

Advertising Rate Card – 2009

Deadline: April 1, 2009

HEARTBEAT ELECTRONIC NEWSLETTER

CIRCULATION: 450

FORMAT: 11 issues (10 electronic newsletters and one printed roster issue). This year we've going 100% electronic with our monthly publication. Instead of seeing your ad every other month in the magazine issues; your ad will now appear in every monthly issue. We strongly recommend 4-color ads for the best spotlight on your company. A separate Roster issue (a 60-page magazine with handy reference material) will be published, and also will include your ad.

ADVERTISING RATES:



		<u>Members</u>	<u>Nonmembers</u>
Full page	7.5" x 10"	\$750/year	\$900/year
Half page	7.5" x 5" or 3.65" x 10"	\$550/year	\$650/year
One-fourth	3.65" x 5"	\$400/year	\$500/year

MECHANICALS: Send your ad "sized to fit" to ensure the best quality reproduction. All ads must be "camera-ready" and emailed to kweitzel@swassn.com * If you plan to use the same ad from 2008, you **MUST "re-submit with new dimensions"** for the best quality. ALL ads must be sent each year in an electronic format (jpeg or pdf).

INSERTS: Two-page insert - \$275 per issue; Four-page insert - \$375 per issue
 There may be multiple inserts in a single issue, with no competing companies in the same issue. All inserts must be 8 1/2" x 11" and will be sold on a first-come, first-served basis. Please reserve inserts early.

CHANGES: You may run the same ad in every magazine issue or you may change as often as you wish – even every issue. You must send changes by the deadlines indicated or changes will be held until next issue.

DEADLINES: Advertising material, inserts and editorial material must be received no later than the 5th of the month (proceeding the month of the printed publication. Example: February 5 would be the deadline for the March publication).

WEBSITE LISTING & LINK

CIRCULATION: ENDLESS

Get Maximum exposure for your company by utilizing the HAGCSA website as an extension to your marketing plan. Reach thousands on the world-wide-web. The HAGCSA website will host a page that will encompass companies contact information and a direct link to designated website.

WEB LISTING & LINK RATES:

	<u>Members</u>	<u>Nonmembers</u>
	\$150	\$400

MECHANICALS: Complete the back of this form by indicating your Company Name, Contact Name, Address, Phone, Fax, Email and Website Link). Send completed advertising form to Kim Weitzel at 816-561-1991(fax).

CHANGES: You may make changes to your contact information as needed. Allow 48 business hours for updates.

ROSTER CATEGORY LISTING

CIRCULATION: 450

Back by popular demand . . . HAGCSA will again offer a "company category listing" in the front of the 2009 roster; which allows members to easily access vendors for their product and equipments needs. This feature is a benefit to those that advertise only.

RATES: Free of charge to committed advertisers.

MECHANICALS: Select (2) category listings (on the back of this form) and submit to the Association Office at 816-561-1991 (fax).

CHANGES: Changes can be made once a year when advertising is being sold (November - March). Deadline is March 31.

Submit form and ads to:

**HAGCSA . 638 W. 39th Street . Kansas City . MO . 64111 . 816-561-5323
 816-561-1991 (fax) . kweitzel@swassn.com**

Advertising Submission

Deadline: April 1, 2009

HEARTBEAT ADVERTISING

Ad Type: Full Page/\$750 Half Page/\$550 One-Fourth Page/\$400

Submitting: Same Ad as 2008 (with new dimensions) New Ad (NOTE: "ALL" ads **MUST** be resubmitted in an electronic format)

Company: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

WEBSITE LISTINGS & LINKS - \$150

Use the contact information listed above.

Use different contact information for my website Listing. (provide here)

Company: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

ROSTER CATEGORY LISTING (FREE to 2009 Advertisers)

Please select (2) categories you wish to have your company listed under, in the 2009 roster:

- Equipment, Sales/Rentals/Service
- Golf Course Design/Construction
- Irrigation, Pump Service, Supply/Design
- Material Supply
- Plant Protectorates/Chemicals
- Professional Associations
- Professional Consulting/Service
- Seed & Sod
- Trade Publications
- Tree Service, Landscaping/Supply
- University/Governmental Agencies

NOTE: Listing will consist of Company Name and Phone Number.

PAYMENT

Check Enclosed Invoice(*) Credit Card: No.: _____

Security Code (now required): _____ Exp. _____

Name on Card: _____

Signature: _____

(*)By indicating you wish to be invoiced, you agree to pay total invoice **upon receipt**. Invoices will be sent electronically when an email is provided.

Please email me a receipt. (Must provide email address above.)

***IMPORTANT**

All ads (new or old) must be submitted "electronically" with the new dimensions and in the highest resolution possible. Please submit as a jpeg or pdf.