

THE GARDEN CONSERVANCY

# 2020 Open Days Advertising



## Reach America's most active and enthusiastic gardeners

The Garden Conservancy Open Days program has become America's premier garden tour experience and is the only nationwide program of its kind. Every year since 1995, 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 annual national directory, a well-trafficked website, and highly targeted email communications have become indispensable, in-demand tools for these visitors.

## Our Customers

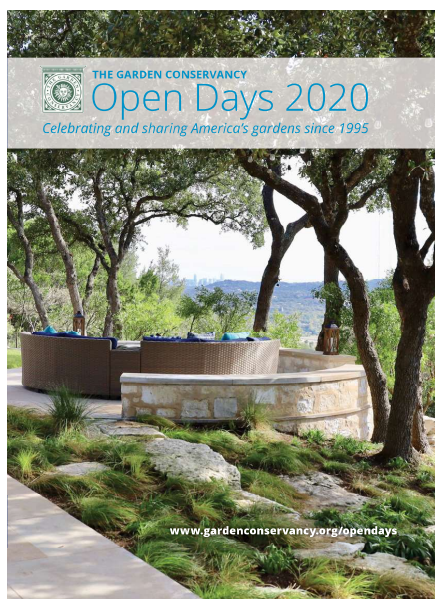
Open Days visitors are avid gardeners and consumers, well-aligned with brand partners and advertisers.

- 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 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 and

throughout the season 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!

## Gardenconservancy.org and Open Days Emails

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

The Garden Conservancy website provides an enhanced dimension to garden-visiting opportunities and events across the nation within a user-friendly interface that includes directions and visiting information.

Our Open Days email program offers subscribers timely garden updates and event reminders within their regions of interest, encouraging website click-through for the latest information.

## Reserve your space today!



The Garden Conservancy  
Open Days Program  
P.O. Box 608  
Garrison, NY 10524

## 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

Please submit 300 dpi, press-optimized PDF files with all fonts embedded and artwork prepared for full-color printing.

Book: 6.5"w x 9"h finished

Print run: 6,500 copies

**See the following Advertising Contract for a Special Offer for nonprofits!**

## Digital Ad Specifications

- Web, horizontal footer: 600 x 200 pixels
- Web, square right column: 250 x 250 pixels
- Email, horizontal banner: 600 x 200 pixels
- Email, square button: 250 x 250 pixels

Please submit 144 dpi, jpg files and provide your preferred URL to link ad to.

## Website Statistics

During the gardening season:

- 34,897 average unique page views/mo

Based on data from 2/1/2019–11/2/2019

## Email Statistics

In 2019 we sent out 75 Open Days emails to our subscribers:

- 49.3% average open rate
- 8.4% average click-through rate
- more than 18,500 total email subscribers

# 2020 Open Days Advertising Contract

Advertiser (name below) hereby authorizes and promises to pay "The Garden Conservancy" for the following 2020 print and/or digital advertising with full payment due at the time of art submission.

## PRINT ADS: Open Days Directory

- ☐ Full page, bleed: \$2,000
- ☐ Full page, no bleed: \$1,750
- ☐ 1/2 page: \$1,250
- ☐ 1/4 page: \$,750
- ☐ 2-page spread, bleed: \$3,000
- ☐ 2-page spread, no bleed: \$2,500

## SPECIAL OFFER

**Nonprofits:** 50% discount on all print advertising rates.

## DIGITAL ADS

### Web Only

### Email Only

### Web + Email

All banners are 600 pixels wide x 200 pixels high

<input type="checkbox"/> Banner; National	\$4,500	\$2,500	\$6,300
<input type="checkbox"/> Banner; Northeast	3000	1650	4200
<input type="checkbox"/> Banner; SoCal	550	300	765
<input type="checkbox"/> Banner; NoCal	1100	600	1530
<input type="checkbox"/> Banner, All California	1600	900	2250
<input type="checkbox"/> Banner; Midwest	450	250	630
<input type="checkbox"/> Banner; South Carolina	600	330	840
<input type="checkbox"/> Banner; Florida	350	195	490
<input type="checkbox"/> Banner, Texas	350	195	490

All buttons are 250 pixels square

<input type="checkbox"/> Button; National	\$2,000	\$1,100	\$2,790
<input type="checkbox"/> Button; Northeast	1350	740	1880
<input type="checkbox"/> Button; SoCal	250	140	350
<input type="checkbox"/> Button; NoCal	495	275	690
<input type="checkbox"/> Button, All California	720	400	1000
<input type="checkbox"/> Button; Midwest	200	110	280
<input type="checkbox"/> Button; South Carolina	270	150	380
<input type="checkbox"/> Button; Florida	160	90	225
<input type="checkbox"/> Button, Texas	160	90	225

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.

**Email us at [ads@gardenconservancy.org](mailto:ads@gardenconservancy.org).**

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

☐ I am paying the total at this time

☐ I will call the Garden Conservancy office to pay

☐ I will send a check

☐ Please send me a link to pay online

**Total payment enclosed: \$** \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

**CONTRACT DUE: Friday, December 6, 2019**  
**ARTWORK DUE: Friday, December 13, 2019**

## SEND COMPLETED FORM TO:

The Garden Conservancy Open Days Program

### USPS:

P.O. Box 608, Garrison, NY, 10524

### Private carrier:

20 Nazareth Way, Garrison, NY 10524

T: 845.424.6502

**Email:** [ads@gardenconservancy.org](mailto:ads@gardenconservancy.org)

**Fax:** 845.424.6501