

# DIG IN

## 2017 MEDIA KIT



### FROM ROB SPROULE

*Our customers come to Salisbury Greenhouse for various reasons - a do-it-yourself project, a project they want us to help them with or simply because they are inspired to create something beautiful in their home or garden.*


*Choosing to advertise in the Salisbury Dig In Magazine will ensure your product or service is positioned in the minds of readers who are active gardeners and home décor enthusiasts. Furthermore, showcasing your brand in our magazine will only enhance and complement your product and service.*

### WHAT'S COVERED

Salisbury Dig In Magazine is a 32 pages photo magazine with inspirational and useful ideas for designing beautiful spaces in and outside the home.


- Seasonal lavishly illustrated articles with focus on gardening topics for those interested in having fun getting their hands dirty
- Container design, latest outdoor gardening trends, and transforming the yard into an amazing outdoor living space

## OUR READERS

 75% Female  
40-55 in Age

 Disposable income

 Affluent homeowners

 Travel, appreciate arts & culture

 Employed

### Interests

- Home décor & Renovation
- Home Gardening
- Cooking
- Food & Fine wine
- Appreciate the beauty in life
- Enjoy Entertaining and Fine Cuisine
- Believe beautifying and upgrading their homes = added value to their investment

### Print Audience

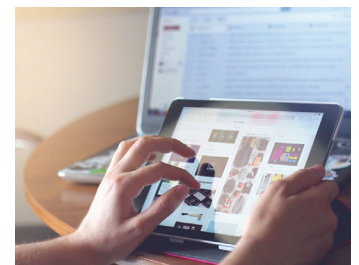
- 5,000 Copies for in-house pick-up
- 25,000 Copies direct mail via 'Edmonton Journal' - targeting Sherwood Park and South Edmonton
- 16,000 Email newsletter submissions

### Online Audience

- [SalisburyGreenhouse.com](http://SalisburyGreenhouse.com)
- 238,055 Total Users 72.3% of those are new to the site
  - 654,483 Total Page Views for 2016







### Social Media




- Facebook likes – 14,271  
Twitter followers: 1,566  
Pinterest Followers: 3,097



## AD RATES & SPECS

### Ad Rates

 <b>Full Page</b> \$1,380	 <b>Half Page Vertical</b> \$980
 <b>Half Page Horizontal</b> \$980	 <b>Quarter Page</b> \$650
 <b>Eighth Page</b> \$450	 <b>Business Card</b> \$230







 <b>Inside Front Cover</b> \$1,600	 <b>Inside Back Cover</b> \$1,450
 <b>Outside Back Cover</b> \$1,950	

### Design Rates

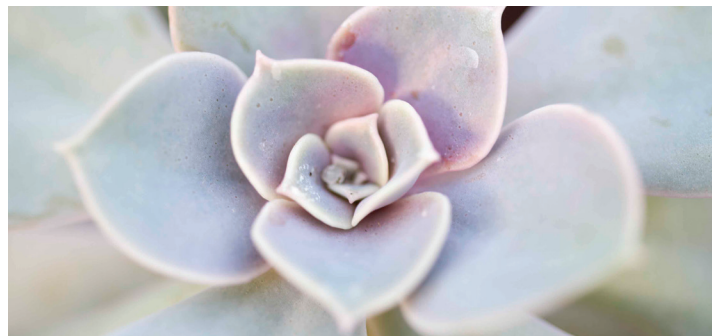
- Complete Ad Design: \$70/hr (Based on 1 draft and 2 revisions)
- Minor Changes to Existing Ad: \$40/hr (Based on 2 revisions - Minimum of 30 minute charge)
- \* Additional revisions will be charged at \$70/hr with a minimum 30 minute charge
- \*\* If supplying print ready files, please forward all files to [Salisburydigin@gmail.com](mailto:Salisburydigin@gmail.com) by no later than **March 24, 2017**
- \*\* If requesting in-house design production, all materials (Logo in eps. or ai. format) along with a high resolution image(s) and copy to be supplied to email [Salisburydigin@gmail.com](mailto:Salisburydigin@gmail.com) by no later than **February 27, 2017**

All design fees are to be added to the cost of the ad and paid directly to Salisbury Greenhouse. All design proofs will be supplied by email are expected to be received in electronic format.

## BLEED DIMENSIONS & SIZE SPECS

-  **Full Page**  
Trim Size: 8.5" x 11"  
Type Safe Area: 8" x 10.5" (0.25" Margin)  
Bleed Area: 9" x 11.5" (0.25" Bleed)
-  **Half Page Horizontal**  
Trim Size: 8.5" x 5.5"  
Type Safe Area: 8" x 5" (0.25" Margin)  
Bleed Area: 9" x 6" (0.25" Bleed)
-  **Half Page Vertical**  
Trim Size: 4.25" x 11"  
Type Safe Area: 3.75" x 10.5" (0.25" Margin)  
Bleed Area: 4.75" x 11.5" (0.25" Bleed)
-  **Quarter Page**  
Trim Size: 4.25" x 5.5"  
Type Safe Area: 3.75" x 5" (0.25" Margin)  
Bleed Area: 4.75" x 6" (0.25" Bleed)
-  **Eighth Page**  
Trim Size: 8.5" x 1.375"  
Type Safe Area: 8" x 0.875"  
Bleed Area: 9" x 1.875"
-  **Business Card**  
Trim Size: 2.125" x 2.75"  
Type Safe Area: 1.625" x 2.25"  
Bleed Area: 2.625" x 2.75"

High Res – PDF – 300 DPI on all submitted material.



## PRODUCTION & EDITORIAL

### Spring Issue

- Supplied Ad Deadline: March 24, 2017
- Distribution: May 5, 2017

## PRODUCTION CONTRACT

1. Rates are subject to change every calendar year based on distribution numbers.
2. The Publisher does not recognize verbal agreement.
3. The Advertiser assumes full responsibility for the contents of the ad file submitted to the Publisher, as well as meeting the deadline for submission of proofread file. The Advertiser will be held responsible for any claims made against the Publisher for publishing the advertisement(s) submitted. As such, the Publisher of the magazine reserves the right to refuse any copy that the Publisher deems unsuitable for the publication. The publisher will not be held liable for refusing to publish any advertisement or for any errors in any advertisement after having been proofed by the Advertiser or if the ad was submitted too late for proof by the Advertiser.
4. In the event of unforeseen circumstance (strikes, work stoppage, accidents) a full refund of the paid amount for advertising will be issued.
5. All submitted proofs and advertisements will be destroyed by the Publisher within 3 months, unless requested by the Advertiser.
6. Until advertising fees have been paid, the publisher assumes copyright ownership of the advertisement in its entirety.
7. Advertising space is for the sole use of the Advertiser. The Advertiser may not sell nor give the assigned space to a third party.
8. Cancellation will not be accepted after the space closing date.
9. The Publisher reserves the right for all ad placements.



## ORDER & PAYMENT

Name of Business \_\_\_\_\_  
 Your Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_  
 Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

## AD RATES

- |  |   |
|--|---|
| <input type="checkbox"/> Full Page: \$1,380          | <input type="checkbox"/> Quarter Page: \$650  |
| <input type="checkbox"/> Half Page Horizontal: \$980 | <input type="checkbox"/> Eighth Page: \$450   |
| <input type="checkbox"/> Half Page Vertical: \$980   | <input type="checkbox"/> Business Card: \$230 |
|  | <input type="checkbox"/> Cover:               |

## AD DESIGN/FEES

- Will provide ad according to specs
- Require ad to be created (\$70/hr)
- I am aware of deadline for production
- Require minor adjustments to an existing ad (\$40/hr)

\*\* Design fees to be added to the cost of the ad and paid directly to Salisbury Greenhouse

## PAYMENT METHOD

TOTAL COST \$ \_\_\_\_\_ CDN Plus applicable taxes.

\* Please send this completed insertion order by the order deadline. Payment to be received by order deadline.

**Cheque:** Payable to: Salisbury Greenhouse  
 52337 Range Road 232  
 Sherwood Park, AB T8H 2T1

**Credit Card**

Name on Card \_\_\_\_\_  
 Card # \_\_\_\_\_ Card Type \_\_\_\_\_  
 Expiry \_\_\_\_\_ Security Code \_\_\_\_\_

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

\*By signing this order, the Advertiser signifies the read, understand and are willing to comply with the terms of the production contract in the media kit.

Please fax (780) 467.4040 or email ralimario@gmail.com this completed order to Rali Mario, Sales Manager.