

# AD CONTRACT

# THE GARDEN CLUB OF VIRGINIA JOURNAL

Advertiser or Event \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_  
(STREET) (CITY) (STATE) (ZIP)

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

SELECT PRINT AD SIZES	DIMENSIONS	PRICING			
		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](mailto: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	July 1	July 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.

**Questions?** Contact Journal Advertising Manager at [journalads@gcvirginia.org](mailto: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)

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**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](mailto: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](mailto:journalads@gcvirginia.org)

## 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)**

## 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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