

The Garden Conservancy's Open Days Program

ADVERTISING

2017



Reach America's most active and enthusiastic gardeners.

Now in its twenty third year, the Garden Conservancy's Open Days Program has become America's premier garden tour experience and the only nationwide program of its kind. Each year thousands of America's most enthusiastic garden-lovers tour private gardens from Maine to California. This active audience shares a passion for gardening, outdoor entertaining, culture and design and looks to Open Days for inspiration.

Specialized publications including an expanded national directory, a newly enhanced website, well-honed social media, and highly targeted email communications have become indispensable, in-demand tools for these visitors.

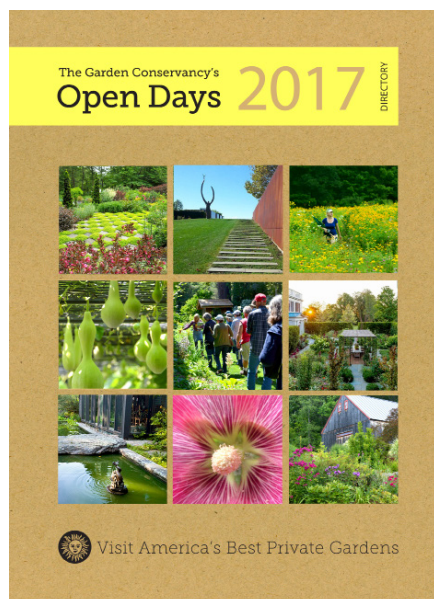
Our Customers

Open Days visitors are avid gardeners and consumers, well-aligned with brand partners and advertisers.

- 90% are active gardeners
- 95% are homeowners
- 45% have advanced degrees
- 80% opt to receive Open Days emails
- 85% are female
- 80% are between the ages of 45 and 65

Customer data is based on 2016 survey results.

Our full color *Open Days Directory*!



The *Open Days Directory* is the only guide of its kind and now features enhanced indexing, maps, more photos, and a state-by-state listing of private and public gardens. This popular annual publication is also a reference guide of American gardens...our visitors keep them on their shelves year after year—some back to the very first edition!

Shipping in early spring at over 300 pages, the directory is an established product for Open Days visitors, marking the beginning of the garden-visiting season. Connect with these

consumers early in the year as they plan garden-visits, home projects, and travel destinations.

The *Open Days Directory* is a benefit of Garden Conservancy membership. All of our members receive a free copy straight from the printer!

Print Ad Specifications

- Full page, bleeds: 6.5"w x 9"h, add 0.125" bleed
- Full page: 5.375"w x 8"h
- Half page: 5.375"w x 3.875"h
- Quarter page: 5.375"w x 1.8133"h
- 2-page spread, bleed: each page—6.5"w x 9"h, add 0.125" bleed
- 2-page spread, no bleeds: each page—5.375"w x 8"h

All ads must be in color. Please submit 300 dpi, press-optimized pdf files with all fonts embedded.

Book: 6.5"w x 9"h finished

See the following Advertising Contract for ***Special Offers** for public gardens.

Opendaysprogram.org & Open Days Emails



Digital advertising reaches up to 85% of the total Open Days audience.

Partners and advertisers are widely featured on our well-trafficked website and through Open Days emails.

The Open Days website provides an enhanced dimension to garden-visiting opportunities and events across the nation within a user-friendly interface.

Eagerly anticipated highlight emails offer subscribers garden updates and event reminders within their regions of interest, encouraging website click through for the latest information. Emails on our Digging Deeper events specifically attract audience segments interested in garden craft, hands-on experiences, and the developing "maker" trend.

Website Statistics

During the gardening season:

- 21,402 average unique pageviews/mo

Based on data from 3/2016–11/2016.

Email Statistics

In 2016 we sent out 116 emails to our subscribers.

- 31.6% average open rate
- 7.3% average click-through rate
- more than 38,000 total email subscribers

Digital Ad Specifications

- Web, footer horizontal: 970 x 90 pixels
- Web, right rail square: 250 x 250 pixels
- Email, left column horizontal: 350 x 60 pixels
- Email, right column square: 175 x 175 pixels

Please submit 144 dpi, jpg files and provide the URL to link to.

ADVERTISING

2017

Advertiser: _____

Account contact: _____

Address: _____

Phone: _____

Email: _____

☐ Artwork is attached

Ad file/s name/s: _____

ADVERTISING PACKAGES

Each Open Days print and electronic media package is fully customized, delivering the optimum audience for your company or organization.

Special packages and discounts are offered to non-profit partners. Further discounts for 24 month contracts are available.

Email us at ads@gardenconservancy.org.

CONTRACT DUE: Friday, December 16

ARTWORK DUE: Friday, January 13

SPECIAL OFFERS*

Public Gardens: 20% discount on all print advertising rates.
Print and online business listings for \$250.

Advertiser hereby authorizes and promises to pay "The Garden Conservancy" for the following 2017 advertising.

Open Days Directory' \$ _____

☐ Full page, bleed: \$2000

☐ Full page: \$1750

☐ 1/2 page: \$1250

☐ 1/4 page: \$750

☐ 2-page spread, bleed: \$3097

☐ 2-page spread, no bleed: \$2692

*** Special Offer listings** \$ _____

☐ Public Garden: \$100

Total payment enclosed:

\$ _____

☐ Please bill me.

☐ My check made out to *The Garden Conservancy* is enclosed.

X _____

Signature

Date: _____

☐ Please contact me about digital advertising and/or an advertising package.

SEND TO

The Garden Conservancy's Open Days Program

USPS:

P.O. Box 219, Cold Spring, NY 10516

Private carrier:

20 Nazareth Way, Garrison, NY 10524

T: 845.424.6502

Email: ads@gardenconservancy.org

Fax: 845.424.6501