AD CONTRACT



Advertiser or Event			Contact			
Address						
Address	(STREET)		(CITY)	(STATE)	(ZIP)	
Phone		E-mail		Website		

			PRICING			
SELECT PRINT AD SIZES	DIMENSIONS	1X	4X 20%OFF	CLUB MEMBER 20%OFF	CLUB EVENT 30%OFF	
Full Page With Bleed	(7.375"w x 11"h)	\$750	\$600/\$2,400	\$600	\$525	
Full Page No Bleed	(6''w x 10"h)	\$750	\$600/\$2,400	\$600	\$525	
Half Page Vertical	(2.75"w x 10"h)	\$400	\$320/\$1,280	\$320	\$280	
Half Page Horizontal	(6''w x 4.75''h)	\$400	\$320/\$1,280	\$320	\$280	
Quarter Page Vertical	(2.75"w x 4.75"h)	\$225	\$180/ _{\$720}	\$180	\$157.50	
Quarter Page Horizontal	(6"w x 2.125"h)	\$225	\$180/\$720	\$180	\$157.50	
Full Page Premium Placement*	(7.375"w x 11"h)	\$900	\$720 /\$2,880	\$720	\$630	
3/4 Page Outside Back Cover**	(7.375"w x 8.5"h)	\$900	\$720 /\$2,880	\$720	\$630	

- *Premium placement=inside front cover, inside back cover, outside back cover and page 1 (discounts do not apply)
- ** Please inquire about outside back cover placement

NOTE: Only one discount applied.

Ads "with bleed" need to have .125" bleeds added to the trim sizes on all sides.

SUBMITTING ARTWORK

Artwork must follow specifications: measurements, 300 dpi, print-ready PDF, CMYK only, no spot colors or RGB.

Complimentary graphic design is available. Contact journalads@gcvirginia.org.

(Payment by Check or Credit Card. Please indicate your selection.) Payment must be received by payment due date indicated below or your ad will not run.

PA	Y BY	CHECK
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- Make checks payable to Garden Club of Virginia Journal.
- Include the name and size of the ad, as well as the specific Journal issue in the memo section.
- Submit payment to: Garden Club of Virginia, Attn: Journal, 12 East Franklin Street, Richmond, VA 23219

PAY BY CREDIT/DEBIT CARD

- Please provide an email address to send an online invoice.
- An email will be sent with a link to make payment online through Square with a credit/debit card (AMEX, VISA, MC, Discover).

SELECT ISSUE	RESERVE AD PLACEMENT	ART, CONTRACT & PAYMENT DUE	PUBLICATION DATE
Fall	July 1	Julyt 15	September
Winter	October 1	October 15	December
Spring	January 1	January 15	March
Summer	April 1	April 15	June
4 Issue Subscription			

Signature	
Printed Name	Date

I confirm this reservation and agree to abide by the artwork and payment deadline(s). I understand all art and copy will be subject to the GCV's approval with respect to style and content and that submission is not a guarantee that the GCV will run my ad in the *Journal* in the form in which it was submitted. I understand that, upon publication, this contract constitutes a commitment to pay for the advertising contracted. Payment is due with signed contract. See payment information above.



AD RATES & SPECS



The *Journal* is the Garden Club of Virginia's flagship publication. It is distributed to the GCV's nearly 4,000 club members in 48 clubs throughout the state. Advertisers in the *Journal* connect directly with GCV's highly desirable demographic.

WHO'S READING THE JOURNAL?

Journal readers are members of the 48 GCV clubs. They are passionate about gardening and horticulture, flowers and floral design. They are actively engaged in their communities and make conservation issues a priority.

*Premium placement = inside front cover, inside back cover, outside back cover and page 1 (discounts do not apply)

** Please inquire about outside back cover placement **NOTE:** Only one discount can be applied.

REASONABLE RATES

The Journal's readership is ultra-targeted, and advertising rates are extremely reasonable. Ask about premium placement and frequency/subscription discounts. Members of GCV clubs and clubs advertising fundraisers are eligible for discounts. See info on contract or contact journalads@gcvirginia.org.

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PRINT AD SUBMISSION DETAILS

- Ads must be sized to correct dimensions of ad placement
- All edits must be done prior to submission
- Maximum file size: 10 MB
- All artwork, contracts, and payments are due per dates indicated above
- Please email all ad material to journalads@gcvirginia.org

COLOR: CMYK ONLY

All photos and graphic colors must be converted to CMYK. Please do not submit in RGB or Pantone/spot colors.

RESOLUTION

All images and logos must be at least 300 dpi at 100% size. Do not add dpi to images or logos.

FORMAT

- Ad sizes "with bleed" are trim sizes. .125" bleeds need to be extended/ aded to all 4 sides
- PDF (all printers marks and color bars must be set outside of bleed)
- PDF file name must include business name and Journal issue (ex. ABCInteriors_fall2020.pdf)

We cannot accept any Microsoft files (Publisher, Word, Excel, Powerpoint, etc)

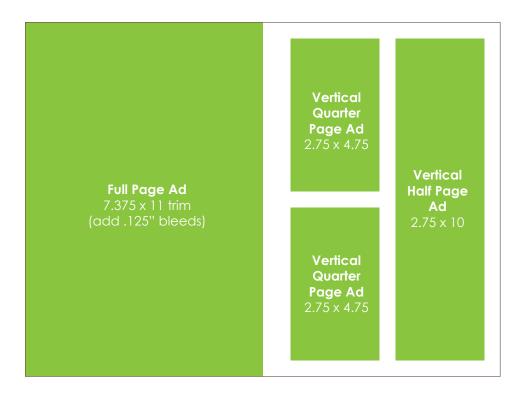
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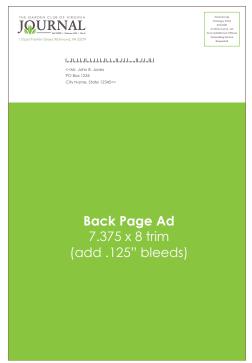
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AD SIZES







Horizontal Quarter Page Ad
6 x 2.125

Horizontal Quarter Page Ad
6 x 2.125

Full Page Ad
6 x 10

Horizontal Half Page Ad
6 x 4.75

