

In Our Second Year!
JARDINES DEL MUNDO – 2011 Media Kit

Jardines del Mundo (Gardens of the World), is a full-color,
BI-LINGUAL magazine for Landscapers and Gardeners!

Including

News and Views about ALL-PRO

The Association of Latino Landscape Professionals

Dear Green Industry Suppliers, Manufacturers and Advertisers:

Now is your chance to reach a vast, vital and virtually untapped segment of the landscape industry – LATINO LANDSCAPERS AND GARDENERS!

Jardines del Mundo, the BI-LINGUAL (English/Spanish), **bi-monthly (6 times per year)**, full-color magazine, **is now in its second year** and growing in readership and interest. Since we launched the publication last summer, we have rapidly become THE PUBLICATION TO REACH THE EXPLODING LATINO GREEN INDUSTRY MARKET! We currently publish **5,000 copies** of our Western States Edition. Several copies of our magazine are mailed to Green Industry VIPs, manufacturers, suppliers and ALL-PRO members, but most are distributed to landscapers and gardeners – **your potential clients** – via irrigation supply houses, nurseries and lawnmower shops throughout California, Nevada and Arizona.

Additionally, **Jardines is distributed via email!** Readers who click onto your ad in our email version of this magazine will be linked to your website **at no additional cost to you!**

Jardines del Mundo issues include...

- Green Industry news plus features about new products and services - Press releases welcome!
- Photos of spectacular landscape projects with commentary in both English and Spanish
- Landscape and gardening how-to articles, legislation and regulations, and business tips
- All the latest news about ALL-PRO – the Association of Latino Landscape Professionals
- Plus **YOUR ADVERTISING!**

Circulation and advertising rate information...

- **Our current circulation is 5,000. However, we anticipate growing our circulation throughout the year as the numbers of ALL-PRO members, distribution sources and advertisers grows.**
- You'll find our advertising rates are extremely competitive, especially considering the uniqueness of our publication and our involvement with our readers. **If you advertised in *Jardines* in 2010, you are eligible for additional savings off of our 2011 rates.** We appreciate our Founding Advertisers!

The advertising in *Jardines* can be in English, Spanish...or both! We can even translate your ad for you at very reasonable rates. As an advertiser in this unique, full-color magazine, you will realize the value of reaching out to local landscape contractors and gardeners for new and repeat business...in a publication that **SPEAKS THEIR LANGUAGE!**

We want to thank you in advance for advertising in our new magazine, *Jardines del Mundo*, and for supporting **ALL-PRO...the Association of Latino Landscape Professionals**.

To advertise or for more information, call John Hernandez at (626) 965-5015, cell (626) 715-1757.

JARDINES DEL MUNDO – 2011 Advertising Rates

Published Every Other Month By

El Dorado Communications, Inc. – John R. Hernandez, Publisher / CEO

19055 Abdera Street, Rowland Heights, CA 91748-2210

PHONE (626) 965-5015 . FAX (866) 591-5093 . EMAIL: eldoradojrh@yahoo.com

Jardines del Mundo Insertion Order & Contract

Please fill out and fax to Ad Dept. (866) 591-5093, or mail to **El Dorado Communications, Inc. (see above)**

COMPANY _____ Phone _____ Fax _____

CONTACT _____ Email _____

BILLING ADDRESS _____ City _____ State _____ Zip _____

COMPANY WEBSITE _____

- Insert my ad into *Jardines del Mundo – Western States Edition*, thru 2011, or as detailed
Jardines is published 6 times per year – Discounts & bonus ads available for long-term advertising

Single Issue Rate

- | | |
|---|---------|
| <input type="checkbox"/> FULL PG-Back Cover <u>4-Color</u> (Add ¼" bleed all around) | \$1,500 |
| <input type="checkbox"/> FULL PG – Inside <u>4-Color</u> (8 ½" w * 11" h–add ¼" bleed) | \$1,200 |
| <input type="checkbox"/> ½ PG <u>Color</u> (Vertical Ad–3 5/8" w * 9 5/8" h) | \$ 750 |
| <input type="checkbox"/> ½ PG <u>Color</u> (Horizontal Ad–7 ½" w * 4 5/8" h) | \$ 750 |
| <input type="checkbox"/> 1/4 PAGE <u>Color</u> (3 5/8" w * 4 5/8" h) | \$ 425 |
| <input type="checkbox"/> 1/8 PAGE – Business Card B&W or <u>Color</u> (3 5/8" w * 2" h) | \$ 250 |

****FOUNDING ADVERTISERS pay same rates for 2011 as in 2010. Thank you, Founders!**

EL MERCADO – THE MARKETPLACE Ads paid in advance for run thru end of year

- | | |
|--|--------|
| <input type="checkbox"/> 2 3/8" w * 1" h B&W or <u>Color</u> | \$ 225 |
| <input type="checkbox"/> 2 3/8" w * 2" h B&W or <u>Color</u> | \$ 390 |
| <input type="checkbox"/> 2 3/8" w * 4" h B&W or <u>Color</u> | \$ 725 |

ADVERTORIALS – ADVERTISING IN STORY FORM

- | | |
|--|---------|
| <input type="checkbox"/> ¾ to FULL PAGE (Including photos) | \$1,000 |
| <input type="checkbox"/> ½ to ¾ PAGE (Including photos) | \$ 650 |

MULTI-PAGE ADVERTISING SECTIONS

Published as part of magazine – Call for details and prices

INSERTS: Furnished; local distribution only – not mailed

Call for details and prices – **Insert printing available**

START DATE _____ **TOTAL PAYMENT: **\$** _____

- CK INCLUDED WITH THIS ORDER (CK# _____) BILL ME AT MY ADDRESS ABOVE

SPECIAL INSTRUCTIONS _____

****Make checks payable to El Dorado Communications, Inc., and mail to:
Editor John R. Hernandez, 19055 Abdera Street, Rowland Heights, CA 91748**

Technical Information: Supply camera-ready ads on CD or email in TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC. Ads received outside of size requirements may be reformatted or cropped to fit as required. Email stories in MS Word if possible, to Editor at: **eldoradojrh@yahoo.com**

Translation of Ads is available for a nominal fee. No charge for story or advertorial translation.

DEADLINE for ads and stories: 10th of the month prior to publication

++Ads must be paid in advance unless previous arrangements are made with the Editor or Advertising Coordinator. Any ad that remains unpaid after it has been published will not publish again until the payment is resolved. **Revised: 1/27/11**

Authorized Signature _____

Ad Agencies: These rates are NET.