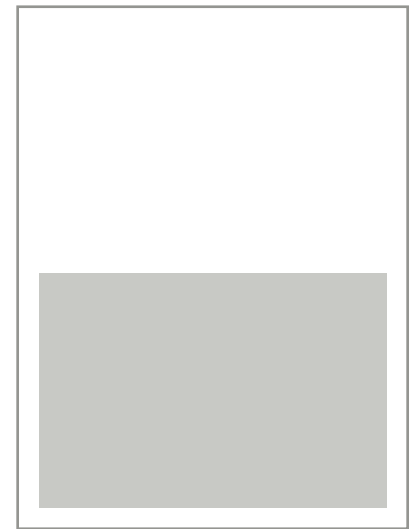
Bleed untrimmed: 8.375" x 5.5" (bleed 0.125"). Ad trim size:  
8.125" x 5.375". Live area: 7.625" x 4.8" - 0.25" in from trim.  
NOTE: Ad bleeds on 3 sides from trim.

### NON-BLEED ADS



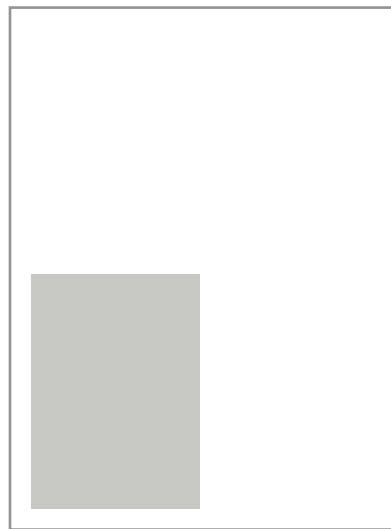
#### Full page non-bleed

Ad size: 7.25" x 10"



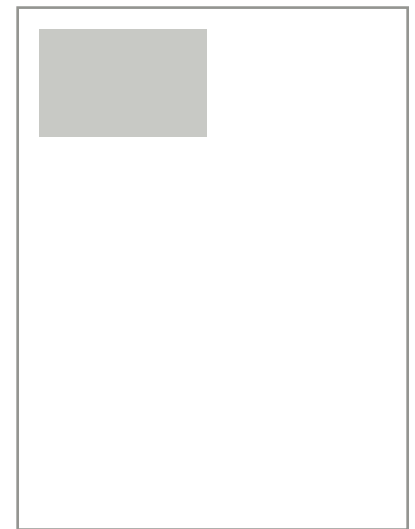
#### 1/2 page non-bleed - horizontal

Ad size: 7.25" x 4.875"



#### 1/4 page non-bleed - vertical

Ad size: 3.5" x 4.875"



#### Business card

Ad size: 3.5" x 2.25"

**Materials accepted:** Electronic files required - PDF (prepress high resolution).  
No low-resolution online images will be accepted. Minimum resolution required is 300dpi  
for full-colour artwork or greyscale or 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 resize any over-sized or incorrectly sized ads to fit the ad dimensions.



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## SPECIFICATION

### 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 and .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](mailto: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](mailto:tourguides@torontobotanicalgarden.ca)

Toronto Botanical Garden  
777 Lawrence Avenue East  
Toronto, ON  
M3C 1P2

Tel. 416-397-1341  
Fax. 416-397-1354

[www.torontobotanicalgarden.ca](http://www.torontobotanicalgarden.ca)

## TERMS AND CONDITIONS

- Rates quoted are for space only.
- 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.



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# WEBSITE ADVERTISING

Enhance your advertising campaign with [torontobotanicalgarden.ca](http://torontobotanicalgarden.ca)

The TBG website is a great way 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.

## Online | Website

Advertising on the TBG website is a great way to reach your target market on a daily basis. When you advertise in our publications, you receive additional discounts on website advertising rates. It's an economical way to extend your reach to a broader audience.

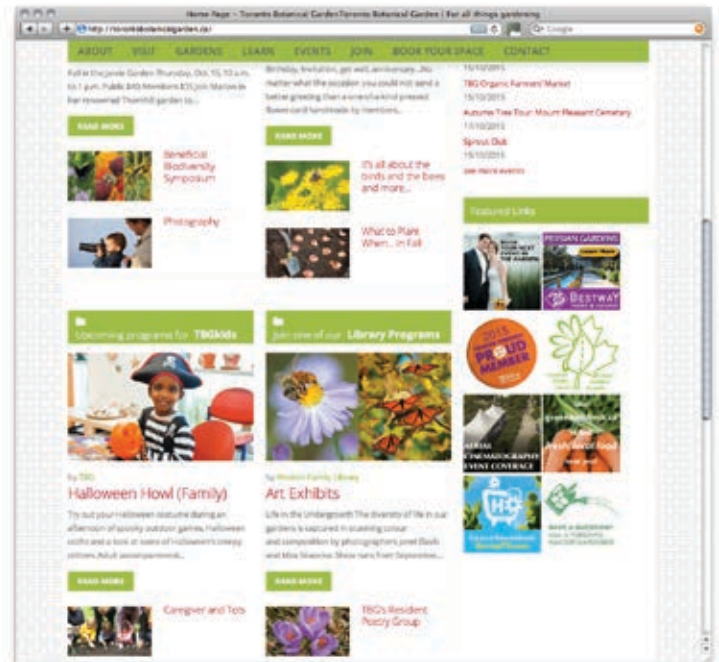
## Website Stats

- An average of 17K unique users visit our website per month
- An average of 20 user sessions translate to 62,000+ page views per month
- Your advertisement would appear on every single page on the website

## 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 may 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

\$100 per month for minimum of 3 months (\$300). Get 3 months for price of 2 (\$200) when you book a 3 Issue Package.

Please allow 2 weeks from receipt of artwork to appearing on our website.

## Technical Specifications

Provide Artwork Specs:

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

# Toronto Botanical Garden Advertising Rate Sheet 2018



	WINTER/ EARLY SPRING 2018 & FALL <small>Dec to Mid-Mar &amp; Aug to Dec</small>	SUPER SUMMER <small>Mid-Mar to Aug</small>	3 ISSUE PACKAGE <small>Same ad size 15% discount</small>	
<b>FULL COLOUR</b>				
Full page, outside back page	\$1,400	\$1,650	\$3,783	<b>ONLINE AD DISCOUNT OPTION</b> 3 months for the price of 2 when booking with <i>Trellis</i> 3 issue package
Full page, inside cover page	\$1,288	\$1,931	\$3,251	
Full page	\$825	\$975	\$2,231	
1/2 page horizontal	\$385	\$455	\$1,041	
1/4 page vertical	\$260	\$315	\$707	
Business card	\$175	\$190	\$459	

<b>BLACK &amp; WHITE</b>		
Classified, small, 50 words max	\$70	\$80
Classified, large, 100 words max	\$120	\$130
<b>INSERTS</b>		
Insert (included in a polybag) 8.5" x 11" max	\$950	\$1,100

**WEBSITE AD BUTTON RATE**  
 \$100 per month for minimum  
of 3 months (\$300).  
 Get 3 months for price of 2  
(\$200) when you book a  
seasonal package!



Deadlines	WINTER/EARLY SPRING 2018 24-page issue <small>Distribution month: Nov Coverage: Dec - Mar</small>	SUPER SUMMER 32-page issue <small>Distribution month: Mar Coverage: Mar - Aug</small>	FALL 24-page issue <small>Distribution month: Aug Coverage: Aug - Dec</small>
All ads booked	October 7, 2017	January 26, 2018	June 30, 2018
Camera-ready art	October 14, 2017	February 2, 2018	July 4, 2018
Inserts to printer	November 6, 2017	February 19, 2018	July 25, 2018
Mailed out by	November 30, 2017	March 15, 2018	August 15, 2018

Reserve your space today