

## RATE CARD

### Frequency Discounts..... 1x..... 6x..... 12x

Full Page .....	\$2,355.....	\$1,825.....	\$1,605
2/3 Page .....	\$1,720.....	\$1,330.....	\$1,170
1/2 Page Island.....	\$1,165.....	\$900.....	\$795
1/2 Standard .....	\$915.....	\$710.....	\$625
1/3 Page .....	\$670.....	\$520.....	\$455
1/4 Page .....	\$490.....	\$380.....	\$330
1/6 Page .....	\$360.....	\$280.....	\$245

### Standard Color Charges

..... Two color..... Four-color process, extra			
Single Page .....	\$468 .....		\$625
Spread .....	\$624 .....		\$936

### Commercial Dealer Online

Prices are based upon the number of advertising impressions delivered per month. For impression counts other than those quoted here contact your sales representative.

Impressions .....	10k.....	30k.....	60k
Tower Ads (120 x 600 px) .....	\$330.....	\$960.....	\$1,861
Leaderboard Ads (728 x 90 px).....	\$330.....	\$960.....	\$1,861

### Classified Advertising

- \$115 per column inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 additional
- All other classified “word” advertising is payable at a rate of \$1.10 per word (minimum of 30 words) payable in advance.
- Add \$1.50 to include a box number plus six words.

### Frequency Discounts

Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Commercial Dealer*, *GIE Media’s Snow Magazine*, *Pest Control Technology*, *Recycling Today* and other GIE Media publications.

### Other Special Positions

For guaranteed positions add a 10% premium charge to the black and white display rate, and indicate the special position on your insertion order.

### Additional Advertising Opportunities

Contact the Publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on [www.commercialdealer.com](http://www.commercialdealer.com)
- Regional rates and mechanical requirements

### Inserts

Contact the Publisher for pricing and the Production Director for mechanical specifications (**a sample is required**).

(100 lb. coated book stock or 80 lb. offset stock maximum.)

All inserts should be shipped prepaid to: *Commercial Dealer*, Publishers Press, Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Sharon Mattingly.

### Commissions and General Information

15% of gross billing allowed to recognized advertising agencies on space, color, special positions, and inserts. Net 20 days from date of invoice.

Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication’s standards.

### Color Information

Standard colors are process cyan, magenta, yellow, black, reflex blue (100% C, 73% M, 2% B), green (100% C, 100% Y), and red (100% M, 100% Y). For PMS spot colors, contact your sales representative for pricing.

## EDITORIAL CALENDAR

	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
<b>COVER</b>	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	State of the Industry	Dealer Profile
<b>SECONDARY PROFILE</b>	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile	Dealer Profile
<b>BUSINESS MANAGEMENT</b>	Succession	Multiple Store Operations	Financing	Advertising/Marketing	Web	Service Offerings
<b>PEOPLE ISSUES</b>	Recruiting	Developing Qualified Labor	Labor Rates	Background Checks	Strengthening Sales	Employee Compensation
<b>EQUIPMENT FEATURE</b>	Trenchers/Edgers	Curbing Equipment	Snow Equipment	Walk-behind Mowers	Powersports	Utility Vehicles
<b>PRODUCT PROFILE</b>	Snow Equipment	Handhelds	Utility Vehicles	Compact Equipment	Trenchers/Edgers	Walk-behind Mowers
<b>PRODUCT SPOTLIGHT</b>	Powersports	Mowers	Skid-steers	Snow Equipment	Attachments	Handhelds
<b>CLOSE DATE</b>	1/15	3/16	5/15	7/15	9/15	11/16
<b>MATERIALS DUE</b>	1/20	3/19	5/20	7/20	9/18	11/19

**COMMERCIAL**  
**DEALER**

### Mechanical Requirements

- Saddle stitch.
- Paper stock: Machine coated – 38 lb. body with 100 lb. cover.
- Colors available: 4-color process, matched spot colors (AAAA-MPA).
- Trim size 8-1/8" x 10-7/8".

### Digital Files and Specifications

PDF's and digital ad files are the preferred medium for advertiser-supplied materials. Ads can be submitted via FTP upload. For more details, call Michelle Wisniewski at 800-456-0707 or 330-523-5379.

### Non-Bleed Ad Sizes

Specifications .....	Width .....	Depth
Full Page .....	7"	10"
2/3 Page .....	4-1/2"	10"
1/2 Page Island .....	4-1/2"	7-1/2"
1/2 Page Horizontal .....	7"	4-7/8"
1/2 Page Vertical .....	3-3/8"	10"
1/3 Page Square .....	4-1/2"	4-7/8"
1/3 Page Vertical .....	2-3/16"	10"
1/4 Page Square .....	3-3/8"	4-7/8"
1/6 Page Vertical .....	2-3/16"	4-7/8"

### Bleed Ad Sizes (Available at no extra charge)

Specifications .....	Width .....	Depth
Single Page .....	8-1/4"	11-1/8"
Trim Area .....	8-1/8"	10-7/8"
Live Area .....	7"	10"
Spread .....	16-1/2"	11-1/8"
Trim Area .....	16-1/4"	10-7/8"
Live Area .....	15-1/2"	10"

(On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Supply ruled proof showing crop line.)

### Mailing Instructions

Ship all advertising, artwork, copy instructions, insertion orders and contracts to: *Commercial Dealer*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, Ohio 44286. For additional information, call Michelle Wisniewski at 800-456-0707 or 330-523-5379 .



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