



AmericanHort Media Kit

**Cultivate your brand by supporting leaders in a
\$152 billion industry.**

Resource Directory



FOR MORE INFORMATION, PLEASE CONTACT:

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The AmericanHort Advantage

- The horticulture industry spends an estimated **\$91.6 billion** a year on products and services.
- Our association is part of a **\$152 billion** horticulture industry.*
- Our industry has a growth projection of about **\$133 million each year**.*

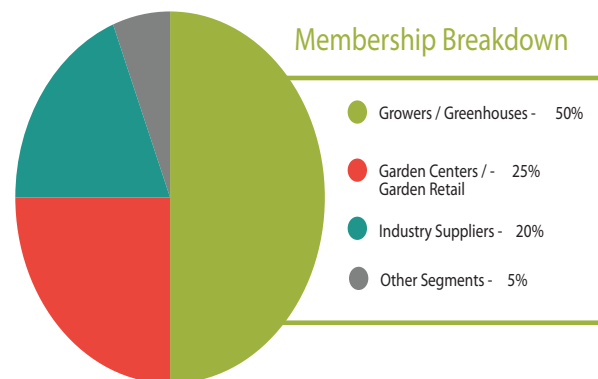


Resource Directory
print and digital edition

**LAST YEAR'S RESOURCE
DIRECTORY RECEIVED MORE
THAN 12,000 PAGE VIEWS**

ABOUT US

AmericanHort is a national trade association formed from the consolidation of the Association of Horticulture Professionals (OFA) and the American Nursery and Landscape Association (ANLA). Our Mission is to unite, promote, and advance our industry through advocacy, collaboration, connectivity, education, market development, and research.



Don't miss your opportunity reach horticulture professionals throughout the country!

Contact your Naylor account executive today!



*Source: IBIS World reports 11142, 42493, 44422, 56173 and 45311

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with AmericanHort and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of AmericanHort.

- A.M. Leonard, Inc.
- A.M.A Plastics Ltd.
- Angelica Nurseries, Inc.
- Argus Control Systems LTD.
- A-ROO Company
- Bailey Nurseries, Inc.
- Bayer CropScience
- Beijing XinTianBi Agricultural Facilities Engineering Technology Co, Ltd
- Benary of America, Inc.
- Berger
- Biobest USA, Inc.
- BioWorks
- Center Greenhouse, Inc.
- CST Co.
- DeCloet Greenhouse, Inc.
- DeVroomen Garden Products
- Dosatron International, Inc.
- DRAMM Corporation
- Eason Horticultural Resources
- Ernest Conservation Seeds
- Ez Shipper Racks Inc.
- Featherrock
- Florasearch, Inc.
- Formflex Canada, Inc.
- Foxborough Nursery, Inc.
- Gallina USA, LLC
- Garden Media Group
- Gardenware
- Greenheart Farms
- Growing Systems, Inc.
- Heart of Florida Greenhouses, Inc.
- High Caliper Growing, Inc.
- Hortica
- Horticipa, Inc.
- Horticulture Equipment & Services
- International Horticultural Technologies
- J Frank Schmidt & Son Co.
- J & D Manufacturing
- Jelitto Perennial Seeds, Inc.
- Jiffy Products of America, Inc.
- JRM Chemical, Inc.
- Kellogg Garden Products
- Kemin Industries, Inc.
- Lambert Peat Moss, Inc.
- Les Industries Harnois, Inc.
- Lock Drives, Inc
- Magnation Water Technologies
- Master Tag
- Masterblend International
- MicroCool
- Midwest Trading Horticulture Suppliers, Inc.
- Motz & Son Nursery
- MPS
- Multi Packaging Solutions- John Henry
- Mycorrhizal Applications
- Netafim Irrigation, Inc.
- Oasisa Grower Solutions
- P.E.X. Inc.
- P.L. Light Systems, Inc.
- Parry America, Inc.
- Parsource Lighting Solutions
- Paul Boers Ltd.
- Pischek Industries
- Plant Products
- Premier Tech Horticulture
- Priva North America
- ProGrowTech
- Quailtree Propogators, Inc.
- Resolite
- RKW Klerks, Inc.
- Rootmaker Products Co. LLC
- Scotts Canada Ltd.
- Sheridan Nurseries
- Sidhu & Sons Nursery
- Smith Manufacturing Company
- Spectrum Technologies, Inc.
- Stallings Crop Insurance Corporation
- Sun Fro Horticulture
- Sustane Natural Fertilizer
- Syngenta Flowers
- The Conard-Pyle Company
- Thermo Energy Systems, Inc.
- Timm Enterprises, Ltd.
- Vandenberg Bulb Company, Inc.
- Viro Global Trade, Inc.
- Vitro Plus
- VRE Systems
- Warp's Flex-O Glass Green house Films
- Waypoint Analytical

AmericanHort Annual Resource Directory

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates		Black-and-White Rates	
Outside Back Cover	\$3,429.50	Full Page	\$1,829.50
Inside Front or Inside Back Cover	\$3,229.50	1/2 Page	\$1,089.50
Tab	\$3,049.50	1/3 Page	\$889.50
Full Page	\$2,719.50	1/4 Page	\$679.50
1/2 Page	\$1,619.50	1/8 Page	\$419.50
1/3 Page	\$1,249.50		
1/4 Page	\$959.50		
1/8 Page	\$579.50		

Products & Services Buyers' Guide Rates

A limited amount of space will be permitted for each category!

Gold Profile: \$389.50

Features all of the following:

- 75-word company profile
- Full-Color company logo
- Complimentary Listing in the Index of Advertisers

Silver Profile: \$279.50

Features all of the following:

- 75-word company profile
- Black & White company logo
- Complimentary Listing in the Index of Advertisers

Bronze Profile: \$159.50

Features all of the following:

- 75-word company profile
- Complimentary Listing in the Index of Advertisers

Member Listing Enhancement Rate

Black-and-white logo: \$139.50

Members receive a 10% discount off the net advertising rates.

Purchase a 1/2 Page full color ad or greater and receive a complimentary

Bronze Profile in the Products and Services Buyers' Guide Section.

Digital Edition Branding Opportunities

Skyscraper | \$750

Digital Bellyband | \$500

Digital Sponsorship | \$450

Leaderboard | \$400

Large Toolbar | \$300

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (Rates as of 08/2018)

AmericanHort Annual Resource Directory Digital Edition

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE
UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on AmericanHort's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *AmericanHort Annual Resource Directory* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Large Toolbar | \$300

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$750

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$500

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$400

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship* | \$450

Your message will be prominently displayed directly across from the cover of the magazine.

AmericanHort Annual Resource Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Annuals | <input type="checkbox"/> Flower Pouches | <input type="checkbox"/> Planters |
| <input type="checkbox"/> Aquatic Plants | <input type="checkbox"/> Flower Seed | <input type="checkbox"/> Plug Trays |
| <input type="checkbox"/> Bags | <input type="checkbox"/> Fogging/Misting Equipment | <input type="checkbox"/> Plugs |
| <input type="checkbox"/> Baskets | <input type="checkbox"/> Foliage Plants | <input type="checkbox"/> Pond Supplies |
| <input type="checkbox"/> Bedding Plants | <input type="checkbox"/> Fountains | <input type="checkbox"/> Pot Covers |
| <input type="checkbox"/> Bench Coverings | <input type="checkbox"/> Fungicides | <input type="checkbox"/> Potted Plants |
| <input type="checkbox"/> Bench Systems & Benches | <input type="checkbox"/> Garden Ornaments & Gifts | <input type="checkbox"/> Pottery |
| <input type="checkbox"/> Biological Pest Control | <input type="checkbox"/> Garden & Patio Accessories | <input type="checkbox"/> Potting Machines |
| <input type="checkbox"/> Bio-mass Fuel Systems | <input type="checkbox"/> Garden Supplies | <input type="checkbox"/> Recycling |
| <input type="checkbox"/> Boilers | <input type="checkbox"/> Government Agency | <input type="checkbox"/> Rooting Hormone |
| <input type="checkbox"/> Books | <input type="checkbox"/> Greenhouse Coatings & Sealants | <input type="checkbox"/> Roping/Garland |
| <input type="checkbox"/> Boots, Gloves, & Hats | <input type="checkbox"/> Greenhouse Construction | <input type="checkbox"/> Roses |
| <input type="checkbox"/> Breeders | <input type="checkbox"/> Greenhouse Coverings | <input type="checkbox"/> Safety Equipment & Supplies |
| <input type="checkbox"/> Bulbs/Corms/Rhizomes | <input type="checkbox"/> Greenhouse Structures | <input type="checkbox"/> Seeders |
| <input type="checkbox"/> Cacti/Succulents | <input type="checkbox"/> Greenhouse Supplies | <input type="checkbox"/> Shadecloth & Films |
| <input type="checkbox"/> Carnivorous Plants | <input type="checkbox"/> Groundcover - Fabric & Plastic | <input type="checkbox"/> Shading Structures & Equipment |
| <input type="checkbox"/> Carts | <input type="checkbox"/> Groundcover Plants | <input type="checkbox"/> Shrubs |
| <input type="checkbox"/> Chemicals | <input type="checkbox"/> Heat Retention Systems | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Chemical Injectors | <input type="checkbox"/> Heating Systems & Components | <input type="checkbox"/> Sleeves & Wraps |
| <input type="checkbox"/> Climate Control & Equipment | <input type="checkbox"/> Herbs | <input type="checkbox"/> Soil Amendments |
| <input type="checkbox"/> Coir | <input type="checkbox"/> Holiday Decorations & Supplies | <input type="checkbox"/> Soil Conditioners |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Hydroponic Systems & Supplies | <input type="checkbox"/> Soil Mixes |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Insurance Services | <input type="checkbox"/> Soil Mixes - Custom/Premixed |
| <input type="checkbox"/> Containers & Pots | <input type="checkbox"/> Interiorscape Products | <input type="checkbox"/> Soilless Mix |
| <input type="checkbox"/> Containers-Biodegradable | <input type="checkbox"/> Irrigation - Drip | <input type="checkbox"/> Sprayers |
| <input type="checkbox"/> Conveyors | <input type="checkbox"/> Irrigation Controls | <input type="checkbox"/> Sterilization Equipment |
| <input type="checkbox"/> Cooling Systems & Components | <input type="checkbox"/> Irrigation Systems & Components | <input type="checkbox"/> Tissue Culture |
| <input type="checkbox"/> Cut Flowers | <input type="checkbox"/> Label/Tag Stakes | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Cut Foliage | <input type="checkbox"/> Label/Tagging Equipment | <input type="checkbox"/> Topiary |
| <input type="checkbox"/> Cuttings - Rooted | <input type="checkbox"/> Laboratory Testing Services | <input type="checkbox"/> Trade Magazines |
| <input type="checkbox"/> Cuttings - Unrooted | <input type="checkbox"/> Landscaping Supplies | <input type="checkbox"/> Trade Shows |
| <input type="checkbox"/> Display Benches | <input type="checkbox"/> Lighting/Lamps & Systems | <input type="checkbox"/> Transplanters |
| <input type="checkbox"/> Display Fixtures | <input type="checkbox"/> Liners | <input type="checkbox"/> Tray Fillers |
| <input type="checkbox"/> Display Racks | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Trays |
| <input type="checkbox"/> Ebb & Flow Systems | <input type="checkbox"/> Merchandising | <input type="checkbox"/> Trees |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Mulch | <input type="checkbox"/> Tropical Plants |
| <input type="checkbox"/> Employment Services | <input type="checkbox"/> Netting | <input type="checkbox"/> Trunk Mats |
| <input type="checkbox"/> Environmental Controls | <input type="checkbox"/> Nursery Equipment | <input type="checkbox"/> Uniforms |
| <input type="checkbox"/> Fans | <input type="checkbox"/> Nursery Stock | <input type="checkbox"/> Vegetable Seed |
| <input type="checkbox"/> Ferns | <input type="checkbox"/> Nursery Supplies | <input type="checkbox"/> Vehicles |
| <input type="checkbox"/> Fertilizer Injectors | <input type="checkbox"/> Orchids | <input type="checkbox"/> Ventilation Systems & Components |
| <input type="checkbox"/> Fertilizers | <input type="checkbox"/> Ornamental Grasses | <input type="checkbox"/> Water Treatment |
| <input type="checkbox"/> Fertilizers - Organic | <input type="checkbox"/> Patents & Royalties | <input type="checkbox"/> Wetting Agents |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Peat Moss | <input type="checkbox"/> Wire Products |
| <input type="checkbox"/> Flat Fillers | <input type="checkbox"/> Perennials | <input type="checkbox"/> Wreaths |
| <input type="checkbox"/> Flats | <input type="checkbox"/> Pesticides | |
| <input type="checkbox"/> Floral Supplies | <input type="checkbox"/> Plant Growth Regulators | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

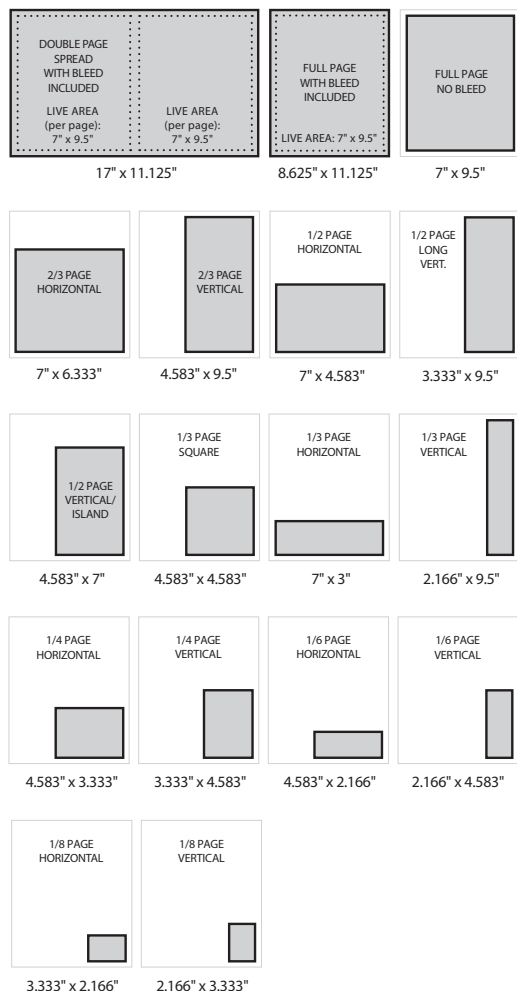
_____ Additional Categories X \$20 = \$_____

Initial: _____ Date: _____

Print Advertising Specifications

AMERICANHORT ANNUAL RESOURCE DIRECTORY

Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://www.naylor.com/onlineSpecs>

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About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Take 5 eNewsletter* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Cross-promoted in other AmericanHort publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing



Top 2 Rectangles (300 x 100 pixels)

12 Months | \$4,750 6 Months | \$2,650 3 Months | \$1,500

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Bottom 2 Rectangles (300 x 100 pixels)

12 Months | \$4,750 6 Months | \$2,650 3 Months | \$1,500

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Sponsored Content (468 x 160 pixels)

12 Months | \$5,000 6 Months | \$2,750 3 Months | \$1,500

- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

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