

2009 RATE CARD

**EFFECTIVE
ISSUE DATE:** January 2009

RATE BASE: 250,000

	1x	4x	7x
4 COLOR			
FULL PAGE	\$28,650	\$27,505	\$26,355
2/3 PAGE	21,490	20,630	19,765
1/2 PAGE	19,055	18,290	17,530
1/3 PAGE	14,330	13,755	13,175
BLACK/WHITE			
FULL PAGE	\$20,829	\$19,995	\$19,165
2/3 PAGE	15,620	15,000	14,365
1/2 PAGE	13,855	13,300	12,745
1/3 PAGE	10,410	10,000	9,580
COVERS			
2ND COVER	\$34,385		
3RD COVER	31,515		
4TH COVER	38,105		

BLEED: 10%

MECHANICAL CHARGES: Key numbers, halftones, camera work, and/or other stripping will be billed to advertiser.

TERMS: Net 30 days; no cash discounts.

COMMISSIONS: Recognized advertising agencies may take 15% of gross billing space, color and special position provided account is paid within 30 days of invoice date. No commission is allowed on artwork, reprints or mechanical charges.

FOR MORE INFORMATION: Please contact your GARDEN DESIGN representative.

ALL RATES SUBJECT TO CHANGE.