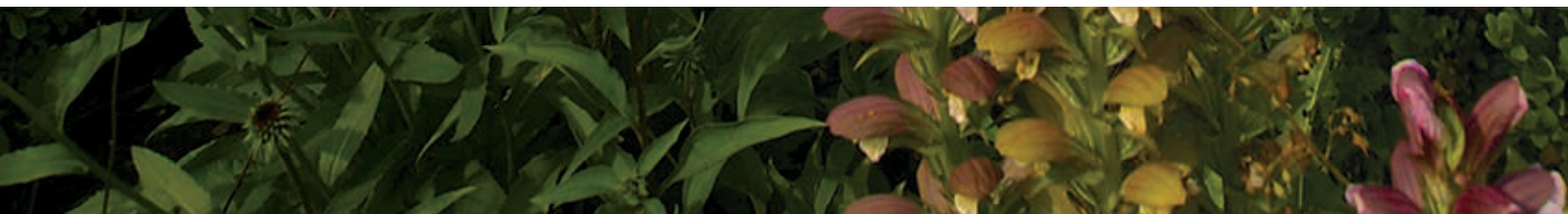




# Media Kit 2017



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.

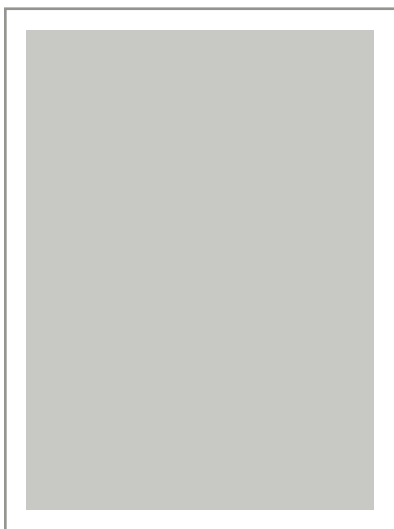
*Trellis* is distributed in print to 2,500+ TBG members and is also published on TBG's website and available through [issuu.com](http://issuu.com), where publications become accessible to active readers who use this site to discover and engage with whatever interests them. On any device. Presented in a beautiful, magazine-like reader.

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!

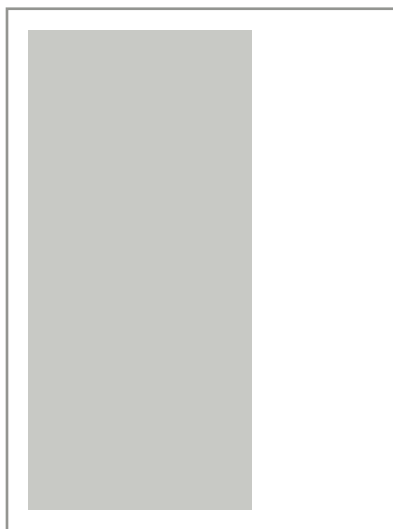
*Trellis* is ideal for promoting:

- 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.

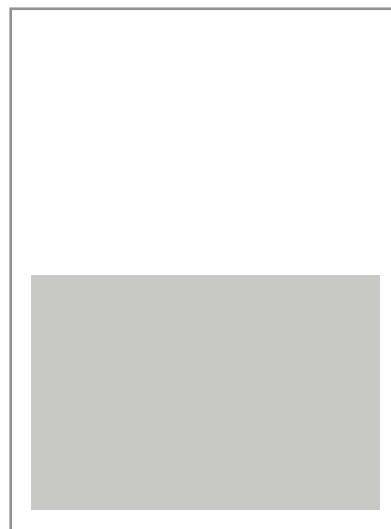
### NON-BLEED ADS



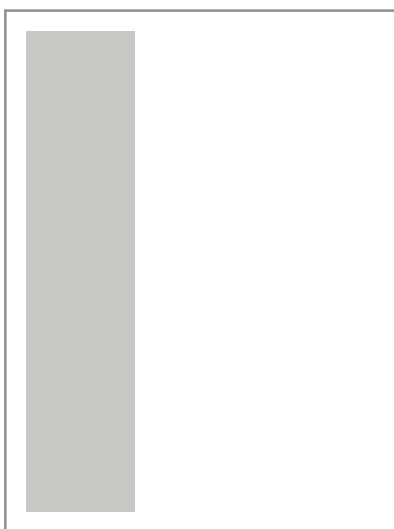
**Full page non-bleed**  
Ad size: 7.25" x 10"



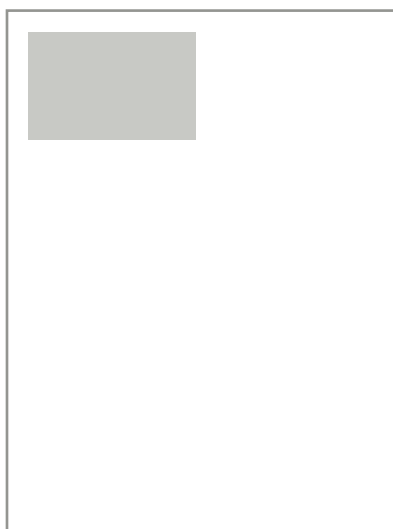
**2/3 page non-bleed - vertical**  
Ad size: 4.655" x 10"



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



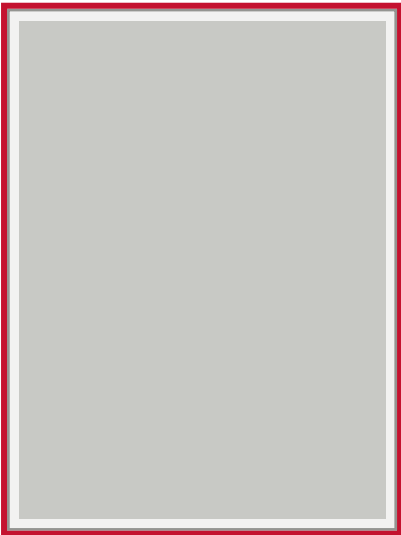
**1/3 page non-bleed - vertical**  
Ad size: 2.25" x 10"



**Business card**  
Ad size: 3.5" x 2.25"

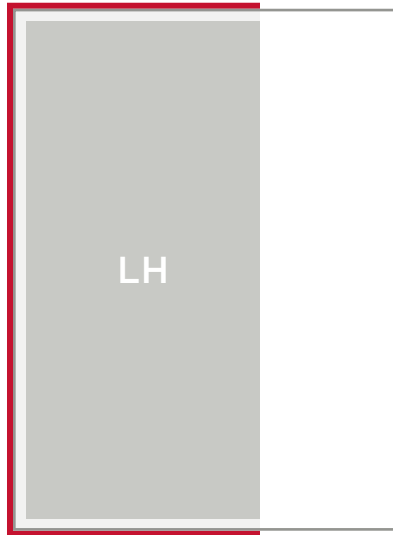
**Materials accepted:** Electronic files required – PDF (prepress high resolution). No low-resolution online images will be accepted. Minimum resolution required is 300dpi for full-colour artwork or greyscale or at least 1200dpi for Bitmap (BW/line art). Please make sure all digital ad files match the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

### BLEED ADS



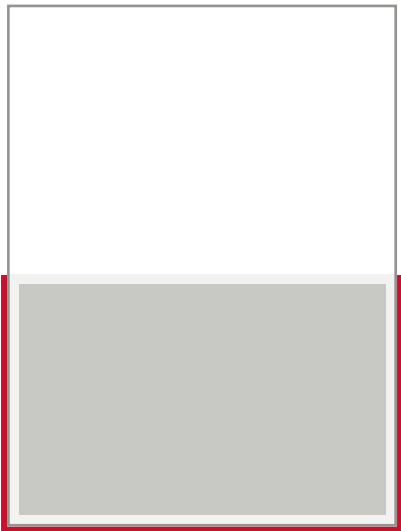
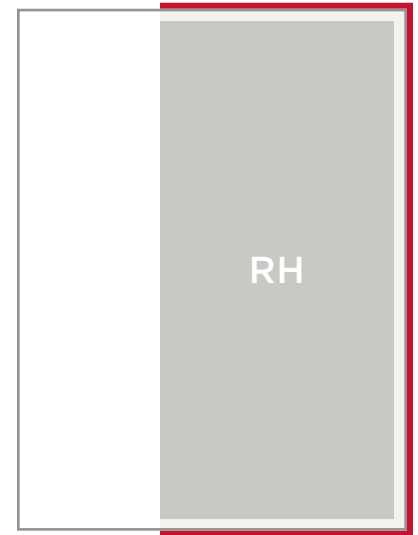
#### Full page bleed

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



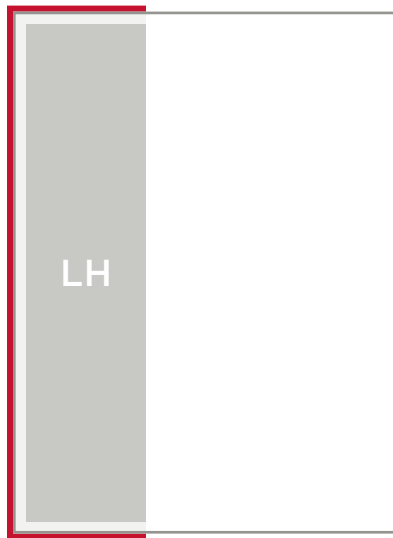
#### 2/3 page bleed - vertical

Bleed untrimmed: 5.25" x 11.125" (bleed 0.125"). Ad trim size: 5.125" x 10.875".  
Live area: 4.875" x 10.375" - 0.25" in from trim. NOTE: Ad bleeds on 3 sides from trim.



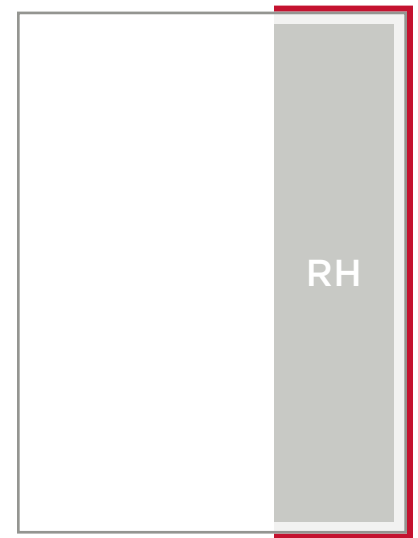
#### 1/2 page bleed - horizontal

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.



#### 1/3 page bleed - vertical

Bleed untrimmed: 2.875" x 11.125" (bleed 0.125"). Ad trim size: 2.75" x 10.875".  
Live area: 2.5" x 10.375" - 0.25" in from trim. NOTE: Ad bleeds on 3 sides from trim.



**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.

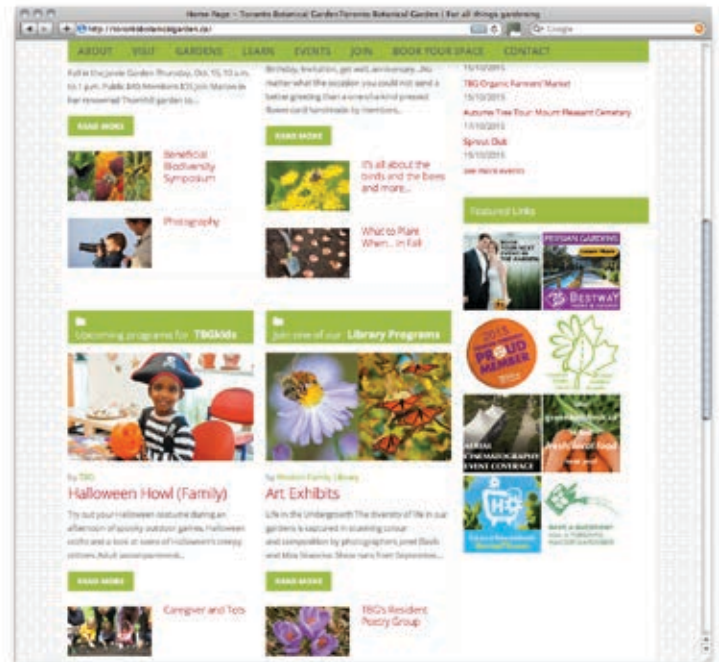
## Website Stats

- 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 2017



	<b>ISSUE I</b> 2017 & 2018 (December to Mid-March)	<b>ISSUE II</b> (Mid-March to July)	<b>3 ISSUE PACKAGE</b> Same ad size 15% discount	
<b>FULL COLOUR</b>				<b>ONLINE AD DISCOUNT OPTION</b> 3 months for the price of 2 when booking with <i>Trellis</i> 3 issue package
Full page, outside back page	\$1,400	\$1,650	\$3,783	
Full page, inside cover page	\$1,288	\$1,931	\$3,251	
Full page	\$825	\$975	\$2,231	
2/3 page vertical	\$475	\$575	\$1,296	
1/2 page horizontal	\$385	\$455	\$1,041	
1/3 page vertical	\$310	\$365	\$837	
Business card	\$160	\$180	\$425	
<b>BLACK &amp; WHITE</b>				
Classified, small, 50 words max	\$60	\$65		<b>WEBSITE AD BUTTON RATE</b> \$100 per month for minimum of 3 months (\$300). Get 3 months for price of 2 (\$200) when you book a seasonal package!
Classified, large, 100 words max	\$110	\$112		
<b>INSERTS</b>				
Insert (included in a polybag) 8.5" x 11" max	\$950	\$1,100		

<b>Deadlines</b>	<b>ISSUE I</b> 24-page issue Distribution month: Nov Coverage: Dec - Mar	<b>ISSUE II</b> 32-page issue Distribution month: Mar Coverage: Mar - Aug	<b>ISSUE III</b> 24-page issue Distribution month: Aug Coverage: Aug - Dec
All ads booked	October 20, 2016	February 3, 2017	June 30, 2017
Camera-ready art	October 27, 2016	February 17, 2017	July 7, 2017
Inserts to printer	November 7, 2016	February 27, 2017	July 17, 2017
Mailed out by	November 25, 2016	March 17, 2017	August 4, 2017

Reserve your space today