



NATIONAL Gardening Association

When You Garden, You Grow®

# 2009 Online Advertising Program

National Gardening Association's award-winning Web sites, [www.garden.org](http://www.garden.org) and [kidsgardening.org](http://kidsgardening.org), and our e-mail newsletters are highly targeted, interactive media vehicles that reach gardeners of all ages and skill levels. Web site visitors and e-mail newsletter subscribers are highly qualified food, flower, and landscape gardening enthusiasts and educators who respond with solid click-through rates for a variety of offers. **For more information, visit: [www.garden.org/advertising](http://www.garden.org/advertising)**

## E-Mail Newsletter Advertising and Custom Options

**REGIONAL REPORTS E-NEWSLETTER ADS:** NGA's bi-weekly Regional Gardening Reports give gardeners what they want: frequent, seasonal, gardener-to-gardener advice specific to their region. Every two weeks original regional gardening reports, timely local gardening tips, regional gardening resources, and national news updates are produced by NGA's expert regional horticultural staff covering NGA's exclusive 12 National Gardening Zones. Regional Reports Web ads appear on the Regional Reports e-mail and related Web pages *only* (they are not run-of-site).

**Circulation:** 125,000 opt-in subscribers, plus bonus circulation of up to 55,000 unique visitors each edition on [www.garden.org](http://www.garden.org).

**Creative:** 120 x 240 pixel; 30K or smaller; static (nonanimated) — GIF or JPEG

**Frequency:** published bi-weekly on Thursdays (26 editions)

Advertising Rates:	1x	3x	6x
Position 1	\$2,000/issue	\$1,800/issue	\$1,625/issue
Position 2	\$2,000/issue	\$1,800/issue	\$1,625/issue
Position 3	\$1,400/issue	\$1,260/issue	\$1,138/issue

## KIDS GARDEN NEWS:

NGA provides relevant monthly content to teachers, community and youth project coordinators, and informal educators such as 4-H, master gardeners, and nature center leaders, as well as parents who are serious about family gardening. Each issue is supplemented by updates on available grants, conferences, gardening resources, and plant-based information in fulfillment of NGA's educational mission to encourage increased involvement in gardening with kids.

**Circulation:** 164,000 subscribers, plus bonus circulation on [www.kidsgardening.org](http://www.kidsgardening.org)

**Creative:** 180 x 150 pixel; 30K or smaller; static (nonanimated) — GIF or JPEG

**Frequency:** monthly, mid-month

Advertising Rates:	1x	3x	6x
Position 1	\$3,300/issue	\$3,100/issue	\$3,000/issue
Position 2	\$2,310/issue	\$2,170/issue	\$2,100/issue

## CUSTOM ADVERTORIAL E-NEWSLETTER:

NGA introduces your company and products to its subscribers with an exclusive e-newsletter focused on product- or category-related how-to short features, tips, FAQs, product reviews, etc. NGA editors will work with your marketing department to create editorial and product promotion plans for each topic. Newsletters are approximately 750-1,000 words and may include images provided by your company. The content may also be used on your Web site or delivered via e-mail to your lists.

**Circulation:** 84,000 opt-in subscribers.

**Content and Creative:** developed by NGA editors

**Frequency:** biweekly

**Advertising Rates:** 1x – \$2,750 /issue • 3x – \$2,500 /issue • 6x – \$2,250 /issue



▲ Regional Reports e-mail



▲ Kids Garden News e-mail



To reserve our limited premium online advertising inventory or request additional information, please call 802-863-5251, ext. 117 or e-mail [advertising@garden.org](mailto:advertising@garden.org).

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**CUSTOM KIDS ADVERTORIAL E-NEWSLETTER:** NGA introduces your company and products to our educational subscribers with an editorial e-newsletter focused on your targeted product or service. Newsletters are approximately 750-1,000 words. NGA editors will work closely with your marketing department to develop content and creative specifically for your campaign. You may use this content and creative for your own mailings and Web site.

**Circulation:** 164,000 subscribers

**Content and Creative:** developed by NGA editors

**Frequency:** monthly, first of month

**Advertising Rates:** 1x – \$5,250/issue • 3x – \$5,000/issue • 6x – \$4,750/issue

#### **JUMP ADVERTORIAL E-NEWSLETTER (MONTHLY E-NEWSLETTERS):**

In addition to your 175 x 175 ad appearing in a Monthly E-Newsletter as above this option adds a 750-word NGA-authored article introducing your company and products to its subscribers with an exclusive article focused on product- or category-related how-to short features, tips, FAQs, product reviews, etc. Jump page content is limited to 750 words, images (which can be supplied by your company), and a 175 x 350 “sponsored by” ad for your company, which can click through directly to your Web site. The content may also be used on your Web site or delivered via e-mail to your lists.

**Circulation:** As above for specific monthly E-Newsletters

**Creative and Content:** developed by NGA editors

**Advertising Rates (includes ad):** 1x – \$4,000/issue • 3x – \$3,600/issue • 6x – \$3,200/issue

**PARTNERS E-MAIL PROGRAM:** NGA maintains an opt-in promotional e-mail list of gardening enthusiasts. Every two weeks, NGA introduces our selected Partner's special promotions, offers, and sales to our qualified subscribers. Advertisers provide all finished creative for NGA to mail.

**Circulation:** 170,000 opt-in subscribers

**Creative:** See **HTML E-mail Creative**, below

**Frequency:** biweekly

**Advertising Rates:** 1x – \$3,000/issue • 3x – \$2,750/issue • 6x – \$2,500/issue

**KIDS PARTNERS E-MAIL PROGRAM:** NGA maintains an opt-in promotional e-mail list of adults who garden enthusiastically with kids. Every two weeks, subscribers receive our selected Partner's special promotions, offers, and sales. Advertisers provide all finished creative for NGA to mail.

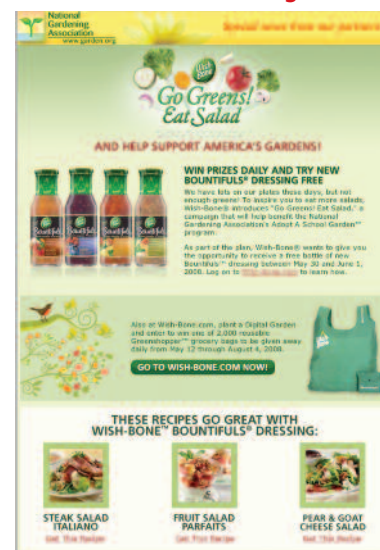
**Circulation:** 94,000 opt-in subscribers

**Creative:** See **HTML E-mail Creative**, below

**Frequency:** biweekly

**Advertising Rates:** 1x – \$2,250/issue • 3x – \$2,000/issue • 6x – \$1,750/issue

#### **▼ Partners E-mail Program**



**HTML E-MAIL CREATIVE:** Please use these guidelines when developing HTML e-mails for the National Gardening Association.

**Size:** 600 pixels width; no length restrictions. Overall mailing size, including code and all media dependents, may not exceed 100 kilobytes. Always include alternative plain-text versions for nonrich viewers, and easily accessible opt-out/unsubscribe links.

**HTML:** Please use HTML 4.01 Transitional. This includes closing all tags and using legacy style elements such as `<b></b>` instead of `<strong></strong>`. Do not rely on header information passing through with the body of the email. Image maps are not honored.

**CSS:** All CSS must be inline and written in CSS 2.0. External style sheets and CSS positioning are not honored. Ignore inheritance by clearly defining all font tags and inline styles with redundancy.

**Images/Media:** Avoid using scripts and animation, as clients are generally nonsupportive. Background images, transparent PNGs, and image maps are not honored. Always provide alternative text labeling for each media element.

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## Web Site Advertising

**BANNER ADVERTISING @ GARDEN.ORG:** Your Web site advertising runs with NGA's extensive offering of gardening information, how-to articles, videos, horticultural libraries, and community activities. Site visitors are highly qualified food, flower, and landscape gardening enthusiasts ranging from novice to expert who respond with solid click-through and conversion rates for a variety of offers. Monthly advertising impressions range from 750,000-2,500,000, peaking during spring months.

	Type	Location	Size	Rate
<b>Position 1:</b>	vertical, rotating	right, above fold	120 x 240 pixel	\$6 CPM
<b>Position 2:</b>	vertical, fixed	right, above fold	120 x 240 pixel	\$6 CPM
<b>Position 3:</b>	vertical, fixed	right, partially below fold	120 x 240 pixel	\$4.20 CPM

**Creative:** Static (nonanimated) — GIF, JPEG, or PNG; Animated\* — GIF or Flash  
**File Size:** 40k or smaller, whether static or animated



Banner advertising: garden.org ▲

**NEW! BANNER ADVERTISING @ KIDSGARDENING.ORG:** This is the premier Web site for educators and families who garden with youth. Your Web site advertising runs with NGA's extensive offering of youth gardening information, how-to articles, lesson plans, thematic explorations, grant opportunities, online curricula, and more. Site visitors are highly qualified educators, parents, and community leaders seeking ways to engage youth with gardening activities, nutrition education, and environmental stewardship. They respond with solid click-through and conversion rates for a variety of offers. Monthly advertising impressions range from 120,000-280,000.

	Type	Location	Size	Rate
<b>Position 1:</b>	horizontal, fixed	right, above fold	180 x 150 pixel	\$16 CPM
<b>Position 2:</b>	horizontal, fixed	right, above fold	180 x 150 pixel	\$16 CPM

**Creative:** Static (nonanimated) — GIF, JPEG, or PNG; Animated\* — GIF or Flash  
**File Size:** 40k or smaller, whether static or animated



Banner advertising: ▲  
kidsgardening.org

**\*ANIMATION:** Please note — animated advertisements *may not*:

- expand beyond or exceed the allotted ad space
- include a game or contest that can be played on the page on which the ad is displayed
- repeat continuously
- run longer than 15 seconds, with a 3-loop maximum
- exceed 25 frames per second (18 fps preferred)
- contain strobe, flashing, or otherwise distracting elements
- trick or attempt to confuse the user
- mimic computer functions and/or behaviors
- resemble or mock Windows/Mac/Unix system messages

**FOR MORE INFORMATION, VISIT: [www.garden.org/advertising](http://www.garden.org/advertising)**



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