



# PLANT SEARCH

The Directory for Wholesale Plants

Advertising

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## DISPLAY AD RATES

	1X	3X	6X
Full Page, B&W	\$900.00	\$850.00	\$750.00
1/2 Page, B&W	\$700.00	\$650.00	\$575.00
1/3 Page, B&W	\$550.00	\$450.00	\$400.00
1/4 Page, B&W	\$385.00	\$325.00	\$275.00
Banner Ad, 1" High	\$275.00	\$240.00	\$200.00
One Color	Add \$100 to above rates (per issue)		
Four Color	Add \$500 to above rates (per issue)		
Inside Covers (4-color only)	\$1500.00	\$1400.00	\$1300.00
Outside Back Cover (4-color only)	\$1500.00	\$1500.00	\$1400.00

## DISPLAY AD SIZES

Full Page	4 1/2" X 7 1/8"
1/2 Page, VERTICAL:	2 3/16" X 7 1/8"
1/2 Page, HORIZONTAL:	4 1/2" X 3 1/2"
1/3 Page:	4 1/2" X 2 3/8"
1/4 Page:	2 3/16" X 3 1/2"
Banner Ad:	4 1/2 X 1"
Inside Covers:	BLEED
Back Cover:	BLEED
Actual Page Size:	5 3/16" X 8 1/8"

## PLANT LIST LINE RATES - PER ISSUE

0-50:	\$2.95 per line
51-100:	\$2.50 per line
100-199:	\$2.25 per line
Above 200:	\$1.95 per line

\$59.00 Minimum Order Per Issue (20 lines or less)

### Special Rates for Large Inventories

**We offer production services to produce your ad at nominal charges. Call for prices.**

**For Advertising Information call: (818) 342-3204 ext.109  
Fax Insertion Instructions to: (818) 342-0731**

**Deadlines:** Space reservation and copy must be received by the 15th of the month prior to publication. Payment in full is due by the 22nd of the month preceding publication. **Plant Search is published every other month. Above ad prices are quoted for camera ready art only.**

**Policies:** All ads are prepaid. Publisher reserves the right to reject any advertisement. If the advertiser does not meet contract agreed to, they will be back-charged to rate attained. **Plant Search** is published every other month by ISG Communications, Inc. 6925 Canby Street Suite 102, Reseda, CA 91335. Opinions expressed are not necessarily those of the publisher. Advertiser agrees by submitting ads to indemnify and hold blameless the publisher from any