

AD CONTRACT

THE GARDEN CLUB OF VIRGINIA JOURNAL

Advertiser or Event _____ Contact _____

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.

☐ PAY BY CHECK

- 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).

E-mail _____

SELECT ISSUE	RESERVE AD PLACEMENT	ART, CONTRACT & PAYMENT DUE	PUBLICATION DATE
Fall	August 8	September 8	November
Winter	November 8	December 8	February
Spring	February 15	March 15	May
Summer	May 15	June 15	August
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.

Questions? Contact Journal Advertising Manager at journalads@gcvirginia.org



GARDEN CLUB
OF VIRGINIA

AD RATES & SPECS

THE GARDEN CLUB OF VIRGINIA JOURNAL

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

FORMAT

- Ad sizes "with bleed" are trim sizes. .125" bleeds need to be extended/added 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)

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.

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Questions? Contact *Journal* Advertising Manager at journalads@gcvirginia.org

AD SIZES

THE GARDEN CLUB OF VIRGINIA JOURNAL

Full Page Ad
7.375 x 11 trim
(add .125" bleeds)

**Vertical
Quarter
Page Ad**
2.75 x 4.75

**Vertical
Quarter
Page Ad**
2.75 x 4.75

**Vertical
Half Page
Ad**
2.75 x 10

THE GARDEN CLUB OF VIRGINIA
JOURNAL
12 East Franklin Street, Richmond, VA 23219

Postmaster:
Postage Paid
#54320
At Richmond, VA
And at Additional Offices
Forwarding Service
Required

Back Page Ad
7.375 x 8 trim
(add .125" bleeds)

Full Page Ad
6 x 10

Horizontal Quarter Page Ad
6 x 2.125

Horizontal Quarter Page Ad
6 x 2.125

Horizontal Half Page Ad
6 x 4.75