

PLANET NEWS

THE NEWSMAGAZINE OF THE PROFESSIONAL LANDCARE NETWORK

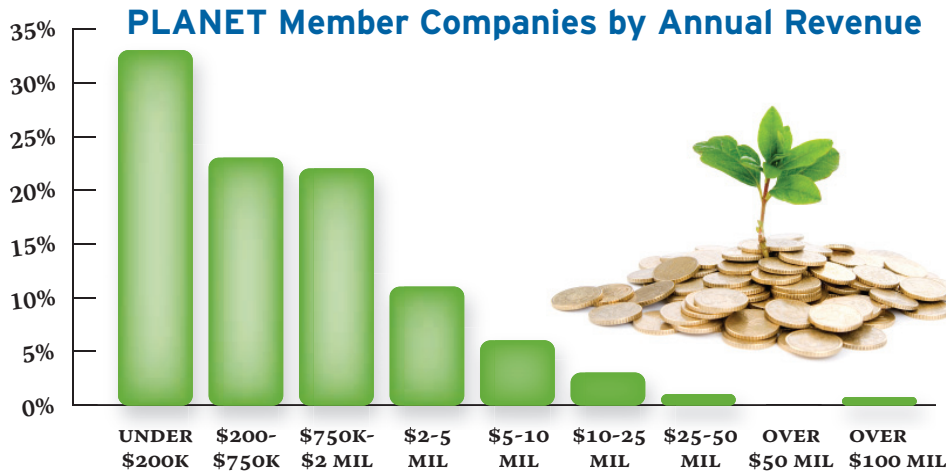
2012 MEDIA KIT



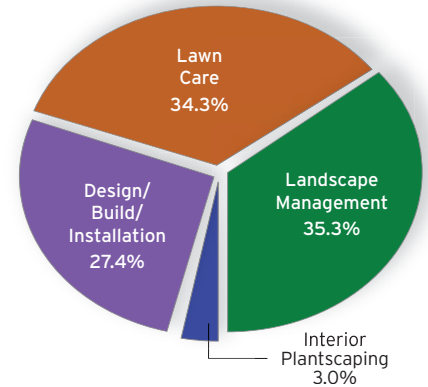
2012 AUDIENCE AND EDITORIAL PROFILE

PLANET membership consists of more than 3,300 green industry service provider companies, suppliers, dealers, state and allied regional associations, students and faculty, and other industry affiliates nationwide.*

*Membership Report, May 2010

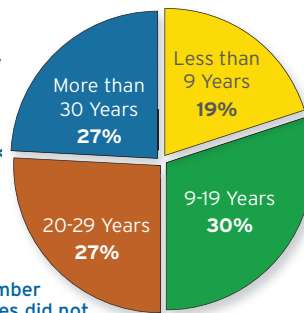


PLANET Gives You Access to Green Industry Service Providers



PLANET has always been viewed as the informational authority for the green industry. Now more than ever, it's becoming increasingly important for PLANET to keep members abreast of the industry news that directly impacts their daily business operations. You don't need to go anywhere else to find the most comprehensive way to capture the market of seasoned green industry service providers with one efficient ad buy.

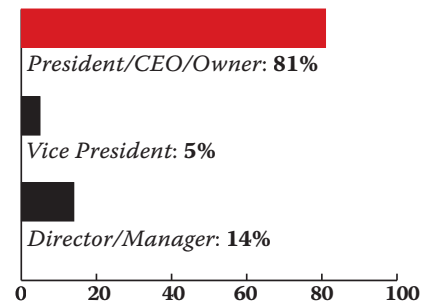
Member Companies' Number of Years in Business*



*727 member companies did not provide their business start date.

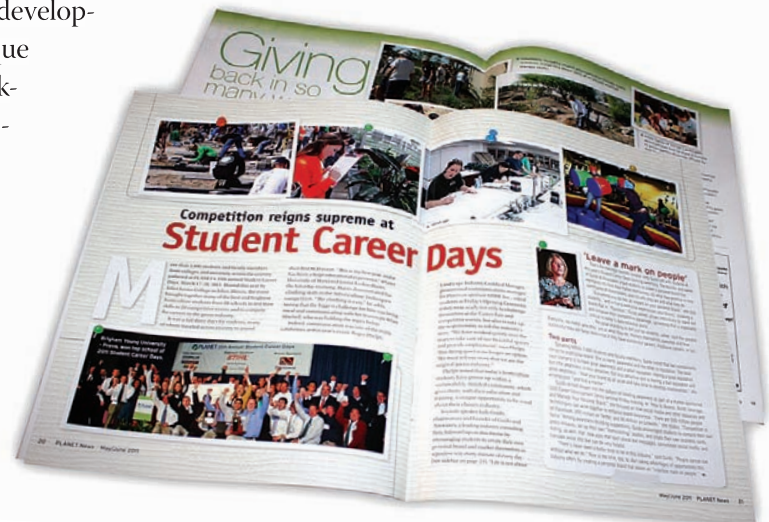
In 2010, the average length of time that the green industry service providers have been in business is 21.74 years (the median is 20.34 years).

PLANET MEMBERS ARE DECISION MAKERS!



With more than 3,300 member companies worldwide, PLANET is the recognized source of education and information in the green industry. The association proactively and positively affects regulatory and legislative outcomes and promotes the development of small businesses. *PLANET News* presents a unique advertising opportunity for green industry suppliers looking to get their message in front of leading industry professionals. Deliver information about your products and services straight to the desks of some of the most active, decision-making PLANET members.

Bimonthly, *PLANET News* publishes important articles on the latest technical trends, quality control, safety, regulatory standards, and marketing strategies. Our feature articles provide insight from industry experts and valuable real-world applications.



2012 EDITORIAL CALENDAR

January/February

INDUSTRY OUTLOOK 2012 ISSUE

- ↓ People in 2012: HR & Recruiting in the Year Ahead
- ↓ Regulations: What You Need to Know in 2012
- ↓ Innovation: Trends to Look For
- ↓ Growing Your Company/Pricing, Profit, Estimating in 2012

Space Reservation Deadline:

December 2, 2011

Materials Due:

December 9, 2011



May/June

THE REGULATIONS ISSUE: H-2B/HR AND SAFETY

- ↓ What Is an I-9?
- ↓ Case Study: What to Do When ICE Is at Your Door
- ↓ What Employees Say About Your Company on Facebook
- ↓ Wage Issues for Smaller Companies — H-2B Wages Higher Than Regular Employees?

Space Reservation Deadline:

April 9, 2012

Materials Due:

April 16, 2012

September/October GIC issue!

INNOVATION IN EQUIPMENT AND SOFTWARE ISSUE

- ↓ Green Industry Equipment Innovation
- ↓ Software Innovation
- ↓ Hybrid Plants/Plant Technology
- ↓ LEED and “Green” Now and Beyond

Space Reservation Deadline:

August 9, 2012

Materials Due:

August 16, 2012



March/April

THE PEOPLE ISSUE: FINDING, TRAINING, AND KEEPING THEM

- ↓ How to Keep/Retain Your Best Employees
- ↓ How to Increase Employee Loyalty
- ↓ Training and Productivity
- ↓ A Hiring How-To
- ↓ Social Media for Recruiting

Space Reservation Deadline:

February 8, 2012

Materials Due:

February 15, 2012



July/August

THE BUSINESS ISSUE: ANATOMY OF A SUCCESSFUL BUSINESS ISSUE

- ↓ Job Mapping (step 1, step 2, step 3)
- ↓ Foundations in Business Strategies
- ↓ Supply Chain Primer
- ↓ Pricing, Profit, and Estimating

Space Reservation Deadline:

June 8, 2012

Materials Due:

June 15, 2012

November/December

THE MARKETING AND SELLING ISSUE: GROWING YOUR COMPANY

- ↓ How to Read Your Market
- ↓ You Can Be Competitive at Any Size!
- ↓ The Voice of the Customer. Can You Hear It?
- ↓ Defining the Sales Process
- ↓ Understanding Market Cycles
- ↓ Cash Flow vs Profitability & Manpower vs Lost Time and Lost Profits

Space Reservation Deadline:

October 8, 2012

Materials Due:

October 15, 2012

YOUR BUYERS READ PLANET NEWS.

**Editorial calendar is subject to change without notice.*

2012 ADVERTISING RATES

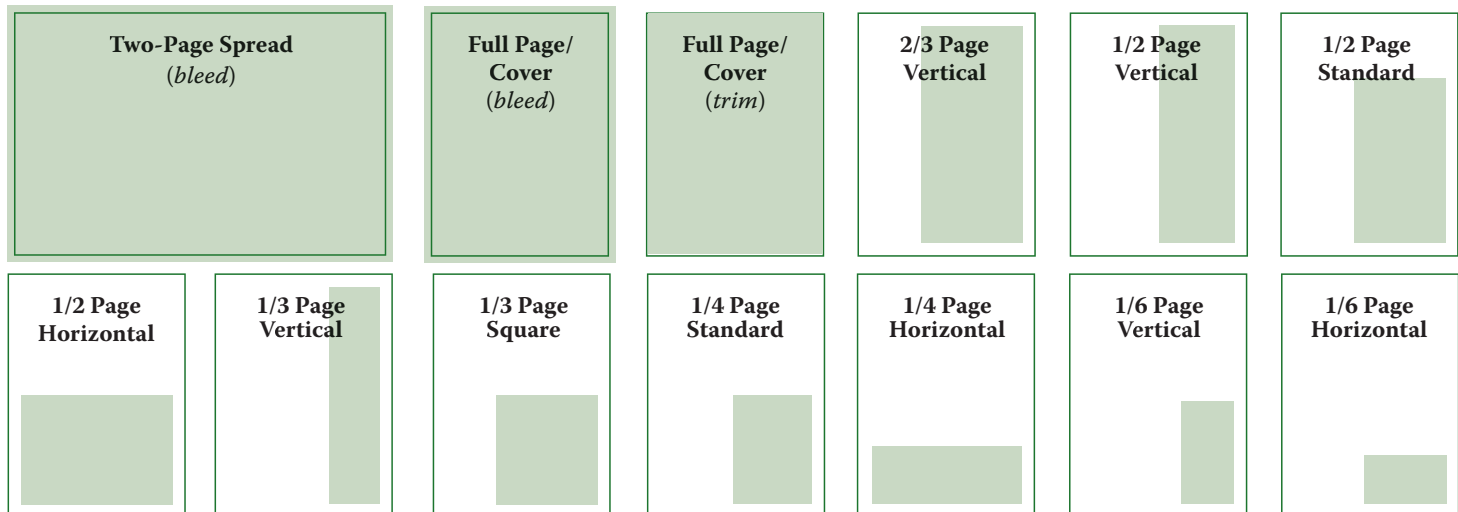
	ONE ISSUE		FOUR ISSUES		SIX ISSUES	
	Standard	Member	Standard	Member	Standard	Member
PREMIUM FOUR COLOR						
BACK COVER	\$3,167	\$2,533	\$2,914	\$2,332	\$2,415	\$1,931
INSIDE FRONT/BACK COVERS	\$3,043	\$2,435	\$2,750	\$2,199	\$2,327	\$1,873
PAGE 5 OR 7	\$2,636	\$2,111	\$2,415	\$1,931	\$2,157	\$1,725
FOUR COLOR						
TWO-PAGE SPREAD	\$3,641	\$2,914	\$3,435	\$2,750	\$3,239	\$2,590
FULL PAGE	\$2,276	\$1,873	\$2,147	\$1,720	\$2,023	\$1,617
2/3 PAGE	\$2,157	\$1,725	\$2,039	\$1,632	\$1,926	\$1,539
1/2 PAGE	\$1,771	\$1,416	\$1,684	\$1,349	\$1,596	\$1,277
1/3 PAGE	\$1,699	\$1,359	\$1,575	\$1,261	\$1,498	\$1,199
1/4 PAGE	\$1,539	\$1,230	\$1,467	\$1,174	\$1,380	\$1,102
1/6 PAGE	\$1,442	\$1,169	\$1,395	\$1,117	\$1,333	\$1,066
TWO COLOR						
FULL PAGE	\$1,678	\$1,344	\$1,550	\$1,241	\$1,431	\$1,143
2/3 PAGE	\$1,565	\$1,251	\$1,442	\$1,153	\$1,328	\$1,060
1/2 PAGE	\$1,174	\$937	\$1,086	\$870	\$999	\$798
1/3 PAGE	\$1,055	\$844	\$978	\$782	\$901	\$721
1/4 PAGE	\$942	\$751	\$870	\$695	\$803	\$643
1/6 PAGE	\$865	\$690	\$798	\$639	\$741	\$592
BLACK AND WHITE						
FULL-PAGE	\$1,205	\$963	\$1,076	\$860	\$952	\$762
2/3 PAGE	\$1,086	\$870	\$968	\$772	\$854	\$684
1/2 PAGE	\$695	\$556	\$607	\$484	\$525	\$422
1/3 PAGE	\$581	\$463	\$499	\$401	\$427	\$339
1/4 PAGE	\$463	\$370	\$391	\$314	\$329	\$262
1/6 PAGE	\$386	\$309	\$319	\$257	\$262	\$211

PLANET SUPPLIER MEMBERS RECEIVE A 20% DISCOUNT ON ALL ADVERTISEMENTS

COMMISSIONS: THE ADVERTISING RATES NOTED DO NOT INCLUDE AGENCY COMMISSIONS.

Inserts available for \$850. Please contact PLANET for more information.

DIMENSIONS



Two-Page Spread: 17 1/4" x 11 1/4" (bleed) • **Full Page/Cover:** 8 3/4" x 11 1/4" (bleed); 8 1/2" x 11 (trim) • **2/3 Page Vertical:** 4 3/4" x 8 3/4"

1/2 Page Vertical: 3 1/2" x 8 3/4" • **1/2 Page Standard:** 4 3/4" x 6 1/2" • **1/2 Page Horizontal:** 7 1/4" x 4 1/4"

1/3 Page Vertical: 2 1/4" x 8 3/4" • **1/3 Page Square:** 4 3/4" x 4 1/2" • **1/4 Page Standard:** 3 1/2" x 4 1/4" • **1/4 Page Horizontal:** 7 1/4" x 2 3/8"

1/6 Page Vertical: 2 1/4" x 4 7/8" • **1/6 Page Horizontal:** 4 3/4" x 2 3/8"

2012 ADVERTISING RESERVATION FORM

ADVERTISER

CONTACT NAME

AGENCY (if applicable)

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

EMAIL

I AM a PLANET Supplier Member and eligible for the special discount!

I AM NOT a PLANET Supplier Member. Please rush me an application so I can receive the member discount on advertising rates.

✓	ISSUE MONTH	RESERVATION DEADLINE	MATERIALS DEADLINE
<input type="checkbox"/>	January/February	December 2, 2011	December 9, 2011
<input type="checkbox"/>	March/April	February 8, 2012	February 15, 2012
<input type="checkbox"/>	May/June	April 9, 2012	April 16, 2012
<input type="checkbox"/>	July/August	June 8, 2012	June 15, 2012
<input type="checkbox"/>	September/October	August 9, 2012	August 16, 2012
<input type="checkbox"/>	November/December	October 8, 2012	October 15, 2012

SIZE: Two Page Spread Full Page 2/3 Page Vertical 1/2 Page Horizontal 1/2 Page Vertical
 1/2 Page Standard 1/3 Page Square 1/3 Page Vertical 1/4 Page Horizontal 1/4 Page Standard
 1/6 Page Horizontal 1/6 Page Vertical

PREMIUM POSITIONS: Back Cover Inside Front Cover Inside Back Cover Page 5 Page 7

ARTWORK: Four-Color Two-Color Black & White

CANCELLATIONS: Cancellations of scheduled advertisements must be submitted in writing and received one month prior to the publication date. *Advertising may be declined or canceled if PLANET determines such advertising is inconsistent with its standards.*

SIGNATURE

DATE

MAIL OR FAX TO: PLANET News | Professional Landcare Network | 950 Herndon Parkway, Suite 450 | Herndon, VA 20170
 Phone: (800) 395-2522 | Fax: (703) 736-9668 | Web site: LandcareNetwork.org | Email: advertising@landcarenetwork.org

2012 ADVERTISING SUBMISSION GUIDELINES

HOW TO SUBMIT FILES

On disk: CD or DVD preferred. Call to discuss alternative arrangements.

By email: Files may be emailed as attachments, but each attachment should be no larger than 15 MB. Please use WinZip or StuffIt to compress files before emailing.

DIGITAL FILE DELIVERY

Mail: *PLANET News* | PLANET | 950 Herndon Parkway, Suite 450 | Herndon, VA 20170

Phone: (703) 736-9666 | **Fax:** (703) 736-9668 | **Email:** artwork@landcarenetwork.org

Note: File attachments up to 15 MB in size (please compress files with WinZip or StuffIt before emailing) may be emailed to artwork@landcarenetwork.org.

By FTP/HTTP: If you have your own FTP or Web space, you can upload your files to your space and notify our production department at artwork@landcarenetwork.org when files are ready for download. Please use WinZip or StuffIt to compress file size before uploading. To upload ad files to PLANET's FTP space, call Sheri Jackson at (800) 395-2522 or send an email to SheriJackson@landcarenetwork.org for instructions.

PLATFORM

PC or Mac

PREFERRED FILE FORMATS

Page layout programs: QuarkXPress (versions up to 7.3), InDesign (up to version 6/CS4), or PageMaker. QuarkXPress and InDesign preferred. Please provide all linked graphics and fonts.

Drawing programs: Adobe Illustrator (up to version 14/CS4), FreeHand (up to version 10), CorelDraw (up to version 12), or EPS files exported from a drawing program. Fonts must be provided unless text has been converted to paths or outlines.

Photo editing program: Photoshop (TIFF, PSD. or EPS file formats)

Bitmap file formats: TIFF format is preferred, CMYK or grayscale image resolution should be 400 dpi (300 dpi is acceptable); black and white bilevel TIFFs should be 1200 dpi. Web resolution (72–150 dpi) files are **NOT** acceptable. Although JPEG files are not preferred, they *might* be usable if they are high resolution (see the guidelines above for TIFF resolution), with minimum compression. BMP files *might* be acceptable if they are at least 300 dpi. GIF files are very low resolution (72 dpi) and are unacceptable for printing.

PDF: PDFs should be created using high-resolution (400 dpi preferred; 300 dpi is acceptable), press-optimized job options. All fonts must be embedded. Please be sure to include bleed area (if applicable). If using crop marks, please be sure they are offset from the image area.

COLOR

All files must use CMYK or Pantone Process colors. Pantone spot colors will be converted to the closest match CMYK colors. RGB color is not usable. Files sent in RGB mode will be converted to CMYK.

PROOFS

Please provide printed proofs for all ads.

FONTS

Please provide all necessary fonts for QuarkXPress, PageMaker, or InDesign files. If you are sending a file in Illustrator, FreeHand, or CorelDraw format (or an EPS exported from one of those programs), please provide fonts unless text has been converted to paths or outlines.

Note: It is PLANET's policy to automatically pick up your most recent ad unless you provide new instructions and/or artwork by PLANET's materials deadline.

2012 ONLINE ADVERTISING OPPORTUNITIES



<http://www.planetuniverse.org/>

The PLANET Universe website is the comprehensive portal for all resources and information pertaining to the green industry. This exclusive sponsorship opportunity allows you to connect with professionals who rely on this daily. Be the center of the universe and showcase your company on THE premiere search engine of the green industry.

PRICE | \$10,000 annually



Landcarenetwork.org

Green industry professionals, state and allied regional associations, trade press, students and homeowners depend on this invaluable resource. This sponsorship showcases your company to over 11,000 recipients each month who are focused on their businesses – and YOURS.

PRICE | \$5,000 annually

Inside Certification landscape industry certified

This popular quarterly e-newsletter, sent to certified individuals, allows you to reach a highly qualified group of individuals who are dedicated to raising the standards of professionalism, knowledge and skills in the green industry. Inside this e-newsletter readers find the most up-to-date information on certification standards, new tests, CEU opportunities, and the people side of the industry, with articles that focus on the professional journey of certification.

PRICE | \$3,500 annually



Front Page News – Build your brand and put your company in front of PLANET’s membership with this monthly e-newsletter that reaches more than 6,000 recipients. This e-newsletter – which features three sponsors per month – keeps green industry professionals up-to-date with association news and important industry developments.

PRICE | \$500 per month

PLANET News Interior – With an outstanding average open rate hovering at 30%, this monthly e-newsletter goes to a niche group of green industry professionals that work in the interior plantscaping field. Articles submitted by industry experts and those that focus on tips, news and industry trends in this marketplace are featured in this unique resource.





PLANET

Professional Landcare Network



950 Herndon Parkway • Suite 450 • Herndon, VA 20170
LandcareNetwork.org • (800) 395-2522