Flowers Canada Growers is the national trade association of the Canadian floral industry. Our members across Canada include greenhouse growers, distributors and importers/exporters all dealing with cut flowers, potted plants, bedding plants, cut greens and specialty suppliers and services to the industry.

It is our aim to improve and strengthen the unity of the floriculture industry. We strive to create an environment for our industry in which it will thrive and prosper as a major contributor to the economy and to the quality of life in Canada.

For over 25 years, we have been producing the Canadian Greenhouse Growers’ Directory and Buyers’ Guide in order to promote Canadian product.
This Directory is designed to help source Canadian flowers, plants, services, and products from a wide array of flower growers, wholesalers, wholesale distribution centres, and supply & service companies located across Canada.

For over 25 years, the Canadian Greenhouse Growers’ Directory and Buyers’ Guide has been a premier resource for purchasers, growers and wholesalers. Building on this success, FCG has expanded the directory by developing www.theflowerdirectory.com a fully functional, online version of the highly popular resource. The functionality of this website makes finding Canadian products easier than ever - allowing searches by product, geographical area, delivery area and company. Expansion of the directory to include a web presence is expected to increase the document’s reach and improve ease of access for users around the world.
WHY YOU ASK?

1. Over 4,500 copies of the Canadian Greenhouse Growers’ Directory and Buyers’ Guide are mailed and 700+ distributed each year at major industry tradeshows.

2. Our readership are flower growers, purchasers, wholesalers, retailers and other leading industry partners.

3. theflowerdirectory.com received over 10,000 visitors in one year looking to source plants, cut flowers, cut mateal, garden and industry supplies and services.

4. Over the 25 years the Canadian Greenhouse Growers’ Directory and Buyers’ Guide has been in production it has become a most valuable resource tool in the floriculture industry and now we have it available online to reach more promising industry contacts for your business.
PACKAGES AVAILABLE

**Basic Package**
This package is your standard listing including your company contact information and product offerings in the printed hard copy of the Canadian Greenhouse Growers’ Directory and Buyers’ Guide and on theflowerdirectory.com. A full coloured company logo is included with your online listing.

**Bronze Package**
This package includes a standard listing in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide and online at theflowerdirectory.com, along with a ¼ page coloured advertisement in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide. This also includes a category box advertisement displayed on the category pages on theflowerdirectory.com.

**Silver Package**
This package includes a standard listing in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide and online at theflowerdirectory.com, along with a ½ page coloured advertisement in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide as well as a category box advertisement displayed on the category pages on theflowerdirectory.com.

**Gold Package**
This package includes a standard listing in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide and online at theflowerdirectory.com, along with a full-page coloured advertisement in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide. This also includes a big box advertisement displayed on the home page and a category box advertisement on theflowerdirectory.com.

**Platinum Package**
This package includes a standard listing in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide and online at theflowerdirectory.com, along with a full-page coloured advertisement in the Canadian Greenhouse Growers’ Directory and Buyers’ Guide on the inside cover front or back. This also includes a banner advertisement, which is displayed on the home page and a category box advertisement displayed on the category pages on theflowerdirectory.com website.
HOW MUCH FOR GROWERS?

- Basic Package | $275
- Bronze Package | $1225
- Silver Package | $1675
- Gold Package | $2575
- Platinum Package | $3075

**Pricing does not include tax**
**How Much for Suppliers / Services?**

**Basic Package** | $375

**Bronze Package** | $1325

**Silver Package** | $1775

**Gold Package** | $2675

**Platinum Package** | $3175

**Pricing does not include tax**
OR

ADD THESE OPTIONS TO YOUR BASIC PACKAGE

Category Box Advertisement | $550
Big Box Advertisement | $750
Banner Advertisement | $950

**pricing does not include tax**
# Breakdown of Pricing

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page Advertisement</td>
<td>$475</td>
</tr>
<tr>
<td>1/2 Page Advertisement</td>
<td>$925</td>
</tr>
<tr>
<td>Full Page Advertisement</td>
<td>$1825</td>
</tr>
<tr>
<td>Inside Cover Front/Back</td>
<td>$2325</td>
</tr>
<tr>
<td>Full Page Advertisement</td>
<td></td>
</tr>
<tr>
<td>Category Box Advertisement - Online</td>
<td>$550</td>
</tr>
<tr>
<td>Big Box Advertisement - Online</td>
<td>$750</td>
</tr>
<tr>
<td>Banner Advertisement - Online</td>
<td>$950</td>
</tr>
</tbody>
</table>

**pricing does not include tax**
ADVERTISEMENT OPTIONS

PRINT ADS

PRINT ADS must be submitted by December 1st, 2018

**Full Page:**
- 8.5” wide
- 11” high

**1/2 Page:**
- 7.5” wide
- 5” high

**1/4 Page:**
- 3.725” wide
- 5” high

- Full-page advertisement files must have a 0.125” bleed around all sides
- Ads must be supplied at 300 dpi
- Ads must be supplied in high resolution PDF, EPS, or JPEG
- All colour artwork must be in CMYK mode
- All fonts as well as linked images must be supplied if not embedded in the file

Need Help Developing an AD
Flowers Canada Growers now offers advertisement design for an additional $150 + tax. Let us help you develop a high quality advertisement that will attract all readers.
*All online advertisements are on a rotating cycle*

**Banner:**

**1200 x 125 px**

Displayed just below the listed headers on the home page, giving your ad constant and lasting exposure and access to your company website.

**Big Box Ad:**

**300 x 200 px**

Located on the home page, on the left side of the website. It’s sure to catch every visitor’s eye and has a link to your website to increase your website traffic.

**Category Box Ad:**

**300 x 200 px**

The category advertisement box is located on the category pages on the left hand side of the screen. With this ad you have the option to pick specific pages you’d like to advertise on. This is a sure thing to add traffic to your website.
And One More Option...

**DIRECT MAIL INSERTIONS - $1,075**

Do you have a specialized product or service that needs to get into the hands of farmers or wholesalers? Your pre-printed brochures or flyers can be distributed inside the clear poly bag that carries the The 2019 Canadian Greenhouse Growers’ Directory and Buyers’ Guide. This package is mailed to over 4,000 contacts in the floriculture industry and can ensure remarkable exposure for your company.
CONTACT

Rachelle Pruss
Member Relations Manager
at directory@fco.ca | call 1.800.698.0113 ext. 230