2014 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUG	SEP/OCT	NOV/DEC
Ad Close	12-10-2013	1-14-2014	3-11-2014	5-8-2014	7-10-2014	9-10-2014	11-5-2014
Materials Due	12-13-2013	1-17-2014	3-14-2014	5-13-2014	7-15-2014	9-15-2014	11-10-2014
Special Coverage	**Truck & Trailer Roundup**	**Lawn Care Product Guide**	**Irrigation Product Guide – Attachment Roundup**	**Spotlight on Franchising – Outdoor Living Product Showcase**	**Late-Season Lawn Care – Technology Roundup**	**GIE+EXPO Preview**	**GIE+EXPO Review – Most-Requested Products of the Year**
Construction Equipment	Track loaders	Mini-excavators Tillers	Skid-steer loaders Trenchers	Hardscaping tools & equipment	Mini-loaders	Tractors	Compact wheel loaders
Maintenance Equipment	Riding mowers String trimmers Sprayers Backpack blowers	Walk mowers Hedgetrimmers Spreaders Handheld blowers	Stand-on mowers Edgers Push blowers	Environmentally friendly innovations	Lawn renovation Debris-handling	Tree care & wood-handling	Brush cutters
In Every Issue:	▪ **Equipment Service Tips** ▪ **Industry News + Trends**	▪ **Business Management Toolbox** ▪ **Product Reviews**	▪ **Supplier Spotlight** ▪ **Contractor Best Practices**	▪ **Spotlight Dealer** ▪ **Dealership Best Practices**			
Supplements					SNOWPRO	SNOWPRO	
Bonus Distribution						**GIE+EXPO Oct 22-24, 2014**	

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at **GreenIndustryPros.com/Advertise** or contact your Cygnus Landscape Network consultant.

Display Ad Rates

	1X	3X	7X
Full Page spread	$13,600	$13,000	$12,500
Full Page	6,820	6,545	6,275
2/3 Page	5,500	5,125	4,750
1/2 Page	4,000	3,700	3,500
1/3 Page	3,000	2,700	2,200
1/4 Page	2,500	2,100	1,835

Color Rates: Four-color process $1,500
Premium Positions: Contact publisher

Ad Sizes / Specifications

	LIVE AREA	BLEED	TRIM
Full Page Spread	14.75" x 10.25"	16" x 11"	15.75" x 10.75"
Full Page	7.375" x 10.25"	8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

Send materials to:

Green Industry Pros
Connie Wolf, MPR
1233 Janesville Avenue
Fort Atkinson, WI 53538
800-547-7377 x1679
Connie.Wolf@Cygnus.com
FTP: (If files are larger than 10MB)
http://webftp.cygnuspub.com

PDF X/1a is the preferred format for file submission.

For complete ad submission guidelines, please visit our marketing resource center at GreenIndustryPros.com/Advertise.