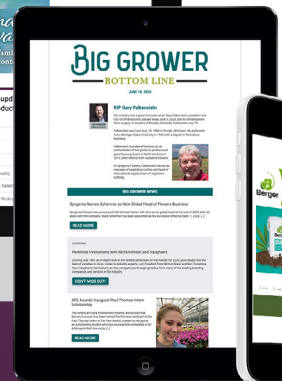




# 2021 PRINT & DIGITAL MEDIA KIT





## PRINT



### WHY GPN IS YOUR BEST BUY!

#### 1 EDITORIAL LEADERSHIP

GPN is the best-read magazine in the industry<sup>1</sup>. Our **award-winning editors** consistently deliver the how-to, what-with information growers need to be successful in the greenhouse.

#### 3 PURCHASE AUTHORITY

**91%** of GPN's subscribers grow, specify, approve or purchase products.<sup>3</sup>

#### 2 100% REQUESTED, 100% QUALIFIED

**GPN is the ONLY industry publication that is 100% requested<sup>2</sup>**. 19,048 subscribers<sup>3</sup> provide the required information that defines their business and occupation in order to qualify to receive GPN.  
Total Readers per copy: 2.5<sup>1</sup>  
Total Print Impressions: 47,285<sup>1</sup>

#### 4 BIG, BOLD & COLORFUL

GPN has long-been the only industry publication in a tabloid format, providing advertisers with more real estate to make a big impression and highest impact in the market.

## BIG GROWER



GPN's print supplement and twice-monthly e-newsletter delivers news and product information to more than 3,500 commercial growers with 250,000+ sq. ft. of growing area<sup>2</sup>.

## SPECS

SPACE UNIT — Non-Bleed	Ad Size
Tabloid	9.75"w x 13"h
Junior Page	7"w x 10"h
Junior Spread	15.5"w x 10"h
½ Tabloid Vertical	4.625"w x 13"h
½ Tabloid Horizontal	9.75"w x 6.375"h
⅓ Tabloid Vertical	3.375"w x 13"h
⅓ Page	4.625"w x 10"h
⅓ Page Vertical	3.375"w x 10"h
⅓ Page Horizontal	7"w x 4.875"h
⅓ Page Island	4.625"w x 7.375"h
⅓ Page Vertical	2.125"w x 10"h
⅓ Page Square	4.625"w x 4.875"h
¼ Page	3.375"w x 4.875"h
¼ Page Vertical	2.125"w x 4.875"h
¼ Page Horizontal	4.875"w x 2.125"h
Showcase	4.5"w x 3.5"h
CA Summer Trials Companion Full Page	6"w x 10"h

SPACE UNIT — Bleed	Ad Size (Printed area/Trim Size)	Bleed Size (0.125" added to all sides)
Tabloid	10.75"w x 13.5"h	11"w x 13.75"h
Tabloid Spread	21.5"w x 13.5"h	21.75"w x 13.75"h
Junior Page	7.5"w x 10.75"h	7.75"w x 11"h
Junior Spread	15.25"w x 10.75"h	15.5"w x 11"h
½ Tabloid Vertical	5.125"w x 13.5"h	5.375"w x 13.75"h
½ Tabloid Horizontal	10.75"w x 6.5"h	11"w x 6.75"h
⅓ Tabloid Vertical	3.5"w x 13.5"h	3.75"w x 13.75"h
False Cover	10.5"w x 13.25"h	10.75"w x 13.5"h
⅓ Page Cover Tip	10.5"w x 6.625"h	10.75" w x 6.875"h
CA Summer Trials Companion Full Page	6"w x 10"h	6.25"w x 10.25"h

#### MECHANICAL DATA

- Publication Trim Size: 10.75" x 13.5"  
Achieved by trimming 0.125" off head, face and foot.
- All ads should be submitted using CMYK colors and high resolution images of 300dpi.
- Live matter should be kept at least 0.25" from the trim.

#### AD ART UPLOAD INSTRUCTIONS

All ad art and additional ad information should be uploaded at:  
<https://upload.greatamericanmediaservices.com>

<sup>1</sup> Signet AdStudy, September 2019 <sup>2</sup> Publisher's Data <sup>3</sup> AAM Publisher's Statement June 2020

# 2021 EDITORIAL CALENDAR

## JANUARY

### EDITORIAL TOPICS:

- Intern of the Year
- Selling Online

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Pest management  
by Raymond Cloyd

### SUPPLEMENTS:

- Big Grower

## FEBRUARY

### EDITORIAL TOPICS:

- Poinsettia Introductions
- Sanitation Best Practices

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Hot topic commentary  
by Peter Konjoian

## MARCH

### EDITORIAL TOPICS:

- Cannabis Production
- Managing Water

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle

### SUPPLEMENTS:

- Big Grower

## APRIL

### EDITORIAL TOPICS:

- Integrated Pest Management
- Disease Prevention

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Pest management  
by Raymond Cloyd
- Hot topic commentary  
by Peter Konjoian

### SUPPLEMENTS:

- 2021 Guide to Hemp Production

### SPECIAL SECTION:

- Plant Health Management  
Advertorial

## In Every Issue:

Crop Culture, Plant Health Management, 40 Under 40 Perspectives

## MAY

### EDITORIAL TOPICS:

- GPN's 40 Under 40
- Trending in Potted Crops

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle

### SUPPLEMENTS:

- California Summer Trials  
Companion

## JUNE

### EDITORIAL TOPICS:

- Lighting Technology
- Managing the Environment

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Hot topic commentary  
by Peter Konjoian

### BONUS DISTRIBUTION:

- Cultivate'21

### SPECIAL SECTION:

- Innovations In Lighting  
Advertorial

## JULY

### EDITORIAL TOPICS:

- Hemp Production
- Root Zone Management

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Pest management  
by Raymond Cloyd

### SUPPLEMENTS:

- Big Grower

### BONUS DISTRIBUTION:

- Cultivate'21

## AUGUST

### EDITORIAL TOPICS:

- 2021 California Summer  
Trials Coverage
- Growing Veggies

### COLUMNS:

- Plant trial evaluations  
by Vaughn Fletcher
- Technical production strategies  
by Erik Runkle
- Hot topic commentary  
by Peter Konjoian

### BONUS DISTRIBUTION:

- Farwest Show
- Griffin Expo

### SUPPLEMENTS:

- Nursery Management

## 2021 DEADLINES

MONTH	AD CLOSE	MATERIALS DUE
JANUARY	12/1/2020	12/8/2020
FEBRUARY	1/4/2021	1/11/2021
MARCH	2/1/21	2/8/2021
APRIL	3/1/2021	3/8/2021
MAY	4/2/2021	4/9/2021
JUNE	5/3/2021	5/10/2021
JULY	6/4/2021	6/11/2021
AUGUST	7/2/2021	7/9/2021
SEPTEMBER	8/2/2021	8/9/2021
OCTOBER	9/3/2021	9/10/2021
NOVEMBER	10/1/2021	10/8/2021
DECEMBER	11/1/2021	11/8/2021
JAN 2022	12/2/2021	12/9/2021

## EVENTS

### Forty under 40

Class of 2021 will be announced in the May issue of GPN and awards program will take place in July at Cultivate'21.

## CANNABIS & HEMP WEEK

A Virtual Multi-Day Industry Event

A multi-day virtual educational experience providing the latest insight, tips and guidelines for success in the cannabis and hemp markets.

gpn

PLANT HEALTH  
MANAGEMENT  
WEBINARS

Quality educational webinars to learn the best practices for growing healthy plants. Fall 2021.



## WEBSITE AD UNITS

Eye-catching, high-profile banner units command attention and directly link visitors from our website to yours.

### OVERVIEW

- Web ads rotate throughout all areas of [www.gpnmag.com](http://www.gpnmag.com); all ads run-of-site with maximum of six rotations
- Targeted ads are located on sponsor-specified pages (home page, channels, etc.)

### SPECIFICATIONS

#### Leaderboard

- Dimensions: 728 x 90 pixels
- Expandable Dimensions: 728 x 300 pixels

#### Medium Rectangle

- Dimensions: 300 x 250 pixels
- Expandable Dimensions: 620 x 250 pixels

#### Run-of-Site Pop-Up (exclusive)

- Dimensions: 600 x 600 pixels

#### Sponsored Content:

- 1 image: 580 x 380px 300dpi
- 5- to 10-word title
- 500-700 words

#### For All Images/Ads

- Accepted Formats: JPG, GIF, HTML and 3rd party tags (If animated — maximum of four loops & GIF format required)
- Maximum file size: 40KB

### RATES (NET)

#### Leaderboard

\$4,800/year  
\$600/month

#### Medium Rectangle

\$4,500/year  
\$550/month

#### Run-of-Site Pop-Up

\$3,500/month

#### Sponsored Content

\$1,500/month

## CHANNELS

Channels are your opportunity to advertise on a microsite of targeted editorial and product information.

### OVERVIEW

- Visitors to these channels actively seek information on category-specific products or industry hot topics
- Editorial product reviews, category-related news and topical content are the backdrop for your product information
- Ad units for sponsored channel sponsorships are deployed on the channel/topic related pages as well as the channel landing page

### CHANNEL TOPICS

- Culture
- Plant Health
- Videos
- Big Grower
- Production

### RATES (NET)

#### Individual Channel Rates

#### Leaderboard

\$4,000/year  
\$450/month

#### Medium Rectangle

\$3,600/year  
\$400/month

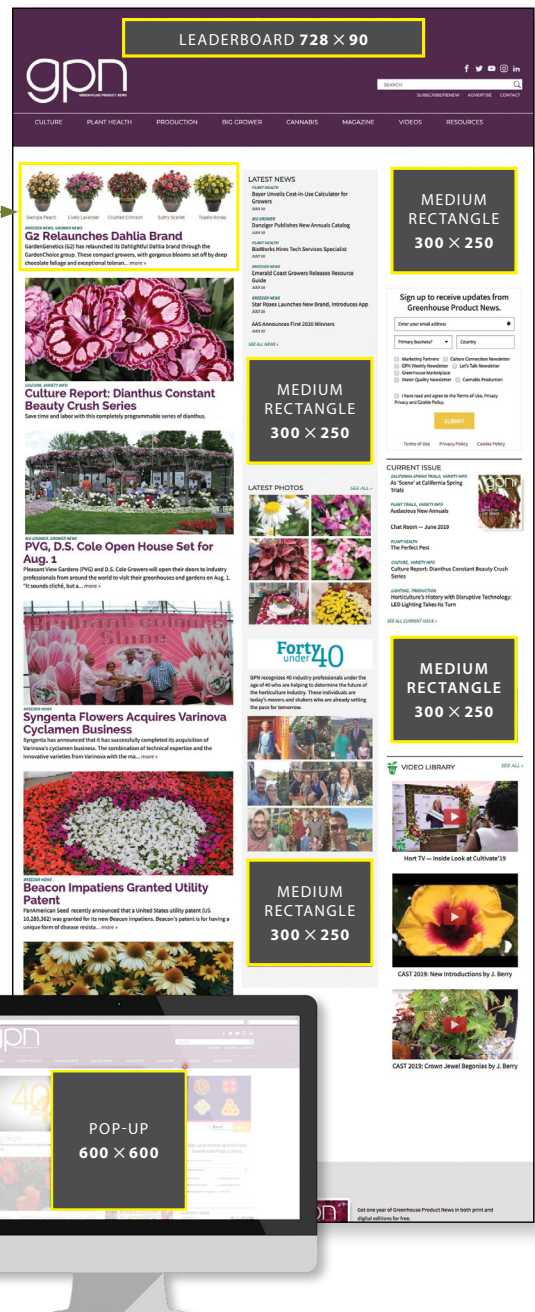
### SPONSOR PACKAGE

#### Ad Units

- Leaderboard: 728 x 90 pixels
- Medium Rectangle: 300 x 250 pixels

#### Topic Sponsorship

- Sponsor's ad units will appear on all topics related to a specific channel
- Sponsor's ad positioned on leaderboard and medium rectangle ads based on channel category correlation



## DOMINATE



GPN'S  
WEBSITE  
WITH  
CATEGORY  
TAKEOVER

SEE PAGE 9  
FOR DETAILS!

## CONTACT

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#### Tiffany O'Kelley

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## HORT TV

Enjoy increased exposure for your videos in a venue with targeted viewership and industry relevance.



## OPPORTUNITIES

Hort TV is a platform that features on-demand, how-to videos and educational quick tips from industry suppliers. Thousands of visitors have viewed Hort TV programming since its introduction<sup>1</sup>.

### Cultivate'21 In-Room Hort TV

- Series of 30-second commercial spots airing between the editorial programming; spot will include:
  - High-resolution product image
  - 50-75 word voiceover
  - Booth number
  - Contact information
  - Or supply your own 30-second commercial

### California Summer Trials Video

- Three-minute video filmed at your Summer Trials site by GPN staff and broadcast on [www.gpnmag.com](http://www.gpnmag.com).

### Cultivate'21 Booth Video

- Three-minute video filmed at your Cultivate booth by GPN staff and broadcast on [www.gpnmag.com](http://www.gpnmag.com)

## SPONSOR BENEFITS

- High visibility through prominent exposure on the GPN website and email notifications
- Videos can be uploaded onto advertiser's website

## RATES (NET)

- Cultivate'21 Video — In-Room: \$995
- Summer Trials Video:
  - \$995 for Advertiser
  - \$1,150 for Non-Advertiser
- Cultivate'21 Video: \$995
- \* **Talk to your Integrated Media Consultant about our Cultivate'21 Video packages**

## VIDEO E-ALERT

Increase brand awareness and educate the market by sharing your video with GPN subscribers

## OVERVIEW

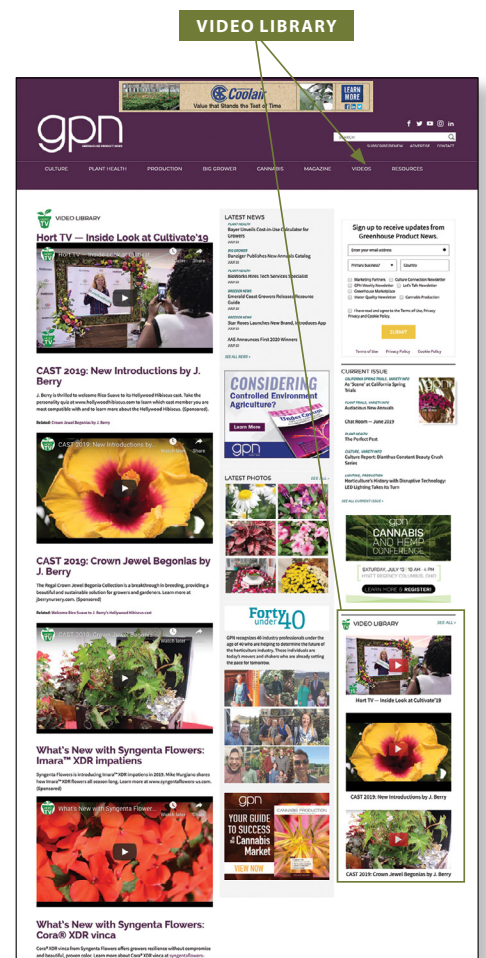
- One supplied video delivered via email
- Opportunity to share your video with an engaged audience, which may include new product information, how-to guide for product usage, testimonials or success stories
- Link to the video on your website or link to archived video hosted on [www.gpnmag.com](http://www.gpnmag.com)
- Hosted on [www.gpnmag.com](http://www.gpnmag.com) for one year

## ADVERTISER BENEFITS

- Exclusive content marketing opportunity with 100% share of voice
- Strong positioning with the advertiser seen as an industry leader
- Digital engagement report included

## RATE (NET)

\$2,500



## SPECIFICATIONS

### Video

- Duration: 2-3 minutes recommended but not exceeding 4 minutes
- Frame Size: 30 FPS
- Key Frame: every 30-60 frames (2 seconds)
- Video Data Rate: 600 kbps
- Audio Data Rate: 48 kbps
- Total Data Rate: 648 kbps
- Dimensions: 480 x 360 pixels (4:3 Full Screen) or 480 x 270 pixels (16:9 Wide Screen)
- File types: .mov or .mp4 format only

### Video description

- Short description of 210 characters including blank spaces and headline (about 30 words)

## CONTACT

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tokelley@greatamericanpublish.com  
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Submit all ad material, text and instructions to <https://upload.greatamericanmediaservices.com>.

## GPN WEEKLY

- Delivered each week via email to floriculture professionals
- Allows readers to keep up-to-date on the latest industry news and advancements
- News items include headline, abstract and a link to the full text news item online
- Each issue shared with 10,800+ social media followers

## CULTURE CONNECTION

- Delivered twice a month via email to floriculture professionals
- Allows growers access to the information they need to produce the highest quality crops
- Topics featured will include crop culture, research, California Summer Trials, chemical/control trials, university trials, breeder news and new varieties.
- Each issue shared with 10,800+ social media followers

## BIG GROWER BOTTOM LINE

- Delivered twice a month via email to the largest and most influential commercial growers<sup>1</sup>
- Allows readers to keep up-to-date on the latest industry news and advancements
- News items include headline, abstract and a link to the full text news item online
- Each issue shared with 10,800+ social media followers

## SPONSOR BENEFITS

- High visibility with the sponsor's ad prominently placed in the e-newsletter
- ROI with the sponsor receiving detailed metric and engagement report

## RATES (NET)

1x: \$700	Text Ad: \$700
3x: \$650	(Text ad available for GPN Weekly & Big Grower Bottom Line)
9x: \$600	
12x: \$575	Featured Video: \$700
24x: \$500	(Featured video available for GPN Weekly)

LEADERBOARD 600 x 90

AmericanHort Announces Cultiva'20 Virtual Sneak Peek

AmericanHort has announced a sneak peek webinar for attendees of Cultiva'20 Virtual. The webinar will be held on Wednesday, July 8, at 2:30 p.m. ET. Click here to sign up for the webinar. Webinar participants will take on a tour through the virtual platform to know what to expect during the live show days [...]

READ MORE

Dümmen Orange Launches Intrinsia Brand

Following the recent opening of its Breeding Technology Centre in the Netherlands, Dümmen Orange is now presenting Intrinsia, a new brand that will be used to label Dümmen Orange's product innovations coming from its R&D pipeline. Dümmen Orange aims to shape the future of the floriculture industry and believes in more technology-driven R&D to develop [...]

READ MORE

Perennial Innovations with McIntosh and Vaughan's

Coming July 14th, an in-depth look at the newest perennial on the market for 2020, plus insight into the latest in R&D pipeline. Listen to industry experts, Lori Crawford from McIntosh and Ken Turner from Vaughan's Horticulture, as they navigate you through genetics from many of the leading breeding companies and vendors in the industry.

DON'T MISS OUT!

MEDIUM RECTANGLE 300 x 250

MEDIUM RECTANGLE 300 x 250

PMA Fresh Summit to Go Virtual in October

On June 30, the Produce Marketing Association announced its 2020 Fresh Summit Convention & Expo will be a virtual experience instead of an on-site event in Dallas, Texas. It will take place Oct. 13-15 in a message-rich, member and industry partners, Cathy Burns, Produce Marketing Association (PMA) CEO, explained the decision. "Out of our utmost concern [...]

READ MORE

UPCOMING EVENTS

July 13 - July 16, 2020  
Cultiva'20 Virtual

July 27 - August 7, 2020  
2020 Michigan Garden Plant Tour

September 15-17, 2020  
International Floriculture Expo

EXPLORE MORE EVENTS

Benary TeleCAST 2020

Benary's TeleCAST goes live!

Benary's TeleCAST 2020, a new product video playlist on YouTube. These educational videos provide information about their newest products.

FEATURED VIDEO

SPONSORED TEXT

LEADERBOARD 600 x 90

Trending into 2021: Petunias

With the absence of the California Spring Trials this year, the breeding companies had to get quite creative with the ways they shared new introductions with available channels.

I spent many hours in April and May watching virtual presentations, downloading photos, reading catalogs and learning about all the new varieties making their market debut in 2021.

Along these virtual trials, there were certainly recurring themes that made themselves apparent. Certain crop categories, garden applications and consumer trends were emphasized by multiple exhibitors and were a core focus in their new introductions.

Fourish Series (Syngenta)

This new collection is versatile in use, with numerous varieties to choose from and a wide range of colors. The abundance of tapered flowers makes a great contrast to the dark green foliage. The series is ideal for use in the garden. The series is ideal for use in the garden. The series is ideal for use in the garden.

Shock Wave Purple Tie Dye (Phantom Seed)

A new addition to the popular Shock Wave series, this new variety features a playful and colorful tie-dye pattern with a mix of purple, pink and white. The series is ideal for use in the garden. The series is ideal for use in the garden. The series is ideal for use in the garden.

SuperCal Royal Reef (Sakata)

A new addition to the popular SuperCal series, this new variety features a playful and colorful tie-dye pattern with a mix of purple, pink and white. The series is ideal for use in the garden. The series is ideal for use in the garden. The series is ideal for use in the garden.

Durabloom Series (Dümmen Orange)

Meet using a wild species with an aggressive root system, this series is resistant to heat and drought. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought.

Valen Stage Glacier Sky (Selecta One)

Glacier Sky is the first sky type petunia to be selected by the Michigan Garden Plant Tour. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought.

Happy Chick Violet (Dunberger)

This unique petunia is the perfect addition to your garden. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought. It's a tough little plant that stands up to the heat and drought.

MEDIUM RECTANGLE 300 x 250

MEDIUM RECTANGLE 300 x 250

LEADERBOARD 600 x 90

A Change of Seasons for CAST

In case you haven't already heard, in 2021, California Spring Trials (CAST) will be moving into California. Spring Trials.

The dates for the event are Wednesday, June 23 through Sunday, June 27, 2021.

Looking to fully stimulate attendance of breeders, growers and retailers, the change in date was a direct response to requests from the broader community.

BIG GROWER NEWS

AAS Names Two New Winners for '21

All-America Selections recently announced two new AAS Winners for the 2021 garden season. This set of AAS Winners includes: Calceola 'Valley Cascade' (Pine) (Sakata) and 'Goldilocks' (Dümmen Orange). Winners and consumers will find these AAS Winners for sale in supply locations available through the distribution chain. All AAS Winners are tested throughout North America by [...]

READ MORE

Organic Association Adds Support to New USDA Rule

On July 8, the Organic Trade Association issued a statement welcoming USDA's efforts to boost the integrity of the global organic market through its Strengthening Organic Enforcement (SOE) Proposed Rule, soon to be published in the Federal Register. The SOE Proposed Rule is the largest single piece of reforming since the implementation of the National Organic Program [...]

READ MORE

VIDEO: GPN Introduces 40 Under 40 Class of 2020

GPN (Greenhouse Product News) has announced the 40 Under 40 Class of 2020 - movers and shakers who are already setting the pace for tomorrow. These 40 up-and-comers have already been making things happen and will continue to do so for many, many years. As you've seen, they have the drive, passion and expertise that [...]

READ MORE

BIG GROWER ARTICLES

COVER STORY - Finding the Right Balance

For more than 40 years, Littlefield, Michigan has been home to one of the industry's leading producers of plugs and transplants. Paul and C. Robert & Sons, and since 2017, on Robert & Sons' Young Plants. Tucked away in southern mid-Michigan, the company was founded on C. Robert & Sons in 1978 by these partners - two [...]

READ MORE

## CONTACT

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Submit all ad material, text and instructions to <https://upload.greatamericanmediaservices.com>.

6 gpn | 2021 MEDIA KIT

Visit the GPN Media Kit website at [gpnmag.media](https://gpnmag.media) for additional options, audience insight and more.



## LET'S TALK OVERVIEW

- Readers receive GPN's latest editorial information on a specific topic or category to keep them up to date and help them deal with the different challenges they face
- Delivered the final Thursday of each month to all GPN e-newsletter subscribers
- News items include headline, abstract and a link to the full text news item online
- Each issue shared with 10,800+ social media followers

## SPONSOR BENEFITS

- Sponsorship includes all advertising positions within the e-newsletter
- Provides readers with engaging sponsored content tailored to your products and services
- ROI with the sponsor receiving detailed metric and engagement report

## SPECIFICATIONS

### Leaderboard

- Dimensions: 600 x 90 pixels

### Medium Rectangle

- Dimensions: 300 x 250 pixels

### For All Images/Ads

- Accepted formats: JPG or animated GIF (If animated GIF — maximum of four loops)
- Maximum file size: 40KB

## RATE (NET)

\$1,500 per issue

### Sponsored Text Ads

- Please submit 40 words of text, a photograph of the product and the link to your website. We'll do the rest. The text ad will appear as sponsored content in the news section of the e-newsletter.
- Product Photograph Dimensions: 152 x 135 pixels

### Suggested Topics

- Greenhouse Lighting
- Plant Health
- Production

The screenshot shows a newsletter titled "Let's Talk PLANT NUTRITION" with the GPN logo. It features several ad spots: a "LEADERBOARD 600 X 90" at the top, a "Quick Steps to Fertilizer Injector Maintenance" article, a "Cultivate'18 Session to Address pH and EC" article, a "Your Single-Bag Solution with Patented Technology" product spot for Peters Excel 15-5-15, and a "MEDIUM RECTANGLE 300 X 250" ad. A "SPONSORED TEXT" box is highlighted at the bottom with the text "INTERESTED IN ADVERTISING IN GPN? LEARN MORE >".

## GREENHOUSE MARKETPLACE

Use this product spotlight for cost-effective promotion of new products to market buyers.

## OVERVIEW

- Greenhouse Marketplace is an electronic product release that includes a 50-to-75-word description and a four-color image
- All products are placed in a general product category within the electronic release
- Each item in the email links to the corresponding Spotlight on [www.gpnmag.com](http://www.gpnmag.com)
- Use Greenhouse Marketplace to:
  - Launch a new product or service
  - Introduce new sales literature
  - Increase recognition in the market
  - Generate leads

## RATE (NET)

\$500 per product

## SPONSOR BENEFITS

- High visibility with your product release in the dedicated email
- Products are posted on [www.gpnmag.com](http://www.gpnmag.com) and linked to your company listing
- ROI with the sponsor receiving detailed metric and engagement report

## SPECIFICATIONS

### Advertiser to provide:

- One RGB, high-resolution image in JPG or GIF format (we will resize as needed for the site and email)
- A 50-word description of the product's features and capabilities. GPN staff will edit for style and content
- Contact information and URL

The screenshot shows an email titled "GREENHOUSE MARKETPLACE" with the GPN logo. It features a "FEATURED PRODUCTS" section with three product images, a "VARIETY SPOTLIGHT" section with three product images, and a "NEW PRODUCTS" section with three product images. Each product image is accompanied by a "PRODUCT NAME" and "Product Company" label.

## CONTACT

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616.520.2172

Submit all ad material, text and instructions to <https://upload.greatamericanmediaservices.com>.

## EXCLUSIVE E-BLASTS

Enjoy exclusive email access to floriculture professionals with purchasing authority.

### PROGRAM OVERVIEW

- An Exclusive E-Blast is a sponsored email broadcast delivered to floriculture professionals
- Exclusive E-Blast campaigns can be used for:
  - Launching a new technology or service
  - Breaking company announcements
  - Invitations to visit your trade show booth
  - Promotion of webcasts
  - Increasing brand recognition
  - Generating leads
  - Driving web traffic
- Following transmission, sponsors receive detailed metric and engagement report
- 100% share of voice

### SPECIFICATIONS

- Dimensions: Not to exceed 600 pixels wide
- Accepted format: HTML file
- Maximum file size: 200 KB
- Advertiser must host images
- Advertiser provides subject line

#### HTML Specifications

- HTML must be provided as an HTML file or a .txt file, uploaded via a link provided by your Integrated Media Consultant. Your subject line, send time, email addresses for proofing and other details will also be collected through this form.
- Keep HTML code as clean as possible.
- Do not include complex CSS — this is rendered differently by email applications and some have poor support, resulting in display issues.
- Test your HTML code in multiple email clients (Outlook, Yahoo and Gmail) to ensure correct delivery.
- All CSS must be embedded in the HTML code.
- Characters (apostrophes, quotation marks, em/en dashes, etc.) should be coded properly.
- Advertiser's name, address, and phone number must be included in the HTML email.

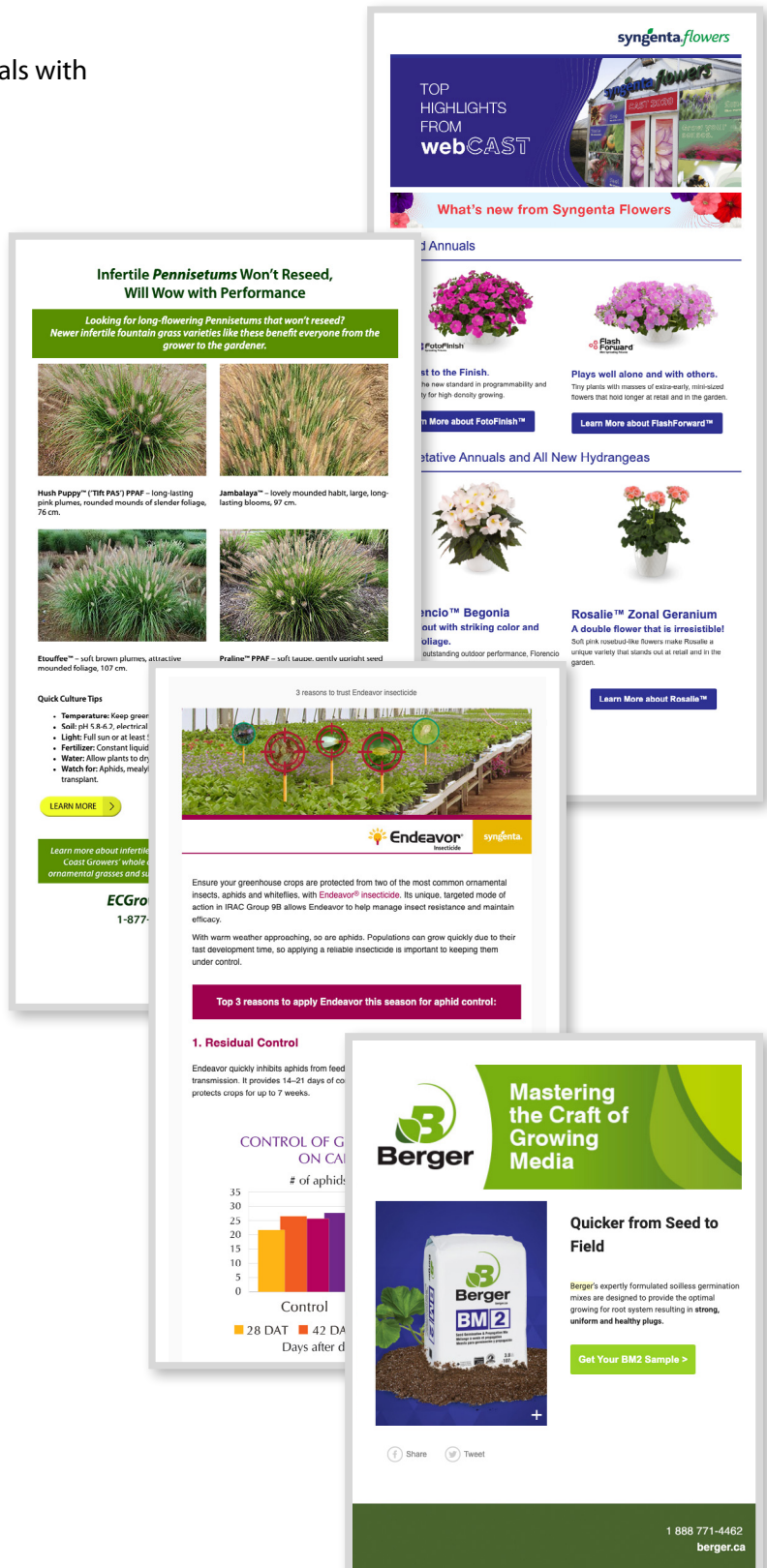
**NOTE:** Submitted HTML should be designed to minimize deliverability issues. Great American Media Services will notify you if revisions are required.

Signed email distribution agreement and current opt-out list are required prior to deployment.

### RATE (NET)

\$2,500

\$3,500 (Retargeting Package rate)



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616.520.2172



## CASE STUDY

Compress the sales cycle by presenting your success stories to an engaged audience of decision makers.

## OVERVIEW

- Case study delivered via email to recipients
- Opportunity to cover the details of a specific problem encountered and its solution
- Allows readers to see information on the latest industry advancements
- Deep link to supplier's website within the content
- Hosted on [www.gpnmag.com](http://www.gpnmag.com) for one year

## SPONSOR BENEFITS

- Strong positioning with the sponsor seen as an industry leader
- Exclusive content marketing opportunity with 100% share of voice
- ROI with the sponsor receiving detailed metric and engagement report

*Signed email distribution agreement and current opt-out list are required prior to deployment.*

## RATE (NET)

\$2,500

## SPECIFICATIONS

### 500-word case study includes:

- A brief history of the problem
- Location and the name of the client
- What was needed for the solution
- How it was solved, including objectives and benefits
- Author's name for byline
- The company's contact information, including phone number, fax number, email address and website
- Two images with captions

**NOTE:** Avoid using multiple product endorsement quotes and product specifications — links to this information can be incorporated in the case study. Editors reserve the right to edit content for grammar and style.

### Two Images and Captions

- High-resolution images, JPG or GIF formats preferred
- Captions no longer than 45 characters

### Sponsor Logo

- Dimensions: 120 × 60 logo
- Accepted formats: JPG or GIF



## CATEGORY TAKEOVER

Dominate the GPN website in the category most relevant to your products.

## OVERVIEW

- Product category ownership for one quarter or the whole year
- Leaderboard ad on webpage
- Three medium rectangle ads on webpage
- Two sponsored content articles on webpage quarterly or eight for the whole year\*
- One category e-newsletter sent per quarter to 11,000 GPN digital subscribers, featuring your two sponsored content articles and all ad spaces

## CATEGORY OPTIONS

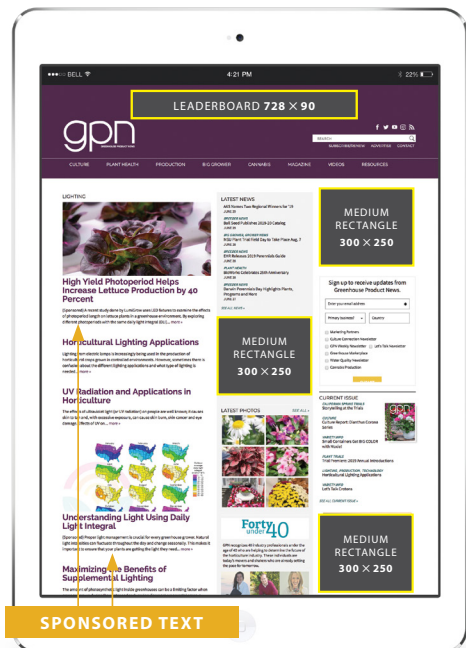
- Plant Health
- Culture
- Management
- Lighting
- Controlled Environment Agriculture
- Structures & Equipment

*Talk to your Integrated Media Consultant to discuss additional categories*

## RATES (NET)

\$3,000 per quarter

\$10,000 per year



## CONTACT

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**Kim Sammartino**

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Submit all ad material, text and instructions to <https://upload.greatamericanmediaservices.com>.

## COMMERCIAL WEBINAR

Leverage the convenience of this web-based format to present your company's products and services to a qualified audience.

### OVERVIEW (Supplier provides the presentation/speaker)

- Format consists of a live 45-minute online presentation and 15-minute follow-up Q&A
- Content includes invaluable product/technical information (similar to a white paper)
- Subscribers to GPN Weekly and GPN magazine receive promotions
- Webinars are archived on [www.gpnmag.com](http://www.gpnmag.com) for one year

### SPONSOR BENEFITS

- Sponsor logos and mentions in:
  - GPN print ads
  - Email promotions
  - Webinar presentation
- Sponsorship is extended at no extra charge as the webinar is recorded and posted for repeat viewings
- Upon completion of the webinar, sponsors will receive a list of the registrants and their registration information
- 100% share of voice

### RATE (NET)

\$5,000 per webinar

## EDITORIAL WEBINAR

Sponsor a GPN editorial webinar to secure strong positioning and high visibility with a professional audience thirsting for knowledge.

### OVERVIEW

- Format consists of a live 30-45-minute online presentation and 15-minute follow-up Q&A
- Content includes invaluable product/technical information (similar to a white paper)
- Developed by GPN editorial staff and presented by industry expert
- Subscribers to GPN Weekly and GPN magazine receive promotions
- Webinars are archived on [www.gpnmag.com](http://www.gpnmag.com) for one year
- Leads provided to sponsor from both live webinar registrations and on-demand views.

### RATE (NET)

- Exclusive sponsorship — \$5,000



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# SAVE TIME AND RESOURCES

Utilize our team to create a customized multimedia program to reach your target audience.



PRINT & DIGITAL  
**19,048<sup>1</sup>**



E-NEWSLETTER  
**11,000+<sup>2</sup>**



WEBSITE  
**1.3 MILLION+<sup>1</sup>**  
annual pageviews



SOCIAL COMMUNITY  
**10,800+<sup>2</sup>**



**Forty**  
under **40**



EVENTS  
**500,000+**  
impressions for event sponsors

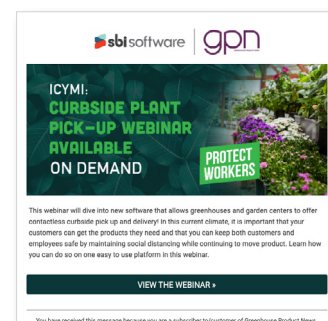
## RESEARCH, DATA AND CUSTOM CONTENT

GPN's in-house team is your resource center for market research and data, custom content for print, digital and web collateral, and for your website rehab or development. We do it all. **How can we help you?**

## CUSTOM MARKETING SERVICES

We provide unique and innovative solutions that allow businesses to engage with customers in nontraditional ways. To discuss these unique offerings in more detail, contact your integrated marketing consultant.

- Content Creation / Integrated Editorial
- Custom E-Blasts
- Event Planning and Promotion
- Retargeting
- Social Media Sponsored Posts
- Surveys and Research Studies
- Video Production and Promotion
- Webinars and Virtual Roundtables
- White Papers
- Case Studies
- Lead Generation



**Ask your Integrated Media Consultant for more information.**

## GROW YOUR BUSINESS

with Time-Saving Marketing Strategies

SmartSolutions is a team of expert marketers who bring their unique perspectives and diverse experiences together to provide a one-stop, full-service marketing solution to help your business thrive. Engage SmartSolutions as your marketing department and gain a team of professionals who care about your business and want to tell your story.

### Our team includes:

- Dedicated project manager
- Marketing strategists
- Copywriters
- Designers
- Data specialists
- Audience development managers

**SMART SOLUTIONS**



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<sup>1</sup> July 1, 2019 - June 30, 2020, Publisher's Own Data    <sup>2</sup> As of July 14, 2020, Publisher's Own Data    <sup>3</sup> AAM Publisher's Statement June 2020

## ADVERTISING

The GPN advertising team is eager to hear your goals and discuss new strategies for business growth. Reach out today and we can begin discussing proven solutions that will help grow your bottom line.



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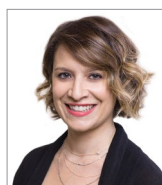
**Kim Meyers**  
**Classified Ad Sales**  
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## AWARD-WINNING EDITORIAL

GPN is a consistent winner and finalist in FOLIO: magazine's prestigious awards competition for excellence in journalism and design. If you haven't met the award-winning editorial team at industry events, meet them now:



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**Jasmina Dolce**  
**Editor**  
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**Teresa McPherson**  
**Retail Editor**  
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Visit our Media Kit site:  
**gpnmag.media**

for audience insight,  
additional options  
and much **MORE!**



## ADDITIONAL PUBLICATIONS

Under Our Horticulture Group Include:

**L&GR**  
LAWN & GARDEN RETAILER

[www.lgrmag.media](http://www.lgrmag.media)

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