

2021

# CANADIAN GREENHOUSE GROWERS' DIRECTORY AND BUYERS' GUIDE & WWW.THEFLOWERDIRECTORY.COM

RATES AND SPECIFICATIONS

## GROWERS PACKAGE PRICING

### Online Listing - \$175.00

- Online Standard Listing

### Basic Package - \$275.00

- Standard Listings

### Gold Package - \$2575.00

- Standard Listings
- Full Page Advertisement
- Big Box Advertisement

### Bronze Package - \$1225.00

- Standard Listings
- 1/4 Page Advertisement
- Category Box Advertisement

### Platinum Package - \$3075.00

- Standard Listings
- Inside Cover Front / Back Full page Advertisement
- Category Box Advertisement
- Homepage Banner Advertisement

### Silver Package - \$1675.00

- Standard Listings
- 1/2 Page Advertisement
- Category Box Advertisement

### Direct Mail Inserts - \$975.00

- Full Page coloured Advertisement in 4,200 polly bags

### Other Packages- \$TBD

- Design your own package

(Please Note: pricing DOES NOT include HST tax)

## ITEM DETAIL DESCRIPTIONS & COST

**Standard Listings** includes your company contact information and product offering in the printed 2021 Directory and on the [www.theflowerdirectory.com](http://www.theflowerdirectory.com) website. A company logo is included in your online listing - \$375.00

**1/4 Page Advertisement** is a 3.725" wide x 5" high full colour advertisement in the hard copy directory - \$475.00

**1/2 Page Advertisement** is a 7.5" wide x 5" high full colour advertisement in the hard copy directory - \$925.00

**Full Page Advertisement** is a 8.5" x 11" full colour advertisement (with .125" bleed around all sides) in the hard copy directory - \$1,825.00

**Inside Cover Front/Back Advertisement** is a 8.5" x 11" full colour advertisement (with .125" bleed around all sides) located in the hard copy directory back of the front cover and front of the back cover - \$2,325.00

**Category Box Advertisement** is a 300 x 200 px full colour advertisement located on the category pages of the online directory which has an embedded link to your company website - \$550.00

**Big Box Advertisement** is a 300 x 200 px full colour advertisement located on the home page of the online directory which has an embedded link to your company website - \$750.00

**Banner Advertisement** is a 1200 x 200 px full colour advertisement located on the home page of the online directory which has an embedded link to your company website - \$950.00

### PLEASE NOTE:

- All advertisements must be supplied at 300dpi and in a high resolution PDF, EPS, or JPEG. Colour artwork must be in CMYK mode and all fonts as well as linked images must be supplied if not embedded in the file. All advertisements must be submitted no later than December 1, 2020.
- **Pricing does not include HST and is based on a year**
- Online advertisements are on a rotating cycle and can be changed throughout the year for a \$25 administration fee
- Flowers Canada Growers offers advertisement design for \$150.00, any size

For all inquiries please contact Rachele at [directory@fco.ca](mailto:directory@fco.ca) or call 1.800.698.0113 ext 4230

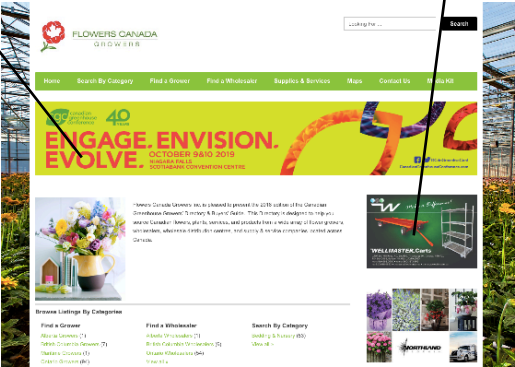
(Over)

# ONLINE ADVERTISEMENT POSITIONS

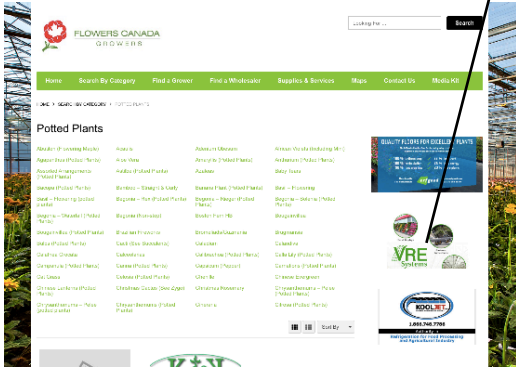
## Banner Advertisements

## Big Box Advertisements

## Category Box Advertisements



Home Page



Category Page

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