

# NEW JERSEY STATE HORTICULTURAL SOCIETY

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## HORTICULTURAL NEWS

A quarterly publication serving the fruit and vegetable growers of the region. We have moved to an online PDF format, sharing content with the University of Massachusetts Fruit Notes. Advertising is viewed in both publications.

See <http://www.umass.edu/fruitadvisor/hortnews/> and  
<http://www.umass.edu/fruitadvisor/fruitnotes/FruitNotes.htm>

Beginning with the 2010 summer and fall issues

### 2011 Advertising Rates

**HALF PAGE ..... \$150.00 NET**

(4 half-page ads paid in advance for only \$500.00)

**FULL PAGE ..... \$200.00 NET**

(4 full-page ads paid in advance for only \$600.00)

Both ½ and full page ads are placed in both publications on the website of each issue and placed through out PDF file of the publication. Readers get two views in each publication.

**Both Size ads are fully clickable and will pass through to your website.**

**DEADLINE:**

**FEBRUARY 10th for WINTER ISSUE**

**APRIL 1<sup>st</sup> for SPRING ISSUE**

**JUNE 21<sup>ST</sup> for SUMMER ISSUE**

**SEPTEMBER 20<sup>th</sup> for FALL ISSUE**

**Published quarterly in Winter, Spring, Summer and Fall by the NJ State Horticultural Society and Massachusetts Fruit Notes- Regular Circulation 400 total, 200 for each publication and growers plus 50 copies for shoe distribution.**

**Size of Advertisement is: Full Page = 6.5" wide x 8.5" high  
Half Page = 6.5" wide x 4.5" high**

*Advertising should be in color if desired, no extra charge for color.*

**Size of publication is 8.5" wide x 11" high in Full Color**

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