

# Tennessee GREENTIMES

The Official Publication of The Tennessee Nursery and Landscape Association



## TENNESSEE'S GREEN AUDIENCE READS GREENTIMES

*The Official Publication of the Tennessee Nursery & Landscape Association*

*There is no better way* to reach an audience of horticultural professionals in the State of Tennessee than through Greentimes magazine. This niche audience consists only of *qualified prospects in your industry.*

The magazine is sent quarterly to each member of the TNLA, a professional network of:

- Nursery Growers
- Garden Centers
- Landscape Contractors
- Landscape Architects

Total Circulation: 1,700+

Call us today at  
615-790-3718



# — AD MATERIAL SPECIFICATIONS —

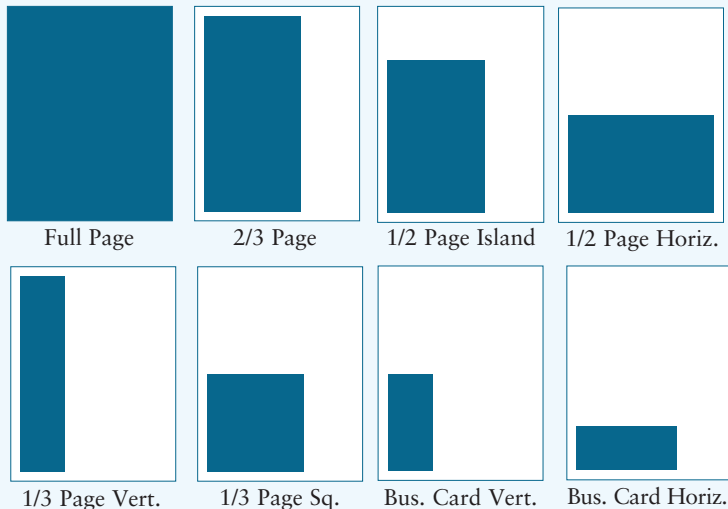
## PRINT AD SPECIFICATIONS

Space Size	Width (in inches)	Depth (in inches)
Full Page*	8.375"	10.875"
Power Page, Left*	7.625"	10.875"
Power Page, Right*	8.25"	10.875"
2/3 Page	4.875"	9.875"
1/2 Page Island	4.875"	7.66"
1/2 Page Horiz.	7.375"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"
QR Code Ad	3.75"	2"

\*ONLY FULL PAGE ADS BLEED.

### IMPORTANT For Full Page Ads:

- **Bleed size:** 8.625"x11.125"  
(for full page ads; .125" on all sides)
- **Trim size:** 8.375"x10.875"
- **Live area:** 7.625"x10.125"  
(vital copy must remain 3/8" from trim size)



## DIGITAL AD SPECIFICATIONS

Space Size	Width (in inches)	Depth (in inches)
Email Blast Header Board	468	60
Email Blast Sidebar	120	240

### IMPORTANT For Digital Ads:

- Always use .jpg or .gif files
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality; makes for quick & easy downloading
- 1 MB maximum file size

## ADS SUBMITTED FOR PLACEMENT MUST FOLLOW THESE GUIDELINES:

### TECHNICAL SPECIFICATIONS:

PDF (Portable Document Format) is the required file format for *Tennessee Greentimes*. PDF files must be created with Acrobat Distiller 4.05 or higher.

- Scanned images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- All PDFs must be high resolution/press optimized.
- Files must be 100% size, no rotations.
- Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.
- We CANNOT accept graphics in Pagemaker, Powerpoint, PC-only programs (i.e., Corel Draw, Microsoft Word), Freehand.

### IMPORTANT:

Any ads that do not meet the specifications will be charged \$125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed \$95 per hour.

### SEND MATERIALS TO:

Leading Edge Communications, LLC  
 ATTN: Publisher  
 206 Bridge Street  
 Franklin, Tennessee 37064  
 Phone: (615) 790-3718 • Fax: (615) 794-4524

### FTP SITE INSTRUCTIONS:

<http://leadingedgecommunications.com/files/index.php>

- Username: **leupload**
- Password: **upload2le**
- Go to bottom of page to upload files link. Please, email your Account Executive what your ad is named on the site and name of publication.

### VIA EMAIL:

[Greentimes@LeadingEdgeCommunications.com](mailto:Greentimes@LeadingEdgeCommunications.com)