

## **2010 Specifications for Garden Fair Resource Guide ADS**

	<b>Exhibitors</b>	<b>Non-Exhibitors</b>
<b>Ad sizes:</b>	<b>Rates:</b>	
B/W Business Card 2" X 3.5"	_____no charge	_____ \$ 25
B/W Half Page 4.5" wide x 3.5" high	_____ \$25	_____ \$ 50
B/W Full Page 4.5" wide x 7.5 " high	_____ \$75	_____ \$100
Inside Front/Back Covers 4.5" wide x 7.5 high	_____ \$125	_____ \$150
Outside Back Cover 4.5" wide x 7.5" high	_____ \$225	_____ \$250

The brochure has a vertical orientation, and only finished art in the above sizes can be accepted.

Artwork may be submitted electronically as a PDF or in JPEG format to  
jpatsmart@earthlink.net.

Clean, laserprint hard copy artwork in the above sizes may be sent to Jan Patterson, 6 Starfire Lane  
Santa Fe, 87505. Telephone: 982-6111.

There is no charge for scanning hard copy artwork.

### **FINAL ARTWORK and PAYMENT IS DUE March 26, 2010**

1000 books will be printed for distribution beginning on April 24, 2010 at the SFMGA Garden Fair, and  
Information Booths at nurseries and other outlets during the summer.