

# **POND Trade** Magazine

**Media Guide 2012**

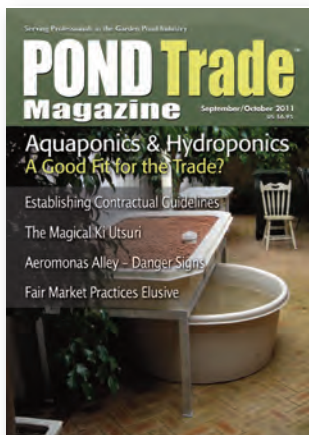
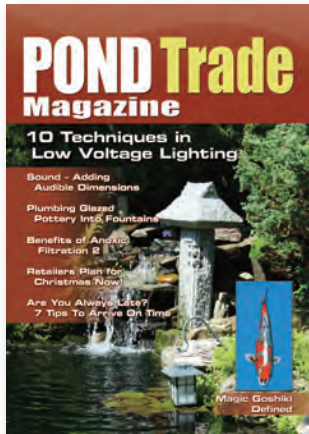


**Connecting you with  
industry professionals  
you need to know ...**

**and who need to know you**

**Serving the entire pond trade**  
Construction/Retail/Manufacturing/Fish/Aquatic Plants

# POND Trade Display Ads



## Rate Card

**2012 Gross Rates  
Effective October 1, 2011**

Display Ad Rates	1	3	6
Business Card	275*	250	225
1/12 Page	434	401	369
1/6 Page	706	653	600
1/4 Page	888	821	755
1/3 Page	964	892	819
1/2 Page	1,179	1,091	1,002
1/2 Island	1,238	1,145	1,052
2/3 Page	1,287	1,190	1,094
Full Page	\$1,575	\$1,457	\$1,339

\* Minimum 2 issues, pre-paid

## 2012 Schedule

Issue	Ad Close	Art Due	Delivery Date
Jan/Feb 2012	11/14	11/21	12/30
Mar/Apr	1/13	1/20	2/28
May/June	3/12	3/19	4/30
Jul/Aug	5/14	5/21	6/30
Sep/Oct	7/16	7/20	8/30
Nov/Dec	9/14	9/21	10/30
Jan/Feb 2013	11/12	11/19	12/30

## Display Ad Sizes

	Width	Height
BC (H Only)	3.5"	2"
1/12 Page	2.389"	2.389"
1/6 Page V.	2.389"	4.875"
1/6 Page H.	4.944"	2.326"
1/4 Page V.	3.625"	4.875"
1/4 Page H.	4.944"	3.625"
1/3 Page V.	2.389"	10"
1/3 Page Sq.	4.944"	4.875"
1/2 Page H	7.5"	4.875"
1/2 Page Island	4.944"	7.5"
2/3 Page V.	4.944"	10"
Full Page (live area)	7.5"	10"
FP bleed (outside dimensions)	9"	11.5"

Final Trim Size is 8.5" x 11"  
Saddle Stitched Web printed

## Covers

Covers positions are available on a six issue agreement. Call for pricing and availability.

## Premium Pages

Page 3, (facing cover 2) is available as a premium page. Call for a quote this and other premium pages

## Placement

Advertising is placed throughout the publication at the discretion of the publisher. Special positions are available at an additional 10%, subject to availability.

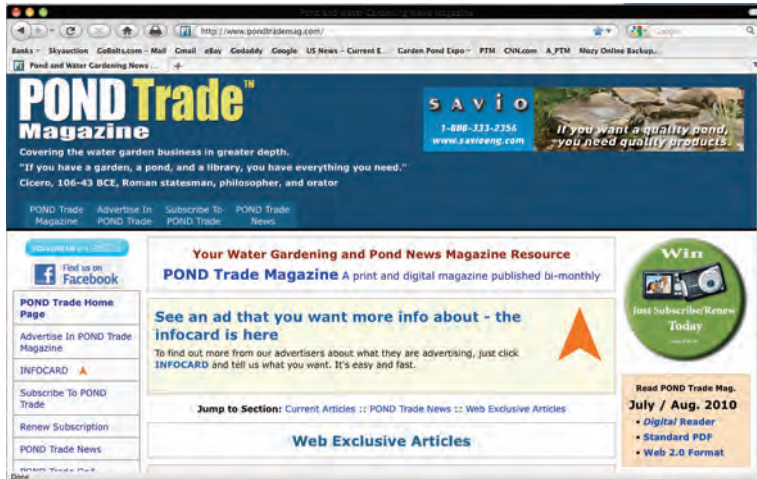
## Advertising Info - Call Today!

**Tom Graham 888/356-9895 or  
tomg@pondtrademag.com**

## POND Trade Internet Rates

Pondtrademag.com is booming. Over the past year, we have been posting all the great new content from each issue on the website, and our content is drawing new visitors to the site in ever increasing numbers.

The entire magazine is now available Online in three formats, two of which include every ad from the print edition as well.



The full Digital Edition Online, comes complete with a page flipper, and embedded links. An added bonus to the full PDF version of every issue, and full text and photo versions of every article from the magazine, plus lots of other bonus content.

As new visitors dive into the site, they are exposed to your advertising, available on the site, as well as the ads in the issues themselves. This provides you another great opportunity to extend your marketing reach and effectiveness.

**Analytics tracking has shown**  
**Total visits grew 188% in 2010**  
**Page views grew 58% in 2010**

Website advertisers can also benefit from special features that includes free weekly artwork updates – just send us your new ad art and we will post it for you right away. Ad art can also rotate – buy one ad insertion, and we can rotate various versions of your message for you.

### Header Banner Ad Rates and Dimensions – Horizontal

Width by Height	1 Mo.	6 Mo.	12 Mo.
500px by 100px	\$125	\$100	\$75

Prices shown are per month

Images need to be at least 300 dpi, RGB, jpeg, at the final size.

### Side Bar "Tower Banner" Ad Rates and Dimensions - Vertical

Width by Height	1 Mo.	6 Mo.	12 Mo.
180px by 600px	\$100	\$85	\$75
180px by 500px	90	75	65
180px by 300px	75	50	40
180px by 180px	50	40	25

Prices shown are per month

Images need to be at least 300 dpi, RGB, jpeg, at the final size.

### Inline Article Ad Rates and Dimensions

Width by Height	1 Mo.	6 Mo.	12 Mo.
250px by 250px (Square)	\$100	\$85	\$75

Inline Article Ads rotate with other banners but are distributed over multiple articles. Displayed on article pages only.

Prices shown are per month

Images need to be at least 300 dpi, RGB, jpeg, at the final size.

Advertisers will soon be able to track ad views Online at any time using [www.pondtrademag.com/adanalytics/](http://www.pondtrademag.com/adanalytics/) – a unique user name and password will be provided, so you can track your activity anytime you wish. Watch for our new dynamic graphs and charts, coming in the near future.





**Would your business benefit from connecting with new customers?**

**Does your brand dominate in your segment? Is your growth rate good enough?**

**Our deeper coverage of the pond business is a boon to our advertisers. Here's why:**

- **We've amassed an audience of otherwise hard-to-reach garden pond professionals, who eagerly await and read each issue.**

Retailers. Distributors. Designers. Builders. Installers. Importers. Manufacturers. Breeders. Growers. From top execs to the guys in the trenches – who all play a key role in purchasing decisions. Nowhere else will you find such a diverse group of prime prospects in one place.

- **Our in-depth features, how-to's, reports, news, and analysis mean more ads seen, read and responded to.**

Readers spend time with us. We give them information they hunger for. Insights they can act on. Tools they can profit from. Your ad can be right in the middle of it. At just the right moment.

- **POND Trade Magazine is independently owned. Our sole focus.**

We're not just one of an assembly line of vertical pubs run by a mega magazine group. Water gardening and koi keeping are our life and, as lifetime pond owners ourselves – our love. We know the business inside-out, and it shows. We connect with our readers. Advertise with us and you will, too.

- **Place your ads where they'll have the greatest impact.**

Want more than an audience that merely scans the news, more than a publication that skims the surface? Then go deep. Advertise in a magazine that probes further, works harder, covers the industry in greater depth. That attracts readers who share our curiosity and are open to new ideas, new products, new ways to grow their businesses – with *your* products and services.

- **Create an ad package that meets your goals...and your budget.**

**See what kind of impact you can make, results you can achieve, by advertising in *POND Trade Magazine*. Contact us today at 888/356-9895.**

## **Pond Sources**

A combination editorial and buyers guide - the best of both worlds.

In each issue is a section called Pond Sources. It will focus on one eliminate of the industry, ie. water quality, filters, aquatic plants....

At the end of the section will be a listing of the Manufactures and Distributors for that market segment. Be sure to be included.

**888/356-9895**

## **Custom Publishing**

**Custom Publishing is also available.**

- **Books**
- **eBooks**
- **Pamphlets**
- **Websites**

**Call use for a quote.**

**888/356-9895**

# Terms and Conditions

## Publish Dates

POND Trade Magazine is published 6 times a year, on the odd months. Mailed copies arrive the week prior to the cover date. Digital versions are also published in their entirety at [pondtrademag.com](http://pondtrademag.com).

## Frequency Discount

Advertisers receive a frequency discount based on the number of consecutive ads. Maximum discount is the 6 times rate.

## Artwork Changes

Advertisers may change artwork running at any time without penalty or extra charge. Artwork must be received by the artwork issue deadlines to be substituted. Ad sizes may be changed within the term of an insertion order without penalty or additional charge. Increases or decreases will take effect only if requested prior to the ad close date for the issue. Discounts earned will not be impacted.

## Materials

We accept PDF or TIFF files only. All files must be created at full size, and at 300 dpi. Please flatten to convert fonts to graphics before saving.

Color: CMYK – (Not RGB)

Binding: Saddle Stich 8.5" x 11"

Files can be easily uploaded to us at:

[www.pondtrademag.com/uploads](http://www.pondtrademag.com/uploads)

## Ad Placement Priority

Changes and Ads may be updated at any time at no additional charge. New artwork received will be placed in the next available issue, based on the issue close date.

Ad positions rotate equally throughout the magazine, front to back, right to left, top to bottom. Exceptions are limited to premium pages.

v. 8/20/10

## Cancellations

Orders for insertions must be cancelled in writing and are not accepted after closing dates.

## Short Rates

Advertisers will be charged for the higher rate (ie. short-rated) if they do not fulfill the number of insertions agreed to in their contract. A bill for the difference between the rate of the order and the highest rate the number of insertions qualifies at, will be submitted and payable.

## Terms of Payment

Ad placements are on a pre-paid basis. Billing is available upon approved credit. To apply please request a credit application. Invoices are due net 30 days, with a 2% /10 discount available. A service charge of 2% per month will be added to unpaid balances more than 30 days past due. Publisher reserves the right to hold advertisers and/or its agency jointly and severally liable for monies due and payable. Check, PayPal and credit cards are accepted.

*POND Trade Marketplace* ads are pre-paid only, and can be automatically processed on a credit card or PayPal by issue, with two issue minimum.

## Contract and Copy Regulations

Publisher reserves the right to reject or cancel advertising at any time, for any reason. Until an ad is printed the publisher has no obligation to run such ad and has no liability in the event the ad does not appear. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue in which an ad is accepted for print. Advertiser and its agency, jointly and severally, will indemnify publisher and hold publisher harmless against any expenses (including legal fees) and losses resulting from the publication of contents of advertising including, but not limited to, claims or suits for libel, violation of rights of privacy, copyright or trademark infringement, plagiarism, or any other statutory or common law right, in law or equity, of any person.



## POND Trade Magazine

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