



# Keystone Gardener

Official Publication of the Garden Club Federation of Pennsylvania

## KEYSTONE GARDENER ONLINE (KG ONLINE) NEWSLETTER AD INFORMATION

The **KG ONLINE** newsletter pricing is based on it being printed in color, and twice the size as in the Keystone Gardener print booklet.

### **KG ONLINE PUBLICATION DEADLINES AND DATES FOR 2021 - 2022 ARE:**

- |                        |  |
|------------------------|--|
| April 10, 2021 issue   | - Send ad copy and payment by <u>March 26, 2021.</u>   |
| June 15, 2021 issue    | - Send ad copy and payment by <u>May 15, 2021.</u>     |
| October 30, 2021 issue | - Send ad copy and payment by <u>October 15, 2021.</u> |

#### **RATES: KG ONLINE COLOR CLASSIFIED**

##### **ADVERTISING:**

##### **Minimum ad 20 words**

One publication	78¢ a word
Two publications	72¢ a word
Three publications	66¢ a word

#### **RATES: KG ONLINE COLOR DISPLAY ADVERTISING**

##### **BUSINESS CARD SIZE (3.5" w X 2" h)**

##### **OR 1/8 OF A PAGE - Horizontal**

One publication	\$23.50
Two publications	\$42.30 (10% discounted)
Three publications	\$59.92 (15% discounted)

#### **RATES: KG ONLINE COLOR DISPLAY ADVERTISING:**

##### **1/4 OF PAGE (5" h X 3.50" w) - Vertical**

One publication	\$ 60.
Two publications	\$108. (10% discounted)
Three publications	\$153. (15% discounted)

##### **1/2 PAGE (5" w X 7.25" h) - Horizontal**

One publication	\$100.
Two publications	\$180. (10% discounted)
Three publications	\$255. (15% discounted)

##### **FULL PAGE (8" w X 10 1/2" h) - Vertical**

One publication	\$150.
Two publications	\$270. (10% discounted)
Three publications	\$340. (15% discounted)

## **SUBMISSION INSTRUCTIONS:**

**KG ONLINE** Ad copy should be typewritten, or printed clearly, and garden, or floral design, related. We cannot be responsible for ads that are not submitted clearly/legibly. In case of publication error, however, responsibility is limited to one correction insertion. We reserve the right to refuse ads considered to be of questionable taste or intent.

Payment in full must accompany order. If you are ordering more than one insertion, please remit full amount to qualify for insertion and discount. Make check payable to: "GCFP", and put ad size and "KG ONLINE" issue(s) on memo line.

### **Please direct checks, ad copy, or questions to:**

Karen Wychock, Ad Manager  
108 Lyric Way  
Warrington, PA 18976-1783

E-MAIL ad copy in **WORD**. For photos jpg, jpeg, or tiff are fine. Send to:  
[keystonegardener@gmail.com](mailto:keystonegardener@gmail.com).

Please make check payable to "GCFP", **and put the ad size and**  
**KG ONLINE issue(s) on the memo line.**