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Cover 2 or 3 (Full page, Four Color)	\$915	6.75"	9.5"

Online Ad Rates	Cost	Width	Height
Leaderboard	\$450	728px	90px
Skyscraper	\$375	160px	600px

Vol/Issue	Art Due	Ship Date
17:1	January 20, 2016	April 2016
17:2 (Directory)	May 20, 2016	August 2016
17:3	September 20, 2016	December 2016

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Advertising Information

For detailed print advertising information, [download our Print Ad Rate Card](#). For detailed online advertising information, [download our Online Ad Rate Card](#).

- Print circulation: 400. Online advertising impressions average 400 per month per ad. Print ads also appear online on our HighWire hosted pages, increasing your print advertising exposure.
- Audience: scientists, academics, field personnel, nursery managers, and others interested in all aspects of growing and planting native plants. Includes the US Department of the Interior, Bureau of Land Management, US Army Corps of Engineers, and US Fish and Wildlife Service. [Click here to see the most recent issue TOC](#).
- A 20% volume discount is available. Discounts apply to each insertion





when two or more reservations, print and/or online, are made at the same time. Multiple insertions may be in the same issue, same volume, or your choice of two or more journals.

- No cash discount. No agency discount.
- Outside USA: please remit in U.S. funds.
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- Ads must be press quality PDFs, with fonts embedded. Black and white ads must be in greyscale colorspace; color ads in CMYK. All images should have a resolution of 300-350 ppi. For full requirements, please [download our Print Ad Rate Card](#).

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