

GWA NEWS CLIPPINGS

REACH

1,700

PROFESSIONAL COMMUNICATORS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

A

B

C

D

B1

F

E

C1

GWA News Clippings

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PW PRIZES WINNER

Rate our flowers online

Facebook reaches out to journalists with page, workshops

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In an attempt to promote the use of Facebook in the newsroom, Facebook has unveiled a new Facebook page and meetup program for journalists. The new page, Journalists on Facebook, is intended to be a resource for journalists who want to incorporate social media into their reporting, networking and storytelling. [MORE](#)

Perfect Care For Your Garden

Invented for life **BOSCH**

10 ways to start your story better

Writers Digest [Share](#) [Like](#) [Comment](#)

A good opening line is a powerful thing: It can grab an editor's attention, set the tone for the rest of the piece, and make sure readers stay through the end. Here are 10 ways to steer your story toward success. [MORE](#)

The first book on the 'First Garden'

Baltimore Sun [Share](#) [Like](#) [Comment](#)

A year in advance of the scheduled publication of Michelle Obama's book on the White House vegetable garden, Clarion Books has released "First Garden: The White House Garden and How It Grew." [MORE](#)

Product Showcase

Rare Seed Varieties

Baker Creek Heirloom Seeds

We are offering many rare seed varieties online only. Many of these seeds will only be available for a few more general year orders for 2010 heirloom seeds. We only offer open-pollinated seeds (pure, natural & non-GMO)

CobraHead Long Handle Weeder and Cultivator

The CobraHead Long Handle weighs about 2 1/2 pounds and comes in three (3) handle lengths of 45", 54" and 60" (inches). The blade assembly adds 8" to the length, so the overall tool lengths are 53" (48" handle), 62" (54" handle), and 68" (60" handle).

Liquid Fence Deer & Rabbit Repellent

Liquid Fence Deer & Rabbit Repellent is the environmentally safe and biodegradable solution to all your deer and rabbit problems. Best of all, this easy-to-use, long lasting spray is safe to use around your family and pets, so you can use it worry free. And the cruelty-free solution won't hurt the deer or rabbit!

Arthur Sulzberger's New York Times payroll defense

The Daily Beast [Share](#) [Like](#) [Comment](#)

Arthur Sulzberger was getting irritated. The New York Times publisher was on the dais at Columbia University, fielding questions about the newspaper's new plan to charge its readers online. There was confusion about how much the pay meter costs, a Columbia dean, Bill Guessin, noted. Could readers be forgiven for feeling the system was overly complex? [MORE](#)

Bloggers weigh in on the Kindle swindle and new fraud

Publishing Trends [Share](#) [Like](#) [Comment](#)

Ben Metcalfe wonders why Amazon "continues to prioritize on penalizing its customer base [shutting down sites like Lendme, for instance] while practically ignoring the rampant content abuse and fraud that is going on further up the chain within its own house." [MORE](#)

H-2B rewrite has users wondering about program's future

ANLA [Share](#) [Like](#) [Comment](#)

The U.S. Department of Labor, bowing to labor union pressure, is moving to rewrite the H-2B temporary and seasonal nonagricultural worker program. Proposed changes are described in a 78-page notice published in the March 18 Federal Register, just in time for the one-year anniversary of a similar regulatory initiative that rewrote H-2A, the agricultural worker program. [MORE](#)

Featured Companies

TimeLapse PlantCam

Watch your plants grow in fast-forward with the new TimeLapse PlantCam. The PlantCam is weatherproof and automatically takes photos and videos at set time intervals. [MORE](#)

Ortho Elements 3-in-1 Rose & Flower Care

Controls diseases, insects and mites on roses, vegetables, fruits, and ornamentals and can be used up to the day before harvest. [MORE](#)

A front-yard garden that looks good enough to eat

Miami Herald [Share](#) [Like](#) [Comment](#)

Turning your front yard into an edible garden can be an education. Not just for you, but for neighbors, too. Ivetta Soler tells a story about skateboarders who stopped to admire her front yard, where the lawn had been replaced by a variety of vegetables and herbs. "One of 'em said, 'Look! Those are artichokes! Dude, they grow on plants!'" [MORE](#)

Vertical gardening: Make the most of minimal space

Staten Island Advance [Share](#) [Like](#) [Comment](#)

The inclusion of an arbor to your landscape, one type of vertical gardening, does more than just provide additional growing space. It adds visual appeal and becomes a focal point in the garden. Many factors must be considered when choosing an arbor; most importantly, where it will be placed. [MORE](#)

Garden Writers Weekly

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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AD RATES & SPECS

Prices are for participation in 13 emails to the 1,700 professional communicators (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top Skyscraper/ Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$2500

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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GWA NEWS CLIPPINGS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONAL COMMUNICATORS IN THE LAWN AND GARDEN INDUSTRY.

GWA News Clippings tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of professionals who communicate about horticulture, gardening, and the environment, GWA News Clippings keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

GWA NEWS CLIPPINGS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN GWA NEWS CLIPPINGS:



CREDIBLE SOURCE

For over 60 years, our members have turned to the association as the informational authority of the industry. Advertising in GWA News Clippings solidifies your place among weekly information provided to GWA members.



TARGETED DISTRIBUTION

Advertising in GWA News Clippings allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to GWA News Clippings have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, GWA News Clippings ensures your ad will be seen every week by our 1,700 subscribers.



AFFORDABLE

Advertising in GWA News Clippings is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of GWA News Clippings has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in GWA News Clippings.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.