

ChicagolandGardening.com

offers advertisers creative opportunities to interact with our visitors and readers.

Website Key Features:

- **NEW!** Interactive Magazine Digital Edition with ad enhancements
- Interactive Resource Guide Digital edition with maps & ad enhancements
- **NEW!** Instructional Video Clips
- **NEW!** Garden Blog
- Online Garden Marketplace Company, Plant, Product, Service search database (with SmartPhone app)
- Seasonal Tips
- Q&A
- Calendar of Events
- What to Do in the Garden
- From the Editor
- Ask our Experts
- AccuWeather
- Special Sections: Garden, Festival and Landscape Guides

We're growing! Online

40% increase in visitors to chicagolandgardening.com!

April through August **2008** **2009**

Average page requests per month: 13,310 21,816

Average unique users per month: 2,832 4,642

Chicagoland Gardening has become a trusted resource for gardeners and professionals alike for more than a decade. The magazine's award-winning editorial staff is combined with the unique interactive search function of the website to provide loyal subscribers and passionate gardeners the perfect combination of local horticultural information.

Connect:

Chicagoland Gardening Blog:

blog.chicagolandgardening.com

Chicagoland Gardening on Facebook:

Become a Fan!

Follow us on Twitter:

ChiGardeningMag

Did you know...

- 89% of consumers making in-store purchases in key garden categories have conducted online research.*
- 82% of the people using local search sites followed-up with offline action.**
- 78% of shoppers doing online research consider a Portal or Directory essential to their research process.***

*BIGResearch; **TMP Directional Marketing 2007;
***e-Tailing Group/Krillion 2008

Place your business in front of the gardening consumer at the exact moment they are looking for it!

Will you be there?

Website



Hotlinked Brick
Static or With Rotating Images

Hotlinked Button
Static or With Rotating Images

Hotlinked Banner
Static or With Rotating Images

Sponsored Instructional Videos

Digital Magazine

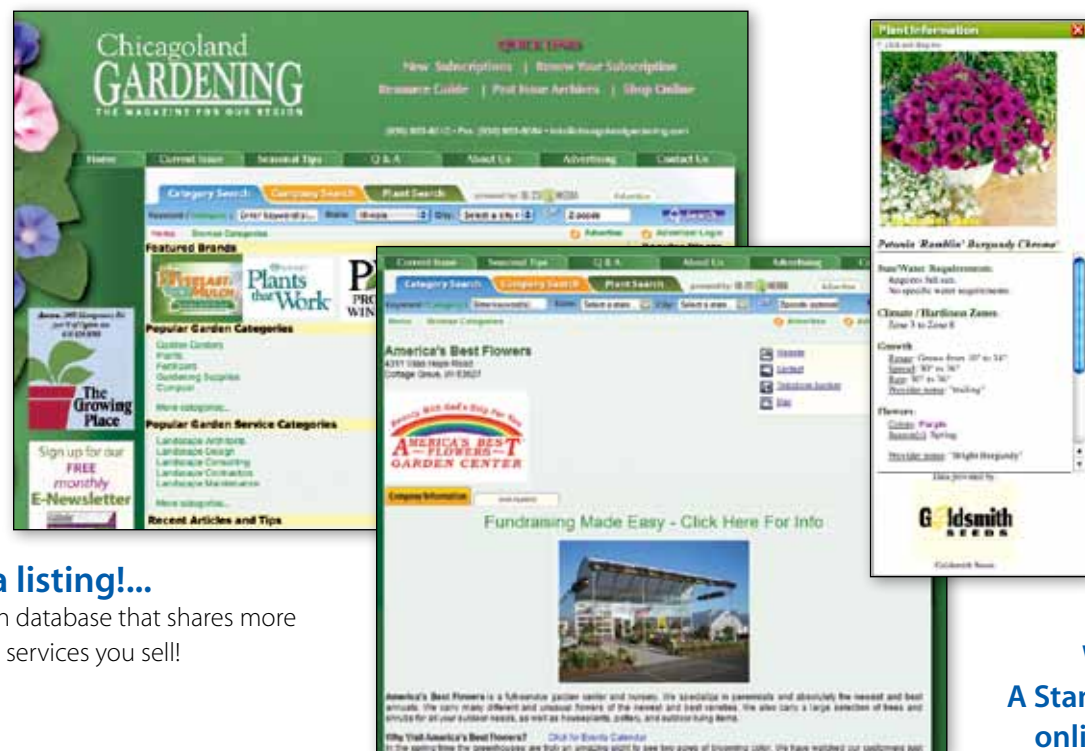


Links

Video Clips

Image Animation

Online Garden Marketplace



Standard Profile Listing:

Help Consumers find you!
Only \$600/year

More than just a listing!...

A Powerful online search database that shares more about the products and services you sell!

Your Online Garden Marketplace Standard Profile will include:

- A searchable GardenPilot™ Plant Directory for your own website
- Placement in the new SmartPhone App - GardenPilot™mobile
- A Standard Business Profile with a ton of features
- Options to refresh your Business profile (images, text & links) as often as you wish
- Unlimited plants, matched categories and product collections
- Monthly activity reports and access your secured account manager 24/7

**With or without a website...
A Standard Profile can offer a valuable online presence for your business!**

Did you know...

"Readers that saw a print and an online ad for the same product were twice as likely to buy the product!"
—Pew Institute 2008

Call Today!

before the new growing season gets underway!
Ann Sanders toll-free **888-265-3600**.

Monthly E-newsletter



Premium Ad
Static or With Rotating Images

Sponsor Hotlinked Button
Static or With Rotating Images

Clickable Coupon

"Website visits don't just happen... visitors come for a reason!"
—Niche

Online Advertising Opportunities

Bring your business to life on the web...

2010 Rates are quoted per month/issue

Web Advertising

	Specs:	Rates:	1x	6x	12x
Hot Brick	140 x 326 pixels, 72dpi, jpg format Additional rotating images		\$185	\$175	\$165
Hot Button	140 x 160 pixels, 72dpi, jpg format Additional rotating images		\$95	\$90	\$85
Linked Banner	760 x 95 pixels, 72dpi, jpg format Additional rotating images		\$195	\$185	\$175
Sponsored Instructional Videos	Flash, maximum 3 minutes		Call for a quote		

E-newsletter Advertising

	Specs:	Rates:	1x	6x	12x
Premium Ad	360 x 180 pixels, 72dpi (5"x2.5") Additional rotating images		\$170	\$160	\$150
Sponsor Hot Button	150 x 150 pixels, 72dpi (3"x2.5") Additional rotating images		\$70	\$65	\$60
Clickable Coupon	Supply text (%,\$\$off,free,contact info & expiration)		\$70	\$65	\$60

Online Garden Marketplace

	Specs:	Rates:
Standard Profile Listing Help consumers find you! Garden Centers, Plants, Products and Garden/Landscape Services	It's Easy! Complete the online or printed order form in the media kit.	\$600/year*

Digital Magazine

	Specs:	Rates:
Links	Supply URL/web address	Free with your ad
Video clips	Flash, maximum 3 minutes	\$500/video*
Image animation	Call for specifications	\$500/ad*

Digital Resource Guide

	Specs:	Rates:
Links	Supply URL/web address	Free with your ad
Video clips	Flash, maximum 3 minutes	\$500/video*
Image animation	Call for specifications	\$500/ad*

*Forrester Report
2007:*

*Statistics show
a 35% better return
on investment with
Print & Web
advertising
vs. Print alone.*

HURRY, reserve your spot before they are sold out!

Highlight YOUR company in 2010!

To be included, call Ann at **888.265.3600**