

## Magazine Advertising Rates

The Wylde Center publishes its magazine twice per year. The publications feature program highlights, garden articles, and share the many ways the community interfaces with the Wylde Center. The Magazine is mailed to Wylde Center member households across Atlanta with 70% of the addresses located within Decatur.

An advertisement in the Wylde Center's Magazine not only gives your business, service, or organization valuable exposure, but also shows alignment with the Wylde Center values. Your advertisement will be seen by gardeners and consumers alike who live in your area of interest or who support what is important to you. Current circulation (as of March 2015) is 1,000 issues per year.

Ad space is limited. Please email [stephanie@wyldecenter.org](mailto:stephanie@wyldecenter.org) to find out what size ads are available for the spring and fall issue.

Member Rates	Non-Member Rates
<ul style="list-style-type: none"> <li>• 1/8 Page Ad (3.65" w x 2.35"h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate, \$50</li> <li><input type="checkbox"/> Two Issue Rate, \$80</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 1/8 Page Ad (3.65" w x 2.35"h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate \$75</li> <li><input type="checkbox"/> Two Issue Rate, \$130</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• 1/4 Page Ad (3.65"w x 4.8"h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate, \$90</li> <li><input type="checkbox"/> Two Issue Rate, \$160</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 1/4 Page Ad (3.65"w x 4.8"h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate, \$115</li> <li><input type="checkbox"/> Two Issue Rate, \$210</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• 1/2 Page Ad (7.5"w x 4.8" h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate \$160</li> <li><input type="checkbox"/> Two Issue Rate, \$300</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 1/2 Page Ad (7.5"w x 4.8" h)               <ul style="list-style-type: none"> <li><input type="checkbox"/> Single Issue Rate, \$195</li> <li><input type="checkbox"/> Two Issue Rate \$370</li> </ul> </li> </ul>

### Mechanical Requirements

All ads are to be provided as high-resolution (300 dpi or more) jpg images. Publisher will not be held accountable for poor reproduction arising from improperly created ad files. Ads larger than size specifications will be reformatted accordingly, or charged at next full ad size if resizing is impossible. All ads will print in grayscale.

### Submittal Requirements

Ads should be submitted via e-mail to [stephanie@wyldecenter.org](mailto:stephanie@wyldecenter.org).

### Advertising Deadline

Ad space reservations and camera ready materials are due the first of the month prior to publication.

For example, deadlines for 2015 issues are as follows:

Spring issue is March 23, 2015.

Fall issue is August 1, 2015

### Billing Procedures

All first-time ads must be paid at the time of submission.

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### Advertiser Contract

Please mark the ad size and frequency you would like to purchase. To qualify for the membership rate, your personal or business membership must be current. To find out more about membership levels and benefits, visit [wyldecenter.org](http://wyldecenter.org).

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### Advertising Regulations - Short Rates

If, within the term of an advertiser's contract, the advertiser does not use the amount of space contracted for, the advertiser will be billed for full price of each ad without discount.

### Advertising Responsibility

The advertiser agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims based upon the contents or subject matter of such advertisement, including claims or suits for defamation, libel, violation of privacy, plagiarism, and copyright infringement.

Advertisements are published upon the representation that the advertiser is authorized to publish the submitted matter. Publishers of the magazine and program reserve the right to print the word "advertisement" on any copy which, in the publisher's opinion, resembles editorial copy. Publishers reserve the right to reject any advertising submitted. Publishers assume no responsibility for artwork or photographs left 30 days or longer after the last contract insertion date.

BUSINESS/FIRM NAME \_\_\_\_\_

COMPLETE ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_ Date: \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ E-MAIL \_\_\_\_\_

Note: All ads must be paid at the time of submission.

Checks should be made out to Wylde Center and mailed to the address listed below. Ad fees may also be charged online. Email [Stephanie@wyldecenter.org](mailto:Stephanie@wyldecenter.org) for more information.

Please return to: Wylde Center, 435 Oakview Road, Decatur, GA 30030  
Rates effective March 9, 2015